

Consumer Spending Report

310-312 W Main St, Norristown, PA 19401

Building Type: **Industrial**
 RBA: **7,500 SF**
 Land Area: **.18 AC**
 Total Available: **7,500 SF**
 Warehouse Avail: **7,500 SF**
 Office Avail: **-**
 % Leased: **0%**
 Rent/SF/Yr: **Negotiable**



2017 Annual Spending (\$000s)	1 Mile	3 Mile	5 Mile
Total Specified Consumer Spending	\$178,383	\$936,308	\$2,099,288
Total Apparel	\$13,412	\$56,630	\$120,589
Women's Apparel	4,877	22,821	49,930
Men's Apparel	2,761	12,356	26,849
Girl's Apparel	1,201	4,213	8,684
Boy's Apparel	823	2,915	5,901
Infant Apparel	714	2,562	5,033
Footwear	3,036	11,762	24,192
Total Entertainment & Hobbies	\$14,298	\$76,211	\$166,028
Entertainment	2,220	11,607	25,546
Audio & Visual Equipment/Service	7,848	38,033	80,005
Reading Materials	506	3,898	9,342
Pets, Toys, & Hobbies	3,725	22,673	51,135
Personal Items	10,834	58,899	137,962
Total Food and Alcohol	\$57,614	\$269,987	\$576,992
Food At Home	34,714	149,628	308,499
Food Away From Home	19,567	102,374	227,505
Alcoholic Beverages	3,332	17,985	40,988
Total Household	\$22,224	\$135,051	\$322,456
House Maintenance & Repair	3,458	24,106	55,453
Household Equip & Furnishings	9,596	55,246	127,142
Household Operations	7,208	41,126	99,719
Housing Costs	1,962	14,573	40,141

Consumer Spending Report

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2017 Annual Spending (000s)	1 Mile	3 Mile	5 Mile
Total Transportation/Maint.	\$40,999	\$228,151	\$508,523
Vehicle Purchases	13,560	89,179	202,992
Gasoline	15,525	74,379	155,136
Vehicle Expenses	1,867	8,070	20,240
Transportation	4,782	25,733	61,425
Automotive Repair & Maintenance	5,266	30,790	68,730
Total Health Care	\$8,465	\$49,052	\$109,625
Medical Services	4,749	27,644	63,028
Prescription Drugs	2,819	16,380	35,544
Medical Supplies	897	5,028	11,052
Total Education/Day Care	\$10,538	\$62,328	\$157,114
Education	7,148	39,705	98,359
Fees & Admissions	3,390	22,622	58,755

Daytime Employment Report

1 Mile Radius

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Warehse Av: **7,500 SF**
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 Rent/SF/Yr: **Negotiable**



Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	1,242	13,474	11
Retail & Wholesale Trade	184	1,119	6
Hospitality & Food Service	67	461	7
Real Estate, Renting, Leasing	47	385	8
Finance & Insurance	78	307	4
Information	24	198	8
Scientific & Technology Services	181	877	5
Management of Companies	0	0	0
Health Care & Social Assistance	225	2,668	12
Educational Services	16	2,137	134
Public Administration & Sales	77	2,326	30
Arts, Entertainment, Recreation	13	220	17
Utilities & Waste Management	44	479	11
Construction	66	576	9
Manufacturing	50	979	20
Agriculture, Mining, Fishing	0	0	0
Other Services	170	742	4

Demographic Detail Report

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 Office Avail: **-**
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Radius	1 Mile		3 Mile		5 Mile	
Population						
2022 Projection	26,996		94,543		184,866	
2017 Estimate	26,819		93,070		181,444	
2010 Census	27,525		91,147		175,030	
Growth 2017 - 2022	0.66%		1.58%		1.89%	
Growth 2010 - 2017	-2.56%		2.11%		3.66%	
2017 Population by Age						
	26,819		93,070		181,444	
Age 0 - 4	2,018	7.52%	5,984	6.43%	10,948	6.03%
Age 5 - 9	2,080	7.76%	5,959	6.40%	10,816	5.96%
Age 10 - 14	1,951	7.27%	5,501	5.91%	10,460	5.76%
Age 15 - 19	1,778	6.63%	4,968	5.34%	10,150	5.59%
Age 20 - 24	1,803	6.72%	4,896	5.26%	10,037	5.53%
Age 25 - 29	2,227	8.30%	6,215	6.68%	11,910	6.56%
Age 30 - 34	2,514	9.37%	7,713	8.29%	14,109	7.78%
Age 35 - 39	2,211	8.24%	7,343	7.89%	13,300	7.33%
Age 40 - 44	1,856	6.92%	6,515	7.00%	12,100	6.67%
Age 45 - 49	1,659	6.19%	6,137	6.59%	12,044	6.64%
Age 50 - 54	1,576	5.88%	6,151	6.61%	12,595	6.94%
Age 55 - 59	1,451	5.41%	6,010	6.46%	12,494	6.89%
Age 60 - 64	1,185	4.42%	5,300	5.69%	10,982	6.05%
Age 65 - 69	900	3.36%	4,439	4.77%	9,110	5.02%
Age 70 - 74	621	2.32%	3,350	3.60%	6,834	3.77%
Age 75 - 79	412	1.54%	2,439	2.62%	4,986	2.75%
Age 80 - 84	283	1.06%	1,877	2.02%	3,876	2.14%
Age 85+	295	1.10%	2,274	2.44%	4,692	2.59%
Age 65+	2,511	9.36%	14,379	15.45%	29,498	16.26%
Median Age	33.10		38.60		39.60	
Average Age	34.20		39.10		39.80	

Demographic Detail Report

310-312 W Main St, Norristown, PA 19401

Radius	1 Mile	3 Mile	5 Mile
2017 Population By Race	26,819	93,070	181,444
White	14,746 54.98%	64,555 69.36%	137,526 75.80%
Black	9,893 36.89%	18,282 19.64%	24,337 13.41%
Am. Indian & Alaskan	267 1.00%	441 0.47%	538 0.30%
Asian	707 2.64%	6,977 7.50%	14,830 8.17%
Hawaiian & Pacific Island	81 0.30%	118 0.13%	136 0.07%
Other	1,126 4.20%	2,697 2.90%	4,077 2.25%
Population by Hispanic Origin	26,819	93,070	181,444
Non-Hispanic Origin	17,668 65.88%	79,641 85.57%	165,237 91.07%
Hispanic Origin	9,151 34.12%	13,429 14.43%	16,207 8.93%
2017 Median Age, Male	32.60	37.40	38.30
2017 Average Age, Male	33.50	37.70	38.60
2017 Median Age, Female	33.60	39.90	41.10
2017 Average Age, Female	34.90	40.40	41.00
2017 Population by Occupation Classification	20,414	74,626	147,185
Civilian Employed	13,115 64.25%	49,158 65.87%	96,065 65.27%
Civilian Unemployed	963 4.72%	2,595 3.48%	4,062 2.76%
Civilian Non-Labor Force	6,327 30.99%	22,832 30.60%	46,992 31.93%
Armed Forces	9 0.04%	41 0.05%	66 0.04%
Households by Marital Status			
Married	2,782	15,757	34,656
Married No Children	1,441	9,424	20,418
Married w/Children	1,340	6,333	14,238
2017 Population by Education	18,559	69,627	136,055
Some High School, No Diploma	3,371 18.16%	7,160 10.28%	9,956 7.32%
High School Grad (Incl Equivalency)	7,283 39.24%	20,967 30.11%	33,542 24.65%
Some College, No Degree	3,854 20.77%	15,425 22.15%	27,127 19.94%
Associate Degree	1,368 7.37%	3,865 5.55%	7,021 5.16%
Bachelor Degree	1,765 9.51%	13,979 20.08%	33,056 24.30%
Advanced Degree	918 4.95%	8,231 11.82%	25,353 18.63%

Demographic Detail Report

310-312 W Main St, Norristown, PA 19401

Radius	1 Mile		3 Mile		5 Mile	
2017 Population by Occupation	24,684		93,953		184,556	
Real Estate & Finance	758	3.07%	4,166	4.43%	9,821	5.32%
Professional & Management	4,797	19.43%	26,681	28.40%	62,077	33.64%
Public Administration	467	1.89%	1,633	1.74%	2,793	1.51%
Education & Health	2,559	10.37%	10,687	11.37%	22,335	12.10%
Services	3,763	15.24%	8,410	8.95%	13,308	7.21%
Information	152	0.62%	1,252	1.33%	2,479	1.34%
Sales	2,981	12.08%	13,121	13.97%	23,217	12.58%
Transportation	1,590	6.44%	2,984	3.18%	5,124	2.78%
Retail	1,436	5.82%	5,621	5.98%	10,089	5.47%
Wholesale	366	1.48%	1,745	1.86%	3,037	1.65%
Manufacturing	1,223	4.95%	5,154	5.49%	9,974	5.40%
Production	1,812	7.34%	4,931	5.25%	7,429	4.03%
Construction	1,701	6.89%	3,836	4.08%	6,200	3.36%
Utilities	398	1.61%	1,463	1.56%	2,595	1.41%
Agriculture & Mining	31	0.13%	81	0.09%	194	0.11%
Farming, Fishing, Forestry	21	0.09%	61	0.06%	104	0.06%
Other Services	629	2.55%	2,127	2.26%	3,780	2.05%
2017 Worker Travel Time to Job	12,835		47,466		91,434	
<30 Minutes	8,781	68.41%	31,489	66.34%	56,799	62.12%
30-60 Minutes	3,264	25.43%	12,919	27.22%	28,250	30.90%
60+ Minutes	790	6.16%	3,058	6.44%	6,385	6.98%
2010 Households by HH Size	9,349		36,242		69,143	
1-Person Households	2,711	29.00%	11,207	30.92%	20,250	29.29%
2-Person Households	2,236	23.92%	11,393	31.44%	22,829	33.02%
3-Person Households	1,547	16.55%	5,820	16.06%	11,118	16.08%
4-Person Households	1,175	12.57%	4,255	11.74%	8,830	12.77%
5-Person Households	754	8.07%	1,974	5.45%	3,785	5.47%
6-Person Households	420	4.49%	839	2.31%	1,363	1.97%
7 or more Person Households	506	5.41%	754	2.08%	968	1.40%
2017 Average Household Size	2.80		2.40		2.40	
Households						
2022 Projection	9,140		37,729		73,306	
2017 Estimate	9,082		37,112		71,882	
2010 Census	9,349		36,242		69,143	
Growth 2017 - 2022	0.64%		1.66%		1.98%	
Growth 2010 - 2017	-2.86%		2.40%		3.96%	

Demographic Detail Report

310-312 W Main St, Norristown, PA 19401						
Radius	1 Mile		3 Mile		5 Mile	
2017 Households by HH Income	9,082		37,113		71,881	
<\$25,000	3,004	33.08%	6,983	18.82%	10,108	14.06%
\$25,000 - \$50,000	2,395	26.37%	7,706	20.76%	12,205	16.98%
\$50,000 - \$75,000	1,516	16.69%	6,497	17.51%	11,311	15.74%
\$75,000 - \$100,000	1,038	11.43%	5,689	15.33%	10,678	14.86%
\$100,000 - \$125,000	487	5.36%	3,391	9.14%	7,507	10.44%
\$125,000 - \$150,000	271	2.98%	2,604	7.02%	5,470	7.61%
\$150,000 - \$200,000	232	2.55%	2,265	6.10%	6,142	8.54%
\$200,000+	139	1.53%	1,978	5.33%	8,460	11.77%
2017 Avg Household Income	\$54,203		\$82,010		\$104,976	
2017 Med Household Income	\$41,348		\$64,400		\$80,423	
2017 Occupied Housing	9,082		37,112		71,882	
Owner Occupied	3,366	37.06%	22,114	59.59%	47,438	65.99%
Renter Occupied	5,716	62.94%	14,998	40.41%	24,444	34.01%
2010 Housing Units	10,272		39,454		75,577	
1 Unit	5,538	53.91%	25,968	65.82%	51,679	68.38%
2 - 4 Units	2,669	25.98%	4,562	11.56%	6,112	8.09%
5 - 19 Units	1,173	11.42%	3,663	9.28%	6,085	8.05%
20+ Units	892	8.68%	5,261	13.33%	11,701	15.48%
2017 Housing Value	3,366		22,114		47,439	
<\$100,000	609	18.09%	1,248	5.64%	1,919	4.05%
\$100,000 - \$200,000	1,848	54.90%	6,432	29.09%	8,875	18.71%
\$200,000 - \$300,000	557	16.55%	7,690	34.77%	13,231	27.89%
\$300,000 - \$400,000	124	3.68%	4,440	20.08%	11,045	23.28%
\$400,000 - \$500,000	137	4.07%	1,490	6.74%	5,002	10.54%
\$500,000 - \$1,000,000	62	1.84%	707	3.20%	6,029	12.71%
\$1,000,000+	29	0.86%	107	0.48%	1,338	2.82%
2017 Median Home Value	\$158,116		\$243,914		\$297,690	
2017 Housing Units by Yr Built	10,279		39,501		75,929	
Built 2010+	139	1.35%	2,028	5.13%	3,768	4.96%
Built 2000 - 2010	234	2.28%	2,197	5.56%	5,951	7.84%
Built 1990 - 1999	240	2.33%	1,910	4.84%	5,831	7.68%
Built 1980 - 1989	335	3.26%	3,316	8.39%	7,002	9.22%
Built 1970 - 1979	600	5.84%	4,974	12.59%	10,991	14.48%
Built 1960 - 1969	1,222	11.89%	6,501	16.46%	12,087	15.92%
Built 1950 - 1959	1,133	11.02%	6,888	17.44%	12,541	16.52%
Built <1949	6,376	62.03%	11,687	29.59%	17,758	23.39%
2017 Median Year Built	1947		1961		1965	

Demographic Market Comparison Report

1 mile radius

310-312 W Main St, Norristown, PA 19401

Type: **Industrial/Warehouse**
 County: **Montgomery**

1 Mile
County

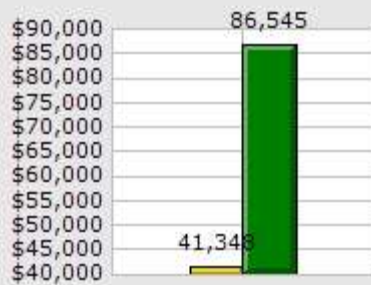
Population Growth



Household Growth



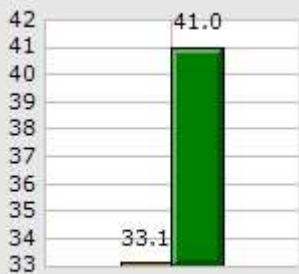
2017 Med Household Inc



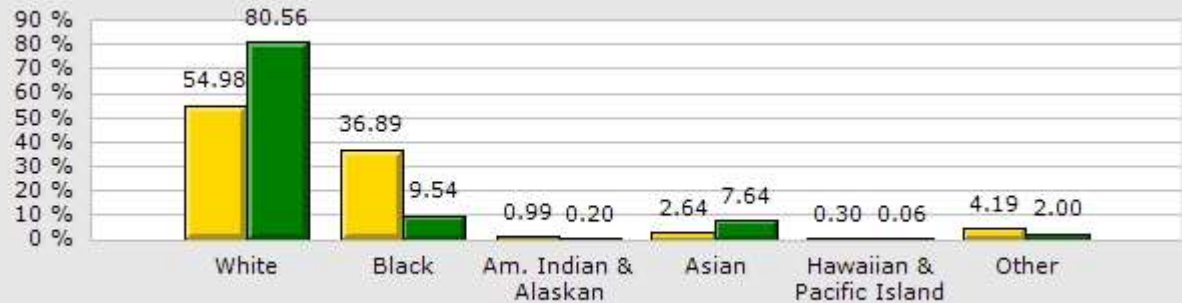
2017 Households by Household Income



2017 Median Age



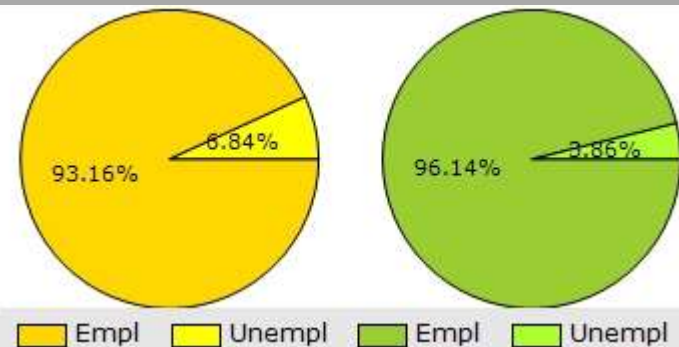
2017 Population by Race



2017 Renter vs. Owner



2017 Employed vs. Unemployed



Demographic Market Comparison Report

1 mile radius

310-312 W Main St, Norristown, PA 19401

Type: **Industrial/Warehouse**
 County: **Montgomery**

	1 Mile		County	
Population Growth				
Growth 2010 - 2017	-2.56%		2.90%	
Growth 2017 - 2022	0.66%		1.72%	
Empl	13,115	93.16%	438,726	96.14%
Unempl	963	6.84%	17,633	3.86%
2017 Population by Race				
	26,819		823,073	
White	14,746	54.98%	663,065	80.56%
Black	9,893	36.89%	78,520	9.54%
Am. Indian & Alaskan	266	0.99%	1,640	0.20%
Asian	708	2.64%	62,911	7.64%
Hawaiian & Pacific Island	81	0.30%	512	0.06%
Other	1,125	4.19%	16,425	2.00%
Household Growth				
Growth 2010 - 2017	-2.86%		2.87%	
Growth 2017 - 2022	0.64%		1.76%	
Renter Occupied	5,716	62.94%	84,737	26.77%
Owner Occupied	3,366	37.06%	231,852	73.23%
2017 Households by Household Income				
	9,082		316,589	
Income <\$25K	3,004	33.08%	39,798	12.57%
Income \$25K - \$50K	2,395	26.37%	50,421	15.93%
Income \$50K - \$75K	1,516	16.69%	47,040	14.86%
Income \$75K - \$100K	1,038	11.43%	45,549	14.39%
Income \$100K - \$125K	487	5.36%	36,727	11.60%
Income \$125K - \$150K	271	2.98%	25,845	8.16%
Income \$150K - \$200K	232	2.55%	29,385	9.28%
Income \$200K+	139	1.53%	41,824	13.21%
2017 Med Household Inc	\$41,348		\$86,545	
2017 Median Age	33.10		41.00	

Demographic Summary Report

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2017 Estimate	26,819	93,070	181,444
2010 Census	27,525	91,147	175,030
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Growth 2010 - 2017	-2.56%	2.11%	3.66%
2017 Population by Hispanic Origin	9,151	13,429	16,206
2017 Population	26,819	93,070	181,444
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Black	9,893 36.89%	18,282 19.64%	24,337 13.41%
Am. Indian & Alaskan	267 1.00%	441 0.47%	538 0.30%
Asian	707 2.64%	6,977 7.50%	14,830 8.17%
Hawaiian & Pacific Island	81 0.30%	118 0.13%	136 0.07%
Other	1,126 4.20%	2,697 2.90%	4,077 2.25%
U.S. Armed Forces	9	40	65
Households			
2022 Projection	9,140	37,729	73,306
2017 Estimate	9,082	37,112	71,882
2010 Census	9,349	36,242	69,143
Growth 2017 - 2022	0.64%	1.66%	1.98%
Growth 2010 - 2017	-2.86%	2.40%	3.96%
Owner Occupied	3,366 37.06%	22,114 59.59%	47,438 65.99%
Renter Occupied	5,716 62.94%	14,998 40.41%	24,444 34.01%
2017 Households by HH Income	9,082	37,113	71,881
Income: <\$25,000	3,004 33.08%	6,983 18.82%	10,108 14.06%
Income: \$25,000 - \$50,000	2,395 26.37%	7,706 20.76%	12,205 16.98%
Income: \$50,000 - \$75,000	1,516 16.69%	6,497 17.51%	11,311 15.74%
Income: \$75,000 - \$100,000	1,038 11.43%	5,689 15.33%	10,678 14.86%
Income: \$100,000 - \$125,000	487 5.36%	3,391 9.14%	7,507 10.44%
Income: \$125,000 - \$150,000	271 2.98%	2,604 7.02%	5,470 7.61%
Income: \$150,000 - \$200,000	232 2.55%	2,265 6.10%	6,142 8.54%
Income: \$200,000+	139 1.53%	1,978 5.33%	8,460 11.77%
2017 Avg Household Income	\$54,203	\$82,010	\$104,976
2017 Med Household Income	\$41,348	\$64,400	\$80,423

Demographic Trend Report

1 Mile Radius

310-312 W Main St, Norristown, PA 19401

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 RBA: **7,500 SF**
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 Total Available: **7,500 SF**

Warehse Avail: **7,500 SF**
 Office Avail: **-**
 % Leased: **0%**
 Rent/SF/Yr: **Negotiable**



Description	2010		2017		2022	
Population	27,525		26,819		26,996	
Age 0 - 4	2,574	9.35%	2,018	7.52%	1,922	7.12%
Age 5 - 9	2,022	7.35%	2,080	7.76%	1,964	7.28%
Age 10 - 14	1,853	6.73%	1,951	7.27%	1,945	7.20%
Age 15 - 19	1,966	7.14%	1,778	6.63%	1,849	6.85%
Age 20 - 24	2,522	9.16%	1,803	6.72%	1,764	6.53%
Age 25 - 29	2,869	10.42%	2,227	8.30%	1,870	6.93%
Age 30 - 34	2,264	8.23%	2,514	9.37%	2,124	7.87%
Age 35 - 39	1,938	7.04%	2,211	8.24%	2,218	8.22%
Age 40 - 44	1,807	6.56%	1,856	6.92%	2,065	7.65%
Age 45 - 49	1,703	6.19%	1,659	6.19%	1,812	6.71%
Age 50 - 54	1,652	6.00%	1,576	5.88%	1,618	5.99%
Age 55 - 59	1,314	4.77%	1,451	5.41%	1,472	5.45%
Age 60 - 64	995	3.61%	1,185	4.42%	1,300	4.82%
Age 65 - 69	660	2.40%	900	3.36%	1,055	3.91%
Age 70 - 74	512	1.86%	621	2.32%	789	2.92%
Age 75 - 79	356	1.29%	412	1.54%	539	2.00%
Age 80 - 84	281	1.02%	283	1.06%	337	1.25%
Age 85+	238	0.86%	295	1.10%	353	1.31%
Age 15+	21,077	76.57%	20,771	77.45%	21,165	78.40%
Age 20+	19,111	69.43%	18,993	70.82%	19,316	71.55%
Age 65+	2,047	7.44%	2,511	9.36%	3,073	11.38%
Median Age	30		33		35	
Average Age	32.20		34.20		35.60	
Population By Race	27,525		26,819		26,996	
White	15,434	56.07%	14,746	54.98%	14,752	54.65%
Black	10,064	36.56%	9,893	36.89%	9,973	36.94%
Am. Indian & Alaskan	267	0.97%	267	1.00%	249	0.92%
Asian	622	2.26%	707	2.64%	753	2.79%
Hawaiian & Pacific Islander	59	0.21%	81	0.30%	79	0.29%
Other	1,046	3.80%	1,126	4.20%	1,190	4.41%

Demographic Trend Report

1 Mile Radius

310-312 W Main St, Norristown, PA 19401

Description	2010		2017		2022	
Population by Race (Hispanic)	8,678		9,151		9,700	
White	7,283	83.92%	7,498	81.94%	7,887	81.31%
Black	781	9.00%	957	10.46%	1,080	11.13%
Am. Indian & Alaskan	203	2.34%	214	2.34%	204	2.10%
Asian	33	0.38%	45	0.49%	55	0.57%
Hawaiian & Pacific Islander	53	0.61%	75	0.82%	73	0.75%
Other	325	3.75%	362	3.96%	401	4.13%
Household by Household Income	9,349		9,082		9,139	
<\$25,000	2,720	29.09%	3,004	33.08%	3,059	33.47%
\$25,000 - \$50,000	3,031	32.42%	2,395	26.37%	2,356	25.78%
\$50,000 - \$75,000	1,681	17.98%	1,516	16.69%	1,489	16.29%
\$75,000 - \$100,000	877	9.38%	1,038	11.43%	1,063	11.63%
\$100,000 - \$125,000	548	5.86%	487	5.36%	486	5.32%
\$125,000 - \$150,000	258	2.76%	271	2.98%	292	3.20%
\$150,000 - \$200,000	177	1.89%	232	2.55%	244	2.67%
\$200,000+	57	0.61%	139	1.53%	150	1.64%
Average Household Income	\$50,681		\$54,203		\$54,851	
Median Household Income	\$39,248		\$41,348		\$41,709	