# KNOW YOUR COMMUNITY
## REPORT

CHURCH ANSWERS

*in partnership with*

REVITALIZE NETWORK

**You are reading one of the most important reports for your church.**

If you don't know your community, then it is difficult to reach your community.


**What makes the *Know Your Community* report so important?**

Your church's address is not an accident. God sovereignly placed your church there to reach the people around you. Do you know them? This report will help you understand your neighbors. Jesus' Great Commandment (Matthew 22:34-40) gives clear instructions: Love your neighbor. Knowing your neighbor is the first step to loving your neighbor.


**What is in this report?**

The following pages will reveal what makes your community unique. This report includes two key attributes often used to describe a particular group of people: 1) Demographics and 2) Psychographics.

Demographics are *who* people are. Common demographics include age, gender, and ethnicity. These attributes are often external features not related to what a person believes or how a person behaves.

Psychographics are *what* people prefer. Common psychographics include motivations, beliefs, and priorities. These attributes are often internal features that are impossible to know without asking.


**How should you read this report?**

Undoubtedly, there is a lot of information here! You may need to read the report several times to process everything. Start with the first section, which includes several infographics. They make the data more accessible. Then move to the more detailed section. Look for surprises and confirmations. Surprises are those pieces of data you did not expect. Confirmations will corroborate what you already believe about your community.

**What should you do with surprises and confirmations?**

Surprises reveal areas of needed ministry. For example, if your community is younger than anticipated, then you should examine your ministries to see if they are aligned with reaching this demographic.

Confirmations reveal areas of focus. If you know your community is ethnically diverse, and this report corroborates your perception, then your church should stay focused on ethnic diversity.

**How is the community defined?**

In most cases, we use drive time to determine the boundaries of the community. Common drive times are ten minutes (for more dense communities) and twenty minutes (for less dense communities). We use drive time for a few reasons:

- Other reports use a radius around the location to determine the community. But a radius definition often draws in features that distort data. A large lake or a major highway can alter the results when included in a radius. Drive time works around these distortions for a clearer picture of the actual community.
- Drive time is an easy way to grasp your community. Other reports use zip codes to determine the community, but most people do not quickly recall where one zip code ends and another begins.

In select cases, we will use either a radius or zip codes to determine the boundaries of the community. Some locations require a different approach than drive time.

**How accurate is the data?**

We partner with ESRI to produce these reports. ESRI's software is the most powerful mapping and spatial data analytics technology available.

**How was the *Know Your Community* report created?**

Our team spent months developing a proprietary process that assembles the most relevant data for your church. Billions of data points exist within ESRI's systems. We've streamlined an approach that brings you the most pertinent features of your community in a way that is understandable.

**What is tapestry segmentation?**

A special report called "Tapestry Segmentation" is in the detailed section following the infographics. It's one of the unique features of the *Know Your Community* report. Tapestry segmentation classifies neighborhoods into sixty-seven unique segments based on both demographics and psychographics. Several easy-to-understand terms are used to describe communities. You will read terms like "Rooted Rural" and "Rustbelt Traditions" and "Up and Coming Families." The below picture demonstrates the uniqueness of communities in the United States. Tapestry segmentation is a way to understand the nuances of your neighborhood.
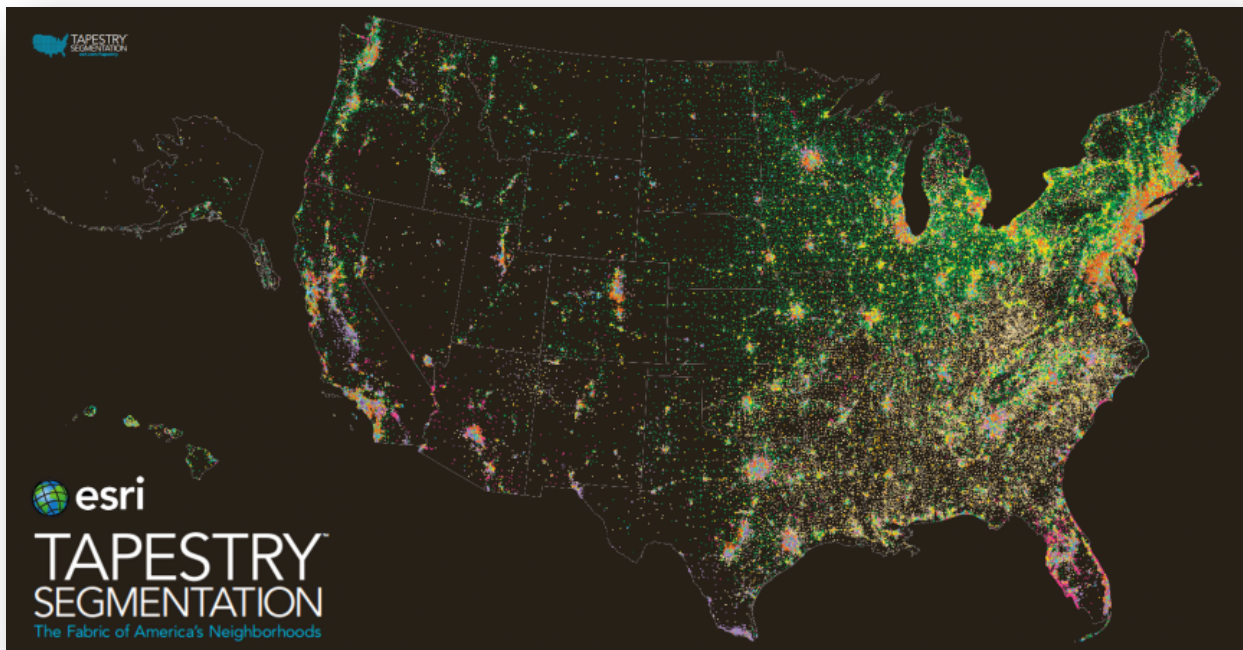
Look at your top ten tapestry segmentations. Likely, the top ten segments make up most of your community. Then [click here](#) to find many more details about each segment. Read about your top ten segments and take notes about what surprises you and what confirms your perceptions about your community. This exercise may take a couple of hours, but you will learn a lot about the people in your community.

# Church of the Messiah

1001 Dekalb Pike, Ambler, Pennsylvania, 19002

## CHURCH ANSWERS

*in partnership with*

## REVITALIZE NETWORK

## EDUCATION

**5%**
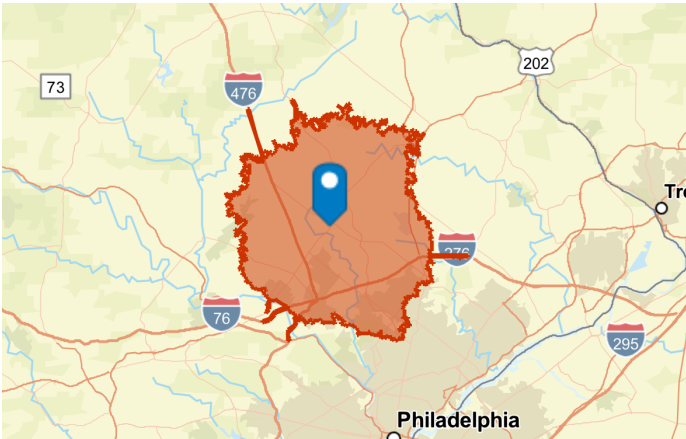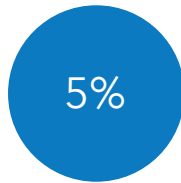
No High School Diploma

**22%**

High School Graduate

**21%**

Some College

**53%**

Bachelor's/Grad/Prof Degree

## KEY FACTS

**456,563**

Population

**2.5**

Average Household Size

**43.0**

Median Age

**$103,509**

Median Household Income

## BUSINESS

**18,538**

Total Businesses

**264,326**

Total Employees

## HISTORICAL, CURRENT, & PROJECTED POPULATION TOTALS

| Year | Population |
|------|-----------|
| 2000 | ~405,500 |
| 2010 | ~425,000 |
| 2020 | ~448,800 |
| 2023 (Current) | ~456,500 |
| 2028 (Projected) | ~459,800 |

## TRAVEL TIME TO WORK

| Travel Time | Percent of Workers |
|-------------|-------------------|
| 90+ min | 2.7% |
| 60-89 min | 7.9% |
| 45-59 min | 11.7% |
| 40-44 min | 5.3% |
| 35-39 min | 3.7% |
| 30-34 min | 13.9% |
| 25-29 min | 6.7% |
| 20-24 min | 12.3% |
| 15-19 min | 13.1% |
| 10-14 min | 11.9% |
| 5-9 min | 8.6% |
| < 5 min | 2.3% |

Percent of Workers
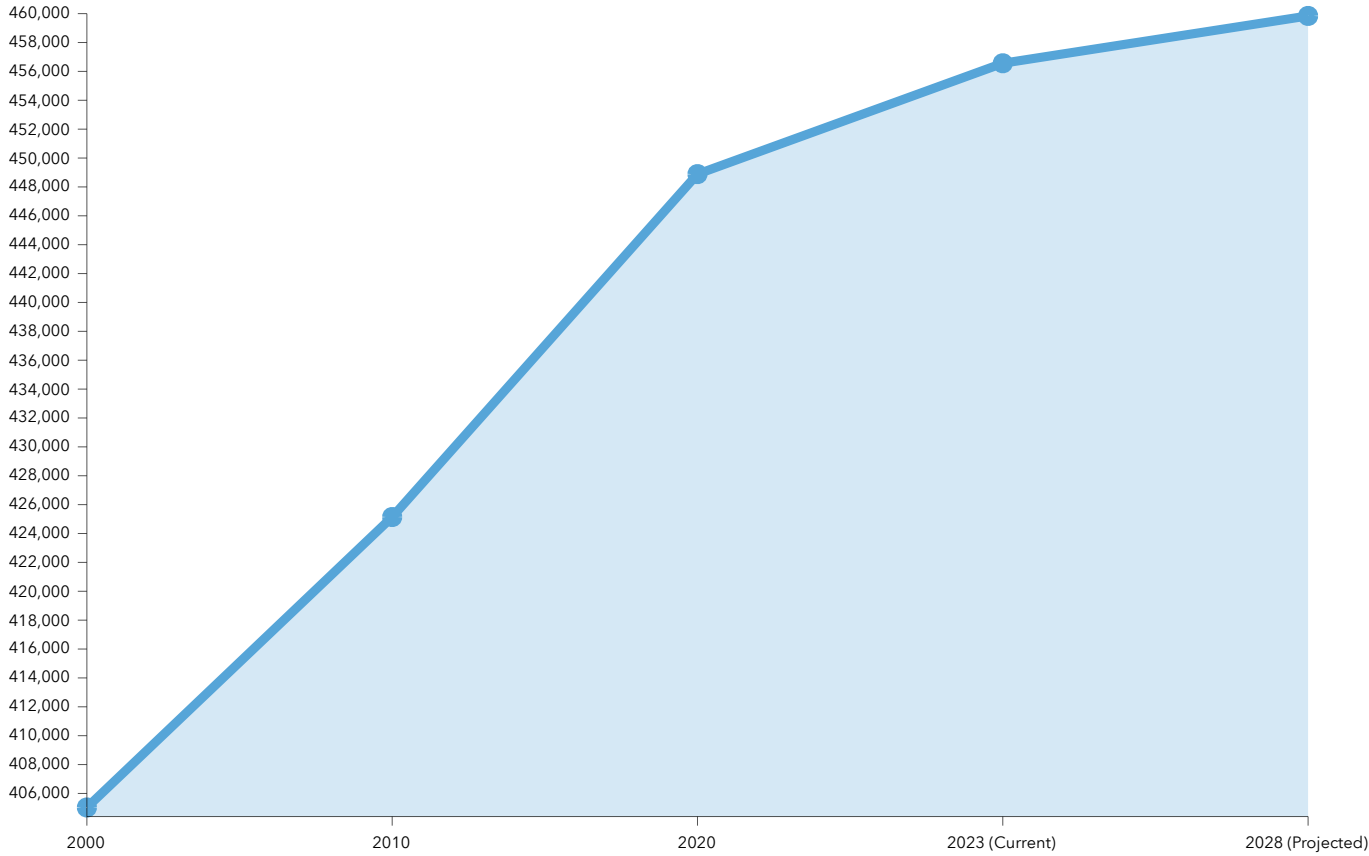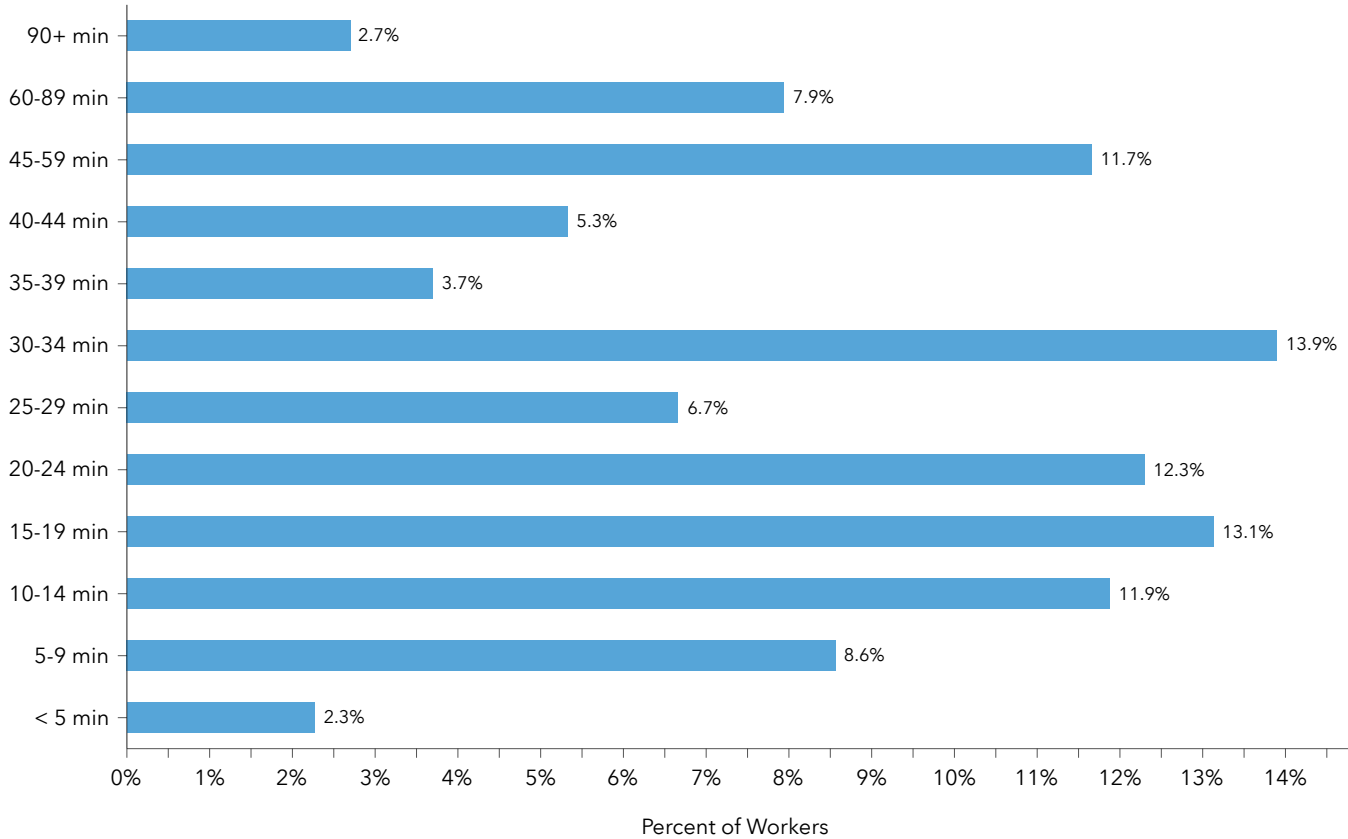
# Church of the Messiah

1001 Dekalb Pike, Ambler, Pennsylvania, 19002
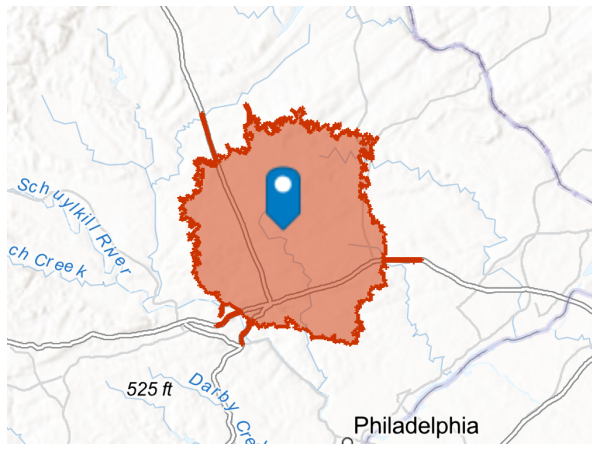


## CURRENT ADULT MARRIAGE % (vs NATIONAL AVG)

| Category | Percent |
|---|---|
| Divorced | 8% |
| Never Married | 31% |
| Married | 55% |
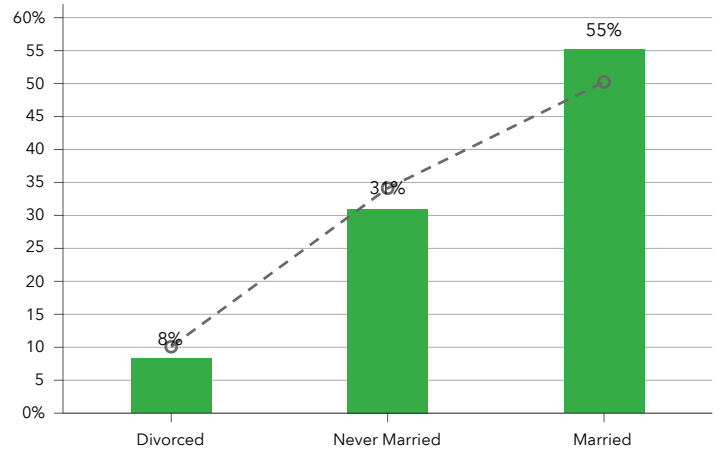
Dots show comparison to **United States**

## CURRENT AGE PROFILE (vs NATIONAL AVERAGE)

| Age | Percent |
|---|---|
| 0-4 | 5% |
| 5-9 | 6% |
| 10-14 | 6% |
| 15-19 | 6% |
| 20-24 | 5% |
| 25-29 | 5% |
| 30-34 | 6% |
| 35-39 | 7% |
| 40-44 | 6% |
| 45-49 | 6% |
| 50-54 | 7% |
| 55-59 | 7% |
| 60-64 | 7% |
| 65-69 | 6% |
| 70-74 | 5% |
| 75-79 | 4% |
| 80-84 | 3% |
| 85+ | 3% |
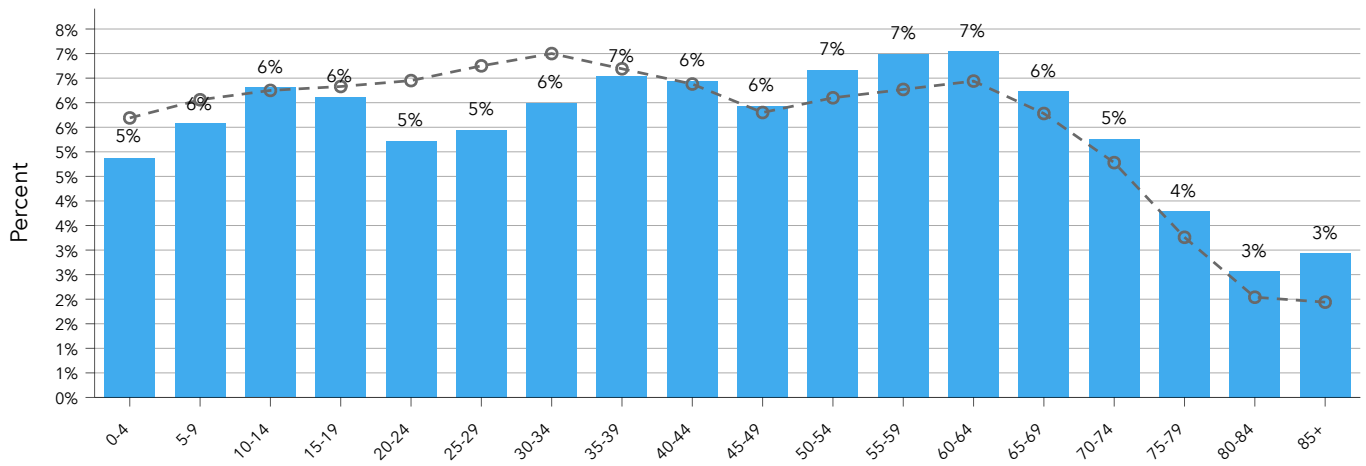
Dots show comparison to **United States**

## CURRENT GENERATIONAL MIX

| Generation | Percent |
|---|---|
| Generation Alpha Population | 7% |
| Generation Z Population | 21% |
| Millennial Population | 22% |
| Generation X Population | 21% |
| Baby Boomer Population | 22% |
| Silent & Greatest Generations Population | 7% |
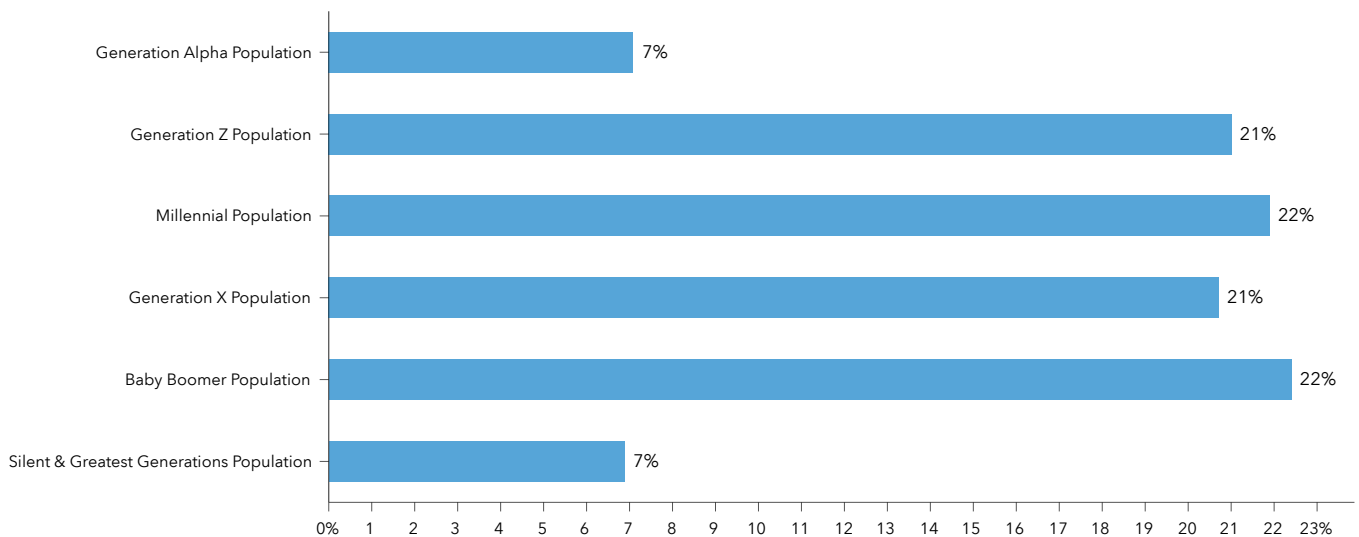
# Church of the Messiah

1001 Dekalb Pike, Ambler, Pennsylvania, 19002

## Age pyramid

Men

Women

The largest group:
2023 Females Age 60-64

The smallest group:
2023 Males Age 85+

10%  8    6    4    2    0    2    4    6    8    10%

Dots show comparison to

United States
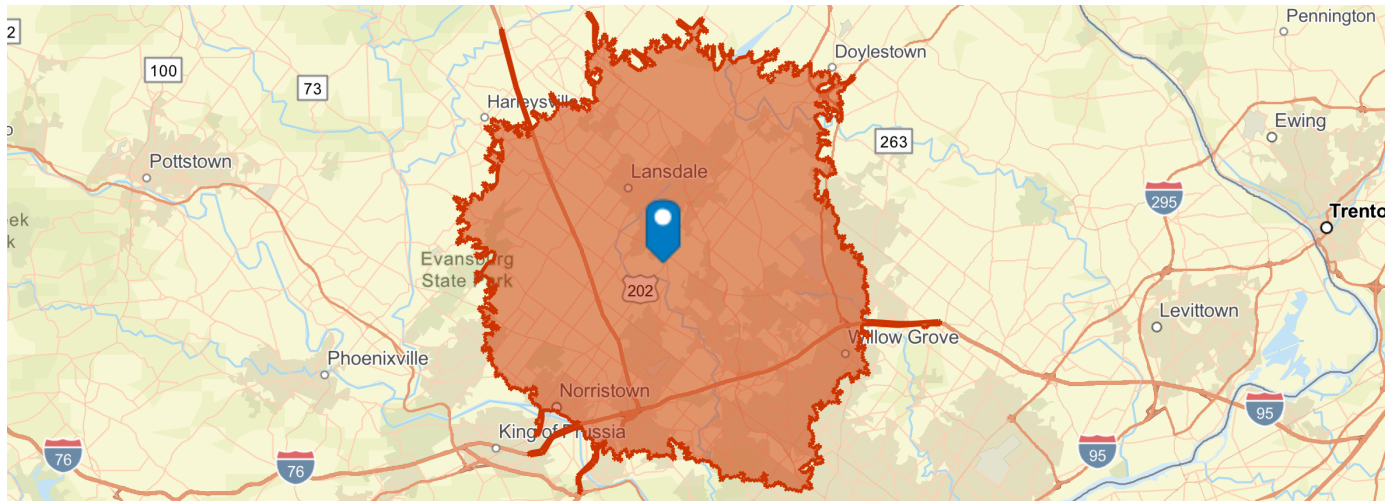
## CURRENT POPULATION BY RACE

| Race | Percent |
|------|---------|
| Hispanic Population | 7% |
| Population of Two or More Races | 6% |
| Asian Population | 9% |
| Black Population | 13% |
| White Population | 64% |

0    30,000   60,000   90,000   120,000   150,000   180,000   210,000   240,000   270,000   300,000

## HISPANIC POPULATION (PAST, CURRENT, & PROJECTED)

| Year | Population |
|------|-----------|
| 2010 (Past) | 20,250 |
| 2023 (Current) | 34,444 |
| 2028 (Projected) | 39,056 |

## BLACK POPULATION (PAST, CURRENT, & PROJECTED)

| Year | Population |
|------|-----------|
| 2010 (Past) | 57,683 |
| 2023 (Current) | 62,785 |
| 2028 (Projected) | 63,600 |
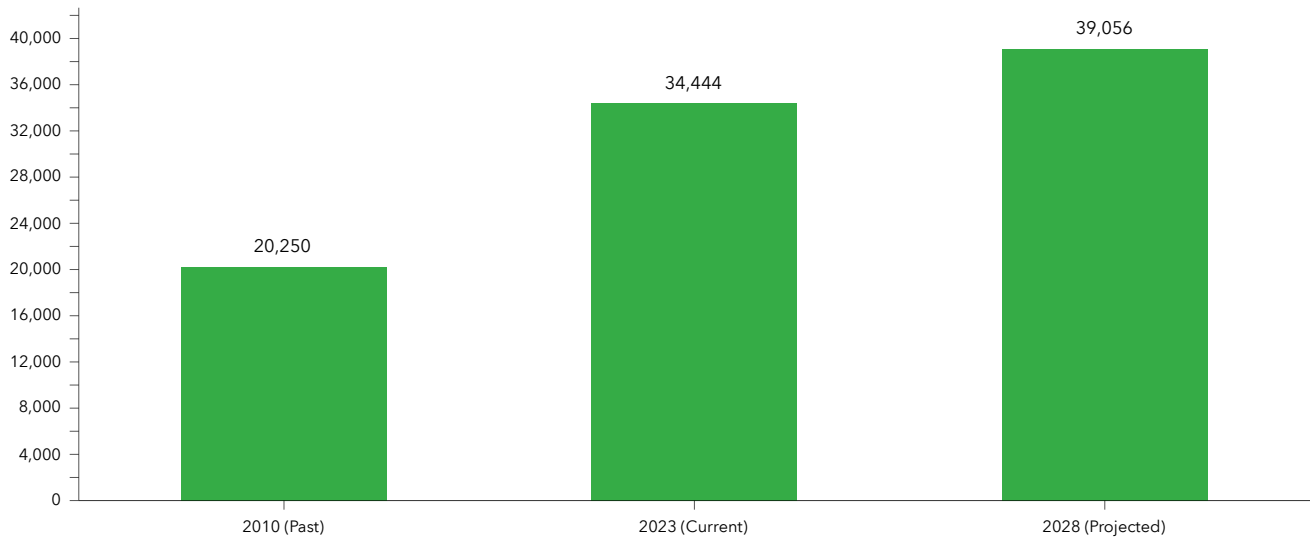
## 2028 PROJECTED HISPANIC POPULATION %

8%
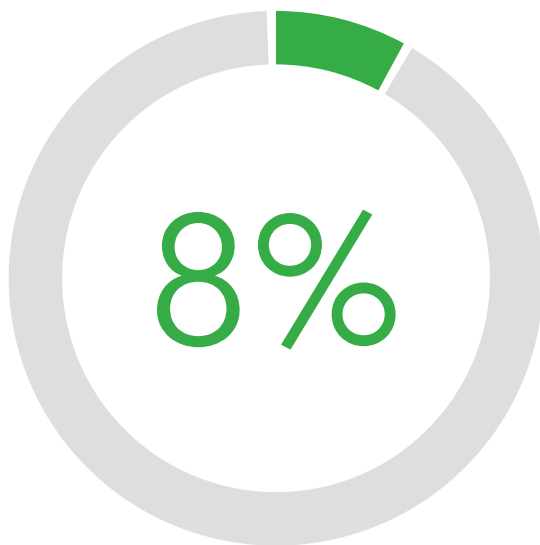
## 2028 PROJECTED BLACK POPULATION %

14%
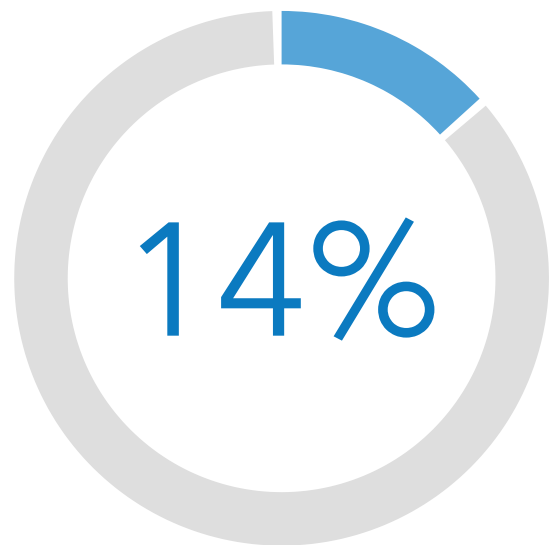
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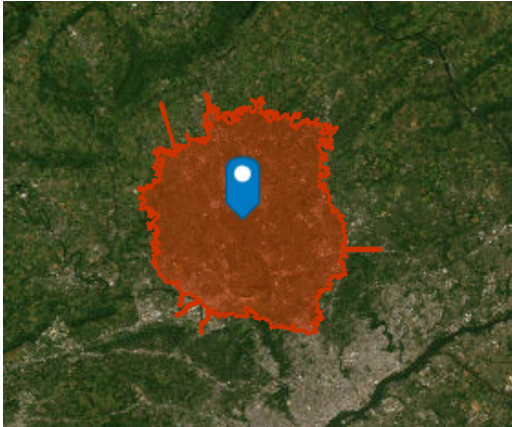


## 2023 Households by income (Esri)

The largest group: $200,000+ (19.5%)

The smallest group: $15,000 - $24,999 (4.5%)

| Indicator ▲ | Value | Diff | |
|---|---|---|---|
| <$15,000 | 5.9% | -3.6% | |
| $15,000 - $24,999 | 4.5% | -2.6% | |
| $25,000 - $34,999 | 4.9% | -2.5% | |
| $35,000 - $49,999 | 7.6% | -3.2% | |
| $50,000 - $74,999 | 12.7% | -3.7% | |
| $75,000 - $99,999 | 12.5% | -0.3% | |
| $100,000 - $149,999 | 18.9% | +2.0% | |
| $150,000 - $199,999 | 13.6% | +5.0% | |
| $200,000+ | 19.5% | +8.9% | |

Bars show deviation from **United States**

## POPULATION BY GENERATION

| | | | | | |
|---|---|---|---|---|---|
| G | B | X | M | Z | A |
| 6.9% | 22.4% | 20.7% | 21.9% | 21.0% | 7.1% |
| Greatest Gen: Born 1945/Earlier | Baby Boomer: Born 1946 to 1964 | Generation X: Born 1965 to 1980 | Millennial: Born 1981 to 1998 | Generation Z: Born 1999 to 2016 | Alpha: Born 2017 to Present |

## 2023 Race and ethnicity (Esri)

The largest group: White Alone (66.66)

The smallest group: Pacific Islander Alone (0.02)

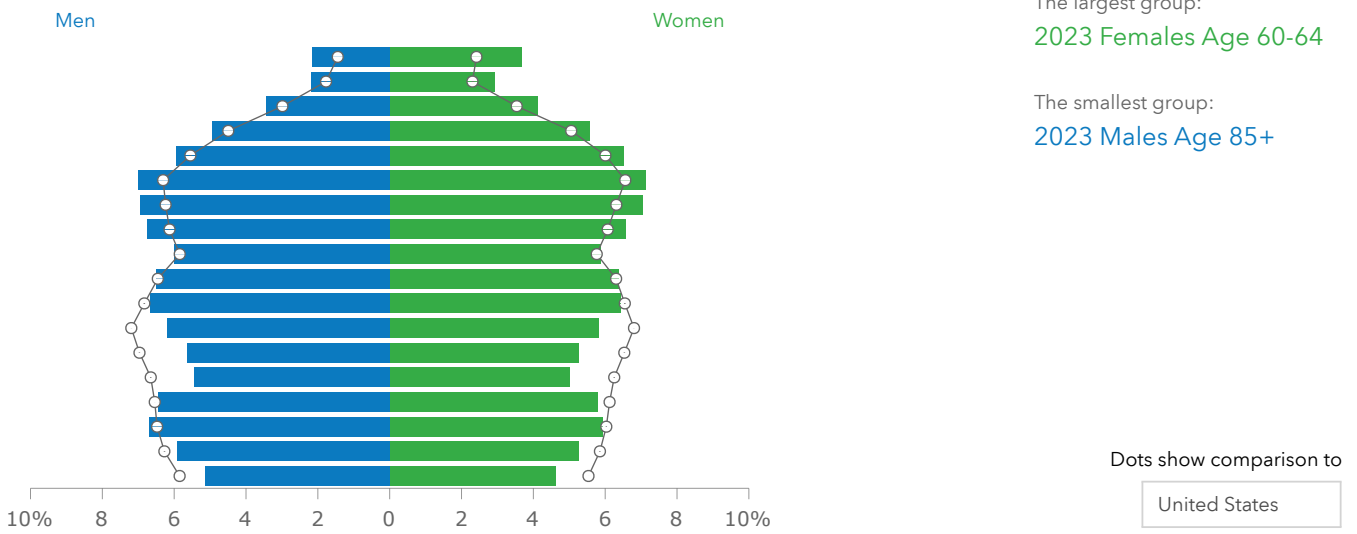| Indicator ▲ | Value | Diff | |
|---|---|---|---|
| White Alone | 66.66 | +6.04 | |
| Black Alone | 13.75 | +1.27 | |
| American Indian/Alaska Native Alone | 0.27 | -0.87 | |
| Asian Alone | 9.42 | +3.17 | |
| Pacific Islander Alone | 0.02 | -0.19 | |
| Other Race | 3.63 | -5.09 | |
| Two or More Races | 6.24 | -4.34 | |
| Hispanic Origin (Any Race) | 7.54 | -11.88 | |

Bars show deviation from **United States**

## Church of the Messiah

1001 Dekalb Pike, Ambler, Pennsylvania, 19002
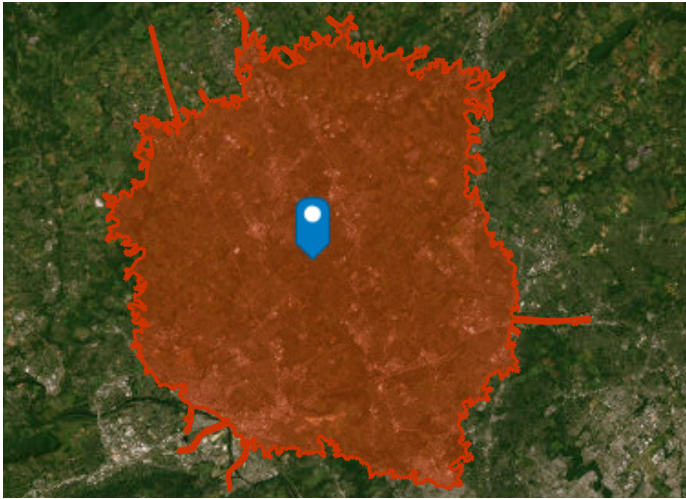


### POVERTY

**10,441**
Households Below the Poverty Level

**6%**
Households Below the Poverty Level

**2%**
Households with Public Assistance Income

**7%**
Households Receiving Food Stamps/SNAP

### HEALTHCARE COST STRUGGLES

**79,155**
Somewhat Struggles with Healthcare Costs

**43,735**
Completely Struggles with Healthcare Costs

### HOUSING STATS

**$417,613**
Median Home Value

**$18,496**
Average Spent on Mortgage & Basics

**$1,223**
Median Contract Rent

### EMPLOYMENT

White Collar — **75%**

Blue Collar — **14%**

Services — **10%**
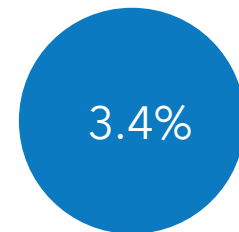
**3.4%**
Unemployment Rate

## AT RISK POPULATION

**8,830**
Unemployed
Population Age 16+

**21,452**
Population Age 15+:
Widowed

## AT RISK POPULATION

**35,907**
Households
With Disability

**95,059**
Population
65+

**10,451**
Households
Without
Vehicle

## HOUSEHOLDS WITH PETS

36%
Owns a Dog

20%
Owns a Cat

## HOUSEHOLDS WITH CHILDREN

**39,441**
Married with
Children

**9,832**
Single
Mothers

**3,778**
Single
Fathers

## ANNUAL HOUSEHOLD SPENDING

$2,956
Apparel & Services

$9,003
Groceries

$347
Computers &
Hardware

$9,548
Health Care

$4,929
Eating Out

# Church of the Messiah
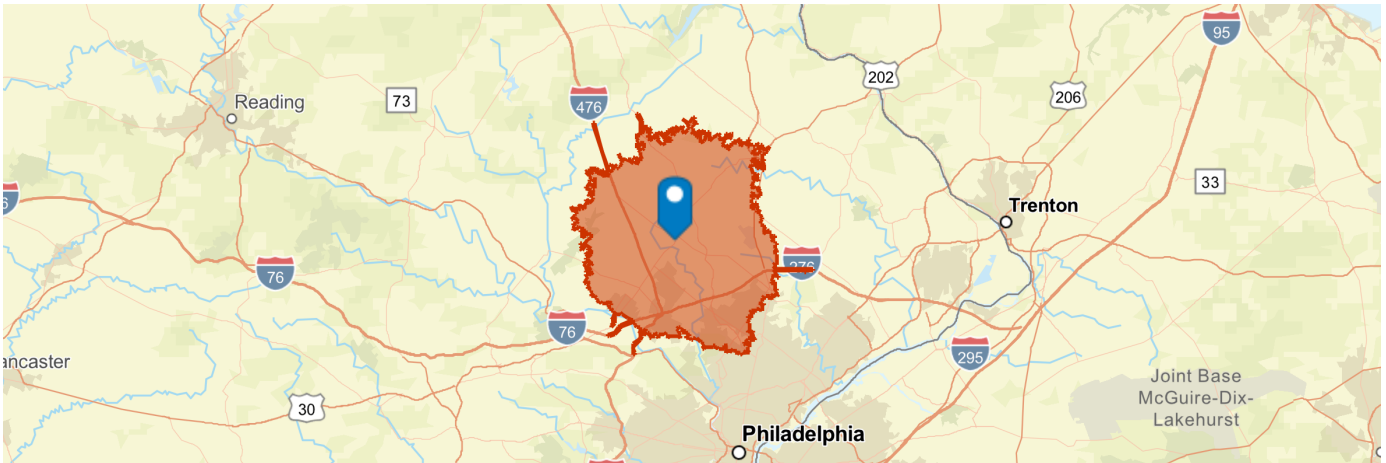


## DO YOU HAVE HEALTHY EATING HABITS?



- Disagree Completely: 7%
- Disagree Somewhat: 27%
- Agree Somewhat: 51%
- Completely Agree: 15%
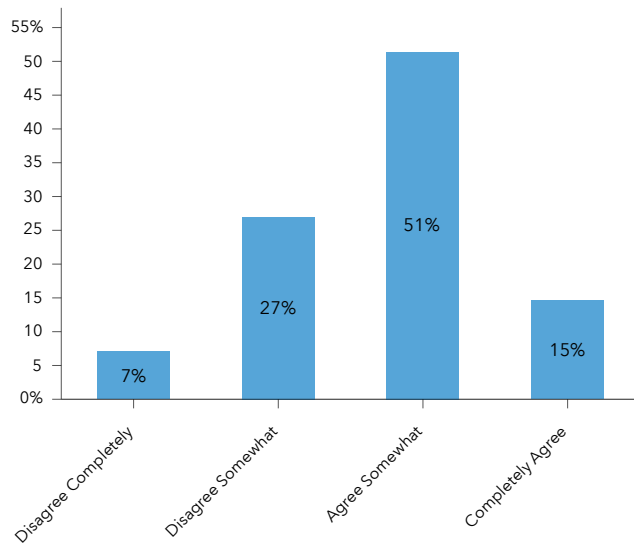
## DO YOU EXERCISE REGULARLY?



- Agree Completely: 35%
- Agree Somewhat: 38%
- Disagree Somewhat: 19%
- Disagree Completely: 8%
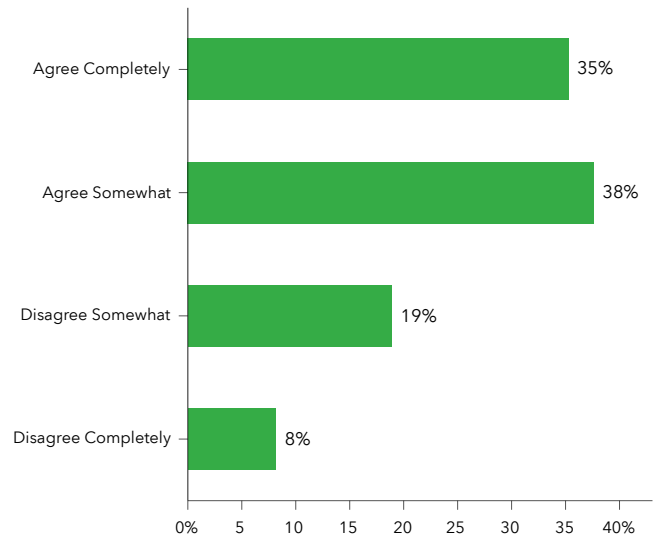
## VOLUNTEERED FOR A CHARITABLE ORG



### 18% ↑

Volunteered for a Charitable Organization Last 12 Mo (%) is 2% higher than
**United States**, which has a value of **16%**

## DO YOU ATTEND RELIGIOUS SERVICES REGULARLY? (vs NATIONAL AVERAGE)
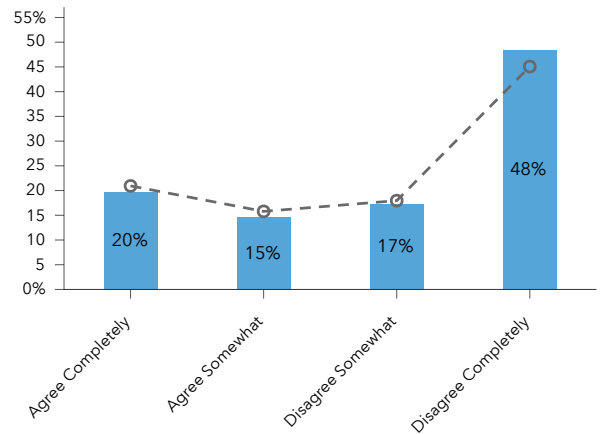


- Agree Completely: 20%
- Agree Somewhat: 15%
- Disagree Somewhat: 17%
- Disagree Completely: 48%

Dots show comparison to **United States**

## Church of the Messiah

1001 Dekalb Pike, Ambler, Pennsylvania, 19002
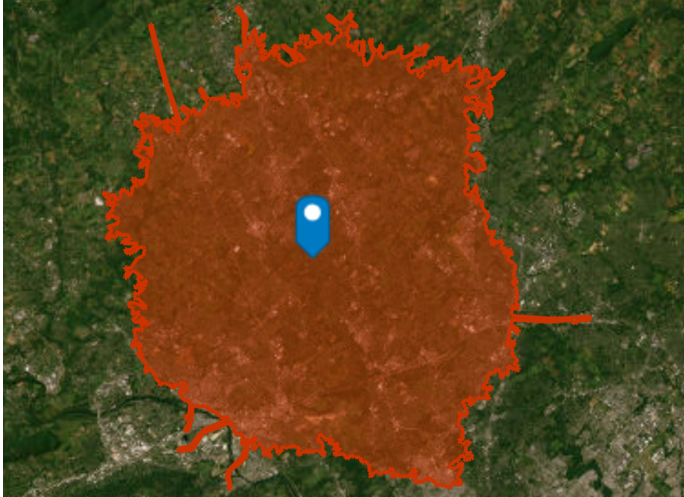


## CONTRIBUTED TO A RELIGIOUS ORGANIZATION



### 27% ↑

Contributed to Religious Organization Last 12 Mo (%) is 1% higher than
**United States**, which has a value of **25%**

## SELF-REPORTED POLITICAL LEANING (vs NATIONAL AVERAGE)

| Category | Value |
|---|---|
| Very conservative | 12% |
| Somewhat conservative | 19% |
| Middle of the road | 37% |
| Somewhat liberal | 20% |
| Very liberal | 12% |
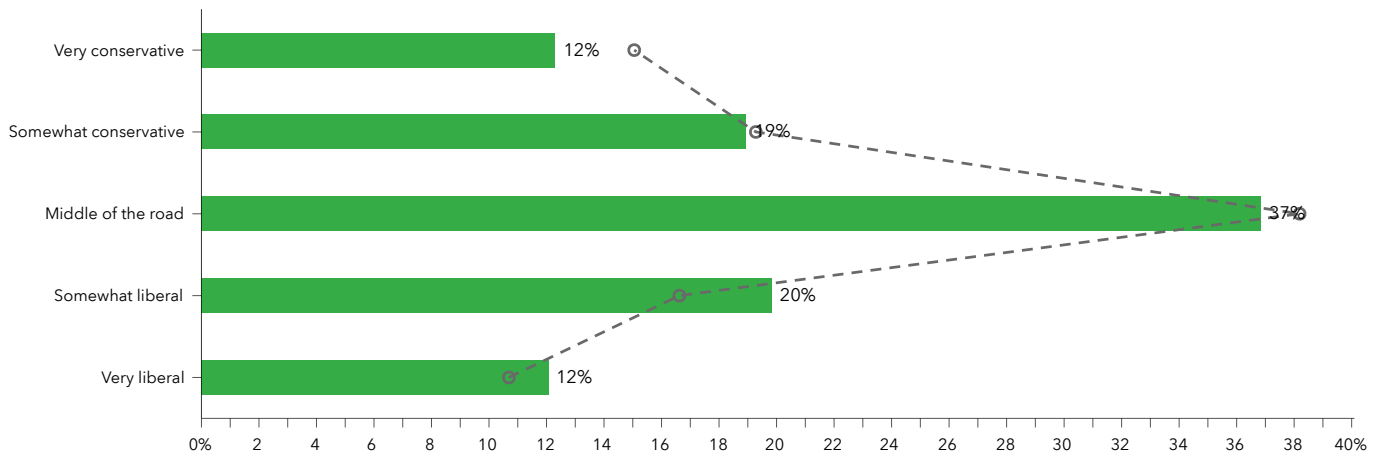
Dots show comparison to **United States**

## POLITICAL AFFILIATION (vs NATIONAL AVG)
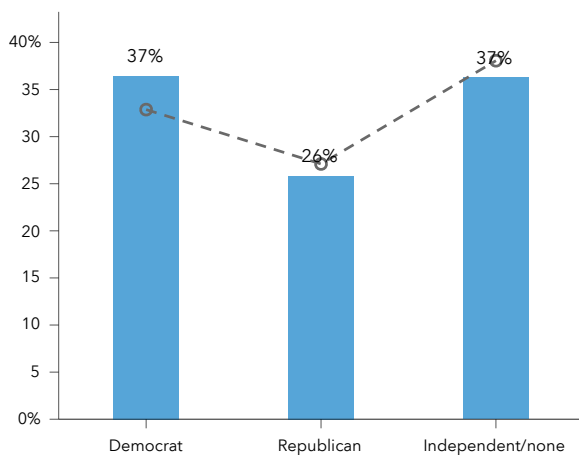
| Affiliation | Value |
|---|---|
| Democrat | 37% |
| Republican | 26% |
| Independent/none | 37% |

Dots show comparison to **United States**

Church of the Messiah
1001 Dekalb Pike, Ambler, Pennsylvania, 19002
Drive time: 20 minute radius

| | 2017-2021 ACS Estimate | Percent | MOE(±) | Reliability |
|---|---|---|---|---|
| **TOTALS** | | | | |
| Total Population | 446,055 | | 6,571 | ▥ |
| Total Households | 172,224 | | 2,241 | ▥ |
| Total Housing Units | 180,039 | | 2,267 | ▥ |
| **POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT** | | | | |
| Total | 432,771 | 100.0% | 6,321 | ▥ |
| Enrolled in school | 106,840 | 24.7% | 2,678 | ▥ |
| Enrolled in nursery school, preschool | 7,870 | 1.8% | 599 | ▥ |
| Public school | 2,393 | 0.6% | 325 | ▥ |
| Private school | 5,476 | 1.3% | 504 | ▥ |
| Enrolled in kindergarten | 5,250 | 1.2% | 539 | ▥ |
| Public school | 4,133 | 1.0% | 465 | ▥ |
| Private school | 1,116 | 0.3% | 273 | ▮ |
| Enrolled in grade 1 to grade 4 | 20,733 | 4.8% | 1,090 | ▥ |
| Public school | 17,339 | 4.0% | 994 | ▥ |
| Private school | 3,394 | 0.8% | 443 | ▥ |
| Enrolled in grade 5 to grade 8 | 21,868 | 5.1% | 1,085 | ▥ |
| Public school | 17,861 | 4.1% | 954 | ▥ |
| Private school | 4,007 | 0.9% | 532 | ▥ |
| Enrolled in grade 9 to grade 12 | 24,304 | 5.6% | 1,152 | ▥ |
| Public school | 19,704 | 4.6% | 1,067 | ▥ |
| Private school | 4,600 | 1.1% | 468 | ▥ |
| Enrolled in college undergraduate years | 19,374 | 4.5% | 1,064 | ▥ |
| Public school | 11,074 | 2.6% | 787 | ▥ |
| Private school | 8,300 | 1.9% | 711 | ▥ |
| Enrolled in graduate or professional school | 7,442 | 1.7% | 686 | ▥ |
| Public school | 2,903 | 0.7% | 453 | ▥ |
| Private school | 4,539 | 1.0% | 517 | ▥ |
| Not enrolled in school | 325,931 | 75.3% | 3,871 | ▥ |
| **POPULATION AGE 65+ BY RELATIONSHIP AND HOUSEHOLD TYPE** | | | | |
| Total | 82,421 | 100.0% | 2,040 | ▥ |
| Living in Households | 78,341 | 95.0% | 1,966 | ▥ |
| Living in Family Households | 54,186 | 65.7% | 1,799 | ▥ |
| Householder | 26,918 | 32.7% | 948 | ▥ |
| Spouse | 21,075 | 25.6% | 948 | ▥ |
| Parent | 3,728 | 4.5% | 559 | ▥ |
| Parent-in-law | 1,249 | 1.5% | 241 | ▥ |
| Other Relative | 1,041 | 1.3% | 226 | ▮ |
| Nonrelative | 174 | 0.2% | 83 | ▮ |
| Living in Nonfamily Households | 24,156 | 29.3% | 1,037 | ▥ |
| Householder | 22,954 | 27.8% | 991 | ▥ |
| Nonrelative | 1,202 | 1.5% | 208 | ▥ |
| Living in Group Quarters | 4,080 | 5.0% | 542 | ▥ |

Reliability: ▥ high  ▮ medium  ▮ low

October 23, 2023

Church of the Messiah
Prepared by Esri
1001 Dekalb Pike, Ambler, Pennsylvania, 19002
Latitude: 40.19885
Drive time: 20 minute radius
Longitude: -75.25861

| | 2017-2021 ACS Estimate | Percent | MOE(±) | Reliability |
|---|---|---|---|---|
| **HOUSEHOLDS BY TYPE AND SIZE** | | | | |
| Family Households | 116,708 | 67.8% | 1,960 | high |
| 2-Person | 49,790 | 28.9% | 1,427 | high |
| 3-Person | 26,406 | 15.3% | 1,089 | high |
| 4-Person | 24,774 | 14.4% | 1,065 | high |
| 5-Person | 10,871 | 6.3% | 733 | high |
| 6-Person | 3,251 | 1.9% | 476 | high |
| 7+ Person | 1,615 | 0.9% | 308 | high |
| Nonfamily Households | 55,516 | 32.2% | 1,562 | high |
| 1-Person | 46,774 | 27.2% | 1,469 | high |
| 2-Person | 7,878 | 4.6% | 631 | high |
| 3-Person | 703 | 0.4% | 191 | medium |
| 4-Person | 127 | 0.1% | 77 | medium |
| 5-Person | 0 | 0.0% | 0 | |
| 6-Person | 24 | 0.0% | 27 | low |
| 7+ Person | 11 | 0.0% | 14 | low |
| | | | | |
| **HOUSEHOLDS BY PRESENCE OF PEOPLE UNDER 18 YEARS BY HOUSEHOLD TYPE** | | | | |
| Households with one or more people under 18 years | 53,391 | 31.0% | 1,523 | high |
| Family households | 53,051 | 30.8% | 1,519 | high |
| Married-couple family | 39,441 | 22.9% | 1,283 | high |
| Male householder, no wife present | 3,778 | 2.2% | 504 | high |
| Female householder, no husband present | 9,832 | 5.7% | 788 | high |
| Nonfamily households | 339 | 0.2% | 163 | medium |
| Households with no people under 18 years | 118,833 | 69.0% | 1,981 | high |
| Married-couple family | 52,549 | 30.5% | 1,365 | high |
| Other family | 11,107 | 6.4% | 734 | high |
| Nonfamily households | 55,177 | 32.0% | 1,554 | high |
| | | | | |
| **HOUSEHOLDS BY PRESENCE OF PEOPLE 65 YEARS AND OVER, HOUSEHOLD SIZE AND HOUSEHOLD TYPE** | | | | |
| Households with Pop 65+ | 56,676 | 32.9% | 1,410 | high |
| 1-Person | 21,569 | 12.5% | 971 | high |
| 2+ Person Family | 33,549 | 19.5% | 1,115 | high |
| 2+ Person Nonfamily | 1,558 | 0.9% | 245 | high |
| Households with No Pop 65+ | 115,548 | 67.1% | 2,030 | high |
| 1-Person | 25,205 | 14.6% | 1,163 | high |
| 2+ Person Family | 83,159 | 48.3% | 1,769 | high |
| 2+ Person Nonfamily | 7,184 | 4.2% | 615 | high |
| **HOUSEHOLD TYPE BY RELATIVES AND NONRELATIVES FOR POPULATION IN HOUSEHOLDS** | | | | |
| Total | 436,231 | 100.0% | 6,515 | high |
| In Family Households | 370,294 | 84.9% | 6,571 | high |
| In Married-Couple Family | 294,395 | 67.5% | 5,949 | high |
| Relatives | 292,945 | 67.2% | 5,911 | high |
| Nonrelatives | 1,450 | 0.3% | 315 | medium |
| In Male Householder-No Spouse Present-Family | 21,693 | 5.0% | 2,088 | high |
| Relatives | 19,477 | 4.5% | 1,878 | high |
| Nonrelatives | 2,216 | 0.5% | 404 | high |
| In Female Householder-No Spouse Present-Family | 54,207 | 12.4% | 3,187 | high |
| Relatives | 50,783 | 11.6% | 2,983 | high |
| Nonrelatives | 3,424 | 0.8% | 506 | high |
| In Nonfamily Households | 65,936 | 15.1% | 1,979 | high |

**Source:** U.S. Census Bureau, 2017-2021 American Community Survey

Reliability: ▥ high ▥ medium ▮ low

October 23, 2023

Church of the Messiah
1001 Dekalb Pike, Ambler, Pennsylvania, 19002
Drive time: 20 minute radius

Prepared by Esri
Latitude: 40.19885
Longitude: -75.25861

| | 2017-2021 ACS Estimate | Percent | MOE(±) | Reliability |
|---|---|---|---|---|
| **POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH** | | | | |
| Total | 422,482 | 100.0% | 6,156 | |
| 5 to 17 years | | | | |
| Speak only English | 61,580 | 14.6% | 2,238 | |
| Speak Spanish | 4,336 | 1.0% | 918 | |
| Speak English "very well" or "well" | 4,103 | 1.0% | 887 | |
| Speak English "not well" | 185 | 0.0% | 116 | |
| Speak English "not at all" | 49 | 0.0% | 53 | |
| Speak other Indo-European languages | 2,868 | 0.7% | 504 | |
| Speak English "very well" or "well" | 2,774 | 0.7% | 484 | |
| Speak English "not well" | 94 | 0.0% | 78 | |
| Speak English "not at all" | 0 | 0.0% | 0 | |
| Speak Asian and Pacific Island languages | 2,966 | 0.7% | 506 | |
| Speak English "very well" or "well" | 2,659 | 0.6% | 427 | |
| Speak English "not well" | 308 | 0.1% | 182 | |
| Speak English "not at all" | 0 | 0.0% | 0 | |
| Speak other languages | 397 | 0.1% | 142 | |
| Speak English "very well" or "well" | 381 | 0.1% | 134 | |
| Speak English "not well" | 16 | 0.0% | 29 | |
| Speak English "not at all" | 0 | 0.0% | 0 | |
| 18 to 64 years | | | | |
| Speak only English | 225,248 | 53.3% | 4,069 | |
| Speak Spanish | 12,042 | 2.9% | 1,313 | |
| Speak English "very well" or "well" | 9,627 | 2.3% | 1,027 | |
| Speak English "not well" | 1,836 | 0.4% | 458 | |
| Speak English "not at all" | 579 | 0.1% | 294 | |
| Speak other Indo-European languages | 13,487 | 3.2% | 1,197 | |
| Speak English "very well" or "well" | 12,288 | 2.9% | 1,032 | |
| Speak English "not well" | 1,036 | 0.2% | 294 | |
| Speak English "not at all" | 163 | 0.0% | 91 | |
| Speak Asian and Pacific Island languages | 14,366 | 3.4% | 1,156 | |
| Speak English "very well" or "well" | 11,964 | 2.8% | 941 | |
| Speak English "not well" | 2,223 | 0.5% | 394 | |
| Speak English "not at all" | 179 | 0.0% | 74 | |
| Speak other languages | 2,770 | 0.7% | 570 | |
| Speak English "very well" or "well" | 2,642 | 0.6% | 547 | |
| Speak English "not well" | 128 | 0.0% | 69 | |
| Speak English "not at all" | 0 | 0.0% | 0 | |
| 65 years and over | | | | |
| Speak only English | 73,790 | 17.5% | 1,911 | |
| Speak Spanish | 1,387 | 0.3% | 262 | |
| Speak English "very well" or "well" | 1,130 | 0.3% | 219 | |
| Speak English "not well" | 156 | 0.0% | 76 | |
| Speak English "not at all" | 101 | 0.0% | 95 | |
| Speak other Indo-European languages | 3,834 | 0.9% | 488 | |
| Speak English "very well" or "well" | 2,907 | 0.7% | 343 | |
| Speak English "not well" | 517 | 0.1% | 206 | |
| Speak English "not at all" | 410 | 0.1% | 228 | |
| Speak Asian and Pacific Island languages | 3,052 | 0.7% | 600 | |
| Speak English "very well" or "well" | 1,553 | 0.4% | 429 | |
| Speak English "not well" | 890 | 0.2% | 283 | |
| Speak English "not at all" | 610 | 0.1% | 295 | |
| Speak other languages | 357 | 0.1% | 127 | |
| Speak English "very well" or "well" | 292 | 0.1% | 125 | |
| Speak English "not well" | 65 | 0.0% | 114 | |
| Speak English "not at all" | 0 | 0.0% | 0 | |

Reliability: high medium low

October 23, 2023

# ACS Population Summary

Church of the Messiah
1001 Dekalb Pike, Ambler, Pennsylvania, 19002
Drive time: 20 minute radius

Prepared by Esri
Latitude: 40.19885
Longitude: -75.25861

| | 2017-2021 ACS Estimate | Percent | MOE(±) | Reliability |
|---|---|---|---|---|
| **WORKERS AGE 16+ YEARS BY PLACE OF WORK** | | | | |
| Total | 230,343 | 100.0% | 3,812 | ▥ |
| Worked in state and in county of residence | 156,529 | 68.0% | 3,142 | ▥ |
| Worked in state and outside county of residence | 67,336 | 29.2% | 1,975 | ▥ |
| Worked outside state of residence | 6,477 | 2.8% | 518 | ▥ |
| | | | | |
| **SEX BY CLASS OF WORKER FOR THE CIVILIAN EMPLOYED POPULATION 16 YEARS AND OVER** | | | | |
| Total: | 234,519 | 100.0% | 3,856 | ▥ |
| Male: | 119,812 | 51.1% | 2,349 | ▥ |
| Employee of private company | 86,991 | 37.1% | 2,039 | ▥ |
| Self-employed in own incorporated business | 6,765 | 2.9% | 554 | ▥ |
| Private not-for-profit wage and salary workers | 9,950 | 4.2% | 781 | ▥ |
| Local government workers | 4,897 | 2.1% | 510 | ▥ |
| State government workers | 1,850 | 0.8% | 273 | ▥ |
| Federal government workers | 2,341 | 1.0% | 339 | ▥ |
| Self-employed in own not incorporated business workers | 6,720 | 2.9% | 592 | ▥ |
| Unpaid family workers | 297 | 0.1% | 206 | ▮ |
| Female: | 114,708 | 48.9% | 2,275 | ▥ |
| Employee of private company | 77,305 | 33.0% | 1,975 | ▥ |
| Self-employed in own incorporated business | 2,998 | 1.3% | 398 | ▥ |
| Private not-for-profit wage and salary workers | 18,284 | 7.8% | 967 | ▥ |
| Local government workers | 8,401 | 3.6% | 660 | ▥ |
| State government workers | 1,705 | 0.7% | 251 | ▥ |
| Federal government workers | 1,708 | 0.7% | 308 | ▥ |
| Self-employed in own not incorporated business workers | 4,074 | 1.7% | 409 | ▥ |
| Unpaid family workers | 234 | 0.1% | 115 | ▨ |
| | | | | |
| **POPULATION IN HOUSEHOLDS AND PRESENCE OF A COMPUTER** | | | | |
| Total | 436,231 | 100.0% | 6,515 | ▥ |
| Population <18 in Households | 95,475 | 21.9% | 2,932 | ▥ |
| Have a Computer | 95,102 | 21.8% | 2,926 | ▥ |
| Have NO Computer | 373 | 0.1% | 200 | ▨ |
| Population 18-64 in Households | 262,415 | 60.2% | 4,376 | ▥ |
| Have a Computer | 259,654 | 59.5% | 4,350 | ▥ |
| Have NO Computer | 2,761 | 0.6% | 591 | ▨ |
| Population 65+ in Households | 78,341 | 18.0% | 1,966 | ▥ |
| Have a Computer | 70,464 | 16.2% | 1,898 | ▥ |
| Have NO Computer | 7,877 | 1.8% | 675 | ▥ |
| | | | | |
| **HOUSEHOLDS AND INTERNET SUBSCRIPTIONS** | | | | |
| Total | 172,224 | 100.0% | 2,241 | ▥ |
| With an Internet Subscription | 158,192 | 91.9% | 2,198 | ▥ |
| Dial-Up Alone | 226 | 0.1% | 82 | ▨ |
| Broadband | 143,848 | 83.5% | 2,099 | ▥ |
| Satellite Service | 3,962 | 2.3% | 413 | ▥ |
| Other Service | 2,094 | 1.2% | 312 | ▥ |
| Internet Access with no Subscription | 3,259 | 1.9% | 427 | ▥ |
| With No Internet Access | 10,774 | 6.3% | 761 | ▥ |

Reliability: ▥ high  ▨ medium  ▮ low

October 23, 2023

Church of the Messiah
1001 Dekalb Pike, Ambler, Pennsylvania, 19002
Drive time: 20 minute radius

| | 2017-2021 ACS Estimate | Percent | MOE(±) | Reliability |
|---|---|---|---|---|
| **WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK** | | | | |
| Total | 230,343 | 100.0% | 3,812 | ▦ |
| Drove alone | 165,234 | 71.7% | 3,163 | ▦ |
| Carpooled | 15,586 | 6.8% | 1,106 | ▦ |
| Public transportation (excluding taxicab) | 11,229 | 4.9% | 863 | ▦ |
| Bus or trolley bus | 3,714 | 1.6% | 589 | ▦ |
| Light rail, streetcar or trolley | 221 | 0.1% | 87 | ▥ |
| Subway or elevated | 1,262 | 0.5% | 311 | ▥ |
| Long-distance/Commuter Train | 6,032 | 2.6% | 487 | ▦ |
| Ferryboat | 0 | 0.0% | 0 | |
| Taxicab | 266 | 0.1% | 106 | ▥ |
| Motorcycle | 73 | 0.0% | 62 | ▮ |
| Bicycle | 326 | 0.1% | 101 | ▥ |
| Walked | 4,122 | 1.8% | 483 | ▦ |
| Other means | 1,574 | 0.7% | 332 | ▥ |
| Worked at home | 31,933 | 13.9% | 1,447 | ▦ |
| | | | | |
| **WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK** | | | | |
| Total | 198,410 | 100.0% | 3,548 | ▦ |
| Less than 5 minutes | 4,495 | 2.3% | 488 | ▦ |
| 5 to 9 minutes | 17,000 | 8.6% | 1,002 | ▦ |
| 10 to 14 minutes | 23,551 | 11.9% | 1,213 | ▦ |
| 15 to 19 minutes | 26,055 | 13.1% | 1,248 | ▦ |
| 20 to 24 minutes | 24,406 | 12.3% | 1,247 | ▦ |
| 25 to 29 minutes | 13,222 | 6.7% | 774 | ▦ |
| 30 to 34 minutes | 27,552 | 13.9% | 1,241 | ▦ |
| 35 to 39 minutes | 7,336 | 3.7% | 596 | ▦ |
| 40 to 44 minutes | 10,551 | 5.3% | 752 | ▦ |
| 45 to 59 minutes | 23,136 | 11.7% | 1,193 | ▦ |
| 60 to 89 minutes | 15,755 | 7.9% | 888 | ▦ |
| 90 or more minutes | 5,351 | 2.7% | 526 | ▦ |
| | | | | |
| Average Travel Time to Work (in minutes) | N/A | | N/A | ▮ |
| | | | | |
| **FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS** | | | | |
| Total | 128,956 | 100.0% | 2,439 | ▦ |
| Own children under 6 years only | 11,423 | 8.9% | 741 | ▦ |
| In labor force | 9,616 | 7.5% | 675 | ▦ |
| Not in labor force | 1,807 | 1.4% | 322 | ▦ |
| Own children under 6 years and 6 to 17 years | 8,322 | 6.5% | 696 | ▦ |
| In labor force | 6,504 | 5.0% | 630 | ▦ |
| Not in labor force | 1,817 | 1.4% | 303 | ▦ |
| Own children 6 to 17 years only | 28,535 | 22.1% | 1,125 | ▦ |
| In labor force | 23,459 | 18.2% | 1,046 | ▦ |
| Not in labor force | 5,076 | 3.9% | 478 | ▦ |
| No own children under 18 years | 80,676 | 62.6% | 2,073 | ▦ |
| In labor force | 65,419 | 50.7% | 1,831 | ▦ |
| Not in labor force | 15,256 | 11.8% | 902 | ▦ |

October 23, 2023

Church of the Messiah
1001 Dekalb Pike, Ambler, Pennsylvania, 19002
Drive time: 20 minute radius

Prepared by Esri
Latitude: 40.19885
Longitude: -75.25861

| | 2017-2021 ACS Estimate | Percent | MOE(±) | Reliability |
|---|---|---|---|---|
| **CIVILIAN NONINSTITUTIONALIZED POPULATION BY AGE & TYPES OF HEALTH INSURANCE COVERAGE** | | | | |
| Total | 440,641 | 100.0% | 6,528 | ▮▮▮ |
| Under 19 years: | 101,712 | 23.1% | 3,055 | ▮▮▮ |
| One Type of Health Insurance: | 90,373 | 20.5% | 2,805 | ▮▮▮ |
| Employer-Based Health Ins Only | 66,292 | 15.0% | 2,309 | ▮▮▮ |
| Direct-Purchase Health Ins Only | 6,402 | 1.5% | 739 | ▮▮▮ |
| Medicare Coverage Only | 378 | 0.1% | 183 | ▮▮ |
| Medicaid Coverage Only | 16,704 | 3.8% | 1,558 | ▮▮▮ |
| TRICARE/Military Hlth Cov Only | 563 | 0.1% | 233 | ▮▮ |
| VA Health Care Only | 34 | 0.0% | 34 | ▮ |
| 2+ Types of Health Insurance | 8,309 | 1.9% | 978 | ▮▮▮ |
| No Health Insurance Coverage | 3,030 | 0.7% | 714 | ▮▮ |
| 19 to 34 years: | 81,496 | 18.5% | 2,499 | ▮▮▮ |
| One Type of Health Insurance: | 70,617 | 16.0% | 2,288 | ▮▮▮ |
| Employer-Based Health Ins Only | 55,744 | 12.7% | 1,980 | ▮▮▮ |
| Direct-Purchase Health Ins Only | 7,331 | 1.7% | 705 | ▮▮▮ |
| Medicare Coverage Only | 250 | 0.1% | 86 | ▮▮ |
| Medicaid Coverage Only | 6,902 | 1.6% | 816 | ▮▮▮ |
| TRICARE/Military Hlth Cov Only | 223 | 0.1% | 88 | ▮▮ |
| VA Health Care Only | 166 | 0.0% | 186 | ▮ |
| 2+ Types of Health Insurance | 4,029 | 0.9% | 480 | ▮▮▮ |
| No Health Insurance Coverage | 6,851 | 1.6% | 826 | ▮▮▮ |
| 35 to 64 years: | 178,636 | 40.5% | 3,132 | ▮▮▮ |
| One Type of Health Insurance: | 158,358 | 35.9% | 2,920 | ▮▮▮ |
| Employer-Based Health Ins Only | 128,953 | 29.3% | 2,675 | ▮▮▮ |
| Direct-Purchase Health Ins Only | 17,574 | 4.0% | 1,113 | ▮▮▮ |
| Medicare Coverage Only | 2,193 | 0.5% | 341 | ▮▮▮ |
| Medicaid Coverage Only | 8,961 | 2.0% | 841 | ▮▮▮ |
| TRICARE/Military Hlth Cov Only | 452 | 0.1% | 155 | ▮▮ |
| VA Health Care Only | 224 | 0.1% | 98 | ▮▮ |
| 2+ Types of Health Insurance | 11,773 | 2.7% | 909 | ▮▮▮ |
| No Health Insurance Coverage | 8,505 | 1.9% | 925 | ▮▮▮ |
| 65+ years: | 78,797 | 17.9% | 1,980 | ▮▮▮ |
| One Type of Health Insurance: | 25,282 | 5.7% | 1,258 | ▮▮▮ |
| Employer-Based Health Ins Only | 3,499 | 0.8% | 482 | ▮▮▮ |
| Direct-Purchase Health Ins Only | 305 | 0.1% | 120 | ▮▮ |
| Medicare Coverage Only | 21,469 | 4.9% | 1,165 | ▮▮▮ |
| TRICARE/Military Hlth Cov Only | 10 | 0.0% | 19 | ▮ |
| VA Health Care Only | 0 | 0.0% | 0 | |
| 2+ Types of Health Insurance: | 53,369 | 12.1% | 1,651 | ▮▮▮ |
| Employer-Based & Direct-Purchase Health Insurance | 143 | 0.0% | 116 | ▮ |
| Employer-Based Health & Medicare Insurance | 17,419 | 4.0% | 1,078 | ▮▮▮ |
| Direct-Purchase Health & Medicare Insurance | 19,413 | 4.4% | 931 | ▮▮▮ |
| Medicare & Medicaid Coverage | 2,849 | 0.6% | 401 | ▮▮▮ |
| Other Private Health Insurance Combos | 1 | 0.0% | 12 | ▮ |
| Other Public Health Insurance Combos | 657 | 0.1% | 171 | ▮▮ |
| Other Health Insurance Combinations | 12,888 | 2.9% | 869 | ▮▮▮ |
| No Health Insurance Coverage | 146 | 0.0% | 66 | ▮▮ |

Reliability: ▮▮▮ high  ▮▮ medium  ▮ low

October 23, 2023

Church of the Messiah
1001 Dekalb Pike, Ambler, Pennsylvania, 19002
Drive time: 20 minute radius

| | 2017-2021 ACS Estimate | Percent | MOE(±) | Reliability |
|---|---|---|---|---|
| **POPULATION BY RATIO OF INCOME TO POVERTY LEVEL** | | | | |
| Total | 436,926 | 100.0% | 6,509 | high |
| Under .50 | 12,572 | 2.9% | 1,315 | high |
| .50 to .99 | 12,399 | 2.8% | 1,367 | high |
| 1.00 to 1.24 | 8,131 | 1.9% | 1,073 | high |
| 1.25 to 1.49 | 9,444 | 2.2% | 1,153 | high |
| 1.50 to 1.84 | 16,405 | 3.8% | 1,917 | high |
| 1.85 to 1.99 | 8,524 | 2.0% | 1,254 | high |
| 2.00 and over | 369,450 | 84.6% | 6,021 | high |
| | | | | |
| **CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS** | | | | |
| Total | 349,931 | 100.0% | 4,797 | high |
| Veteran | 18,960 | 5.4% | 914 | high |
| Nonveteran | 330,971 | 94.6% | 4,705 | high |
| Male | 167,257 | 47.8% | 2,833 | high |
| Veteran | 17,402 | 5.0% | 825 | high |
| Nonveteran | 149,855 | 42.8% | 2,775 | high |
| Female | 182,674 | 52.2% | 2,825 | high |
| Veteran | 1,558 | 0.4% | 386 | medium |
| Nonveteran | 181,116 | 51.8% | 2,797 | high |
| | | | | |
| **CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE** | | | | |
| Total | 18,960 | 100.0% | 914 | high |
| Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era | 1,795 | 9.5% | 343 | high |
| Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era | 820 | 4.3% | 195 | medium |
| Gulf War (9/01 or later), and Gulf War (8/90 to 8/01), and Vietnam Era | 69 | 0.4% | 35 | medium |
| Gulf War (8/90 to 8/01), no Vietnam Era | 1,742 | 9.2% | 263 | high |
| Gulf War (8/90 to 8/01) and Vietnam Era | 197 | 1.0% | 70 | medium |
| Vietnam Era, no Korean War, no World War II | 7,098 | 37.4% | 555 | high |
| Vietnam Era and Korean War, no World War II | 51 | 0.3% | 34 | low |
| Vietnam Era and Korean War and World War II | 0 | 0.0% | 0 | |
| Korean War, no Vietnam Era, no World War II | 1,858 | 9.8% | 261 | high |
| Korean War and World War II, no Vietnam Era | 97 | 0.5% | 81 | low |
| World War II, no Korean War, no Vietnam Era | 774 | 4.1% | 178 | medium |
| Between Gulf War and Vietnam Era only | 2,205 | 11.6% | 303 | high |
| Between Vietnam Era and Korean War only | 2,088 | 11.0% | 304 | high |
| Between Korean War and World War II only | 169 | 0.9% | 131 | low |
| Pre-World War II only | 0 | 0.0% | 0 | |
| | | | | |
| **HOUSEHOLDS BY POVERTY STATUS** | | | | |
| Total | 172,224 | 100.0% | 2,241 | high |
| Income in the past 12 months below poverty level | 10,441 | 6.1% | 803 | high |
| Married-couple family | 1,521 | 0.9% | 258 | high |
| Other family - male householder (no wife present) | 496 | 0.3% | 205 | medium |
| Other family - female householder (no husband present) | 1,956 | 1.1% | 345 | high |
| Nonfamily household - male householder | 2,432 | 1.4% | 471 | high |
| Nonfamily household - female householder | 4,036 | 2.3% | 448 | high |
| Income in the past 12 months at or above poverty level | 161,783 | 93.9% | 2,186 | high |
| Married-couple family | 90,469 | 52.5% | 1,740 | high |
| Other family - male householder (no wife present) | 6,597 | 3.8% | 641 | high |
| Other family - female householder (no husband present) | 15,668 | 9.1% | 920 | high |
| Nonfamily household - male householder | 21,164 | 12.3% | 1,048 | high |
| Nonfamily household - female householder | 27,885 | 16.2% | 1,113 | high |
| Poverty Index | 49 | | | |

Reliability: high  medium  low

October 23, 2023

Church of the Messiah
1001 Dekalb Pike, Ambler, Pennsylvania, 19002
Drive time: 20 minute radius

| | 2017-2021 ACS Estimate | Percent | MOE(±) | Reliability |
|---|---|---|---|---|
| **HOUSEHOLDS BY OTHER INCOME** | | | | |
| Social Security Income | 55,050 | 32.0% | 1,382 | 🟩 |
| No Social Security Income | 117,174 | 68.0% | 2,081 | 🟩 |
| | | | | |
| Retirement Income | 40,421 | 23.5% | 1,205 | 🟩 |
| No Retirement Income | 131,803 | 76.5% | 2,165 | 🟩 |
| **GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME IN THE PAST 12 MONTHS** | | | | |
| <10% of Income | 1,726 | 3.6% | 380 | 🟨 |
| 10-14.9% of Income | 4,173 | 8.8% | 503 | 🟩 |
| 15-19.9% of Income | 6,294 | 13.2% | 606 | 🟩 |
| 20-24.9% of Income | 5,817 | 12.2% | 543 | 🟩 |
| 25-29.9% of Income | 5,425 | 11.4% | 586 | 🟩 |
| 30-34.9% of Income | 3,506 | 7.4% | 431 | 🟩 |
| 35-39.9% of Income | 3,258 | 6.8% | 455 | 🟩 |
| 40-49.9% of Income | 4,065 | 8.5% | 512 | 🟩 |
| 50+% of Income | 10,535 | 22.1% | 803 | 🟩 |
| Gross Rent % Inc Not Computed | 2,824 | 5.9% | 571 | 🟨 |
| **HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS** | | | | |
| Total | 172,224 | 100.0% | 2,241 | 🟩 |
| With public assistance income | 3,474 | 2.0% | 485 | 🟩 |
| No public assistance income | 168,750 | 98.0% | 2,219 | 🟩 |
| | | | | |
| **HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS** | | | | |
| Total | 172,224 | 100.0% | 2,241 | 🟩 |
| With Food Stamps/SNAP | 11,403 | 6.6% | 869 | 🟩 |
| With No Food Stamps/SNAP | 160,821 | 93.4% | 2,184 | 🟩 |
| | | | | |
| **HOUSEHOLDS BY DISABILITY STATUS** | | | | |
| Total | 172,224 | 100.0% | 2,241 | 🟩 |
| With 1+ Persons w/Disability | 35,907 | 20.8% | 1,238 | 🟩 |
| With No Person w/Disability | 136,317 | 79.2% | 2,222 | 🟩 |

**Data Note:** N/A means not available. Population by Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2021, adjusted for inflation.

**2017-2021 ACS Estimate:** The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2017-2021 ACS estimates, five-year period data collected monthly from January 1, 2017 through December 31, 2021. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

**Margin of error (MOE):** The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

**Reliability:** These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

🟩 High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.

🟨 Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.

🟥 Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.

**Source:** U.S. Census Bureau, 2017-2021 American Community Survey

Reliability: 🟩 high 🟨 medium 🟥 low

October 23, 2023

# Demographic and Income Profile

Church of the Messiah
1001 Dekalb Pike, Ambler, Pennsylvania, 19002
Drive time: 20 minute radius

| Summary | Census 2010 | Census 2020 | 2023 | 2028 |
|---|---|---|---|---|
| Population | 425,141 | 448,887 | 456,563 | 459,841 |
| Households | 163,680 | 172,258 | 176,355 | 179,283 |
| Families | 111,338 | - | 116,428 | 118,227 |
| Average Household Size | 2.54 | 2.55 | 2.53 | 2.51 |
| Owner Occupied Housing Units | 119,501 | - | 125,994 | 129,101 |
| Renter Occupied Housing Units | 44,179 | - | 50,361 | 50,181 |
| Median Age | 41.0 | - | 43.0 | 43.9 |

| Trends: 2023-2028 Annual Rate | Area | State | National |
|---|---|---|---|
| Population | 0.14% | 0.00% | 0.30% |
| Households | 0.33% | 0.26% | 0.49% |
| Families | 0.31% | 0.19% | 0.44% |
| Owner HHs | 0.49% | 0.36% | 0.66% |
| Median Household Income | 2.59% | 2.75% | 2.57% |

| Households by Income | 2023 Number | 2023 Percent | 2028 Number | 2028 Percent |
|---|---|---|---|---|
| <$15,000 | 10,476 | 5.9% | 9,062 | 5.1% |
| $15,000 - $24,999 | 7,916 | 4.5% | 5,986 | 3.3% |
| $25,000 - $34,999 | 8,643 | 4.9% | 6,875 | 3.8% |
| $35,000 - $49,999 | 13,322 | 7.6% | 11,382 | 6.3% |
| $50,000 - $74,999 | 22,377 | 12.7% | 19,187 | 10.7% |
| $75,000 - $99,999 | 21,969 | 12.5% | 21,351 | 11.9% |
| $100,000 - $149,999 | 33,346 | 18.9% | 35,134 | 19.6% |
| $150,000 - $199,999 | 23,932 | 13.6% | 30,226 | 16.9% |
| $200,000+ | 34,344 | 19.5% | 40,052 | 22.3% |
| | | | | |
| Median Household Income | $103,509 | | $117,613 | |
| Average Household Income | $146,056 | | $166,255 | |
| Per Capita Income | $56,535 | | $64,948 | |

| Population by Age | Census 2010 Number | Census 2010 Percent | 2023 Number | 2023 Percent | 2028 Number | 2028 Percent |
|---|---|---|---|---|---|---|
| 0 - 4 | 24,623 | 5.8% | 22,276 | 4.9% | 22,656 | 4.9% |
| 5 - 9 | 26,204 | 6.2% | 25,458 | 5.6% | 24,587 | 5.3% |
| 10 - 14 | 28,018 | 6.6% | 28,816 | 6.3% | 26,783 | 5.8% |
| 15 - 19 | 27,640 | 6.5% | 27,904 | 6.1% | 26,935 | 5.9% |
| 20 - 24 | 23,614 | 5.6% | 23,828 | 5.2% | 22,888 | 5.0% |
| 25 - 34 | 49,960 | 11.8% | 52,237 | 11.4% | 51,380 | 11.2% |
| 35 - 44 | 56,610 | 13.3% | 59,253 | 13.0% | 61,799 | 13.4% |
| 45 - 54 | 68,544 | 16.1% | 57,565 | 12.6% | 57,205 | 12.4% |
| 55 - 64 | 55,008 | 12.9% | 64,167 | 14.1% | 58,826 | 12.8% |
| 65 - 74 | 32,291 | 7.6% | 52,533 | 11.5% | 55,669 | 12.1% |
| 75 - 84 | 21,849 | 5.1% | 29,086 | 6.4% | 35,789 | 7.8% |
| 85+ | 10,781 | 2.5% | 13,440 | 2.9% | 15,324 | 3.3% |

| Race and Ethnicity | Census 2010 Number | Census 2010 Percent | Census 2020 Number | Census 2020 Percent | 2023 Number | 2023 Percent | 2028 Number | 2028 Percent |
|---|---|---|---|---|---|---|---|---|
| White Alone | 319,733 | 75.2% | 304,559 | 67.8% | 304,351 | 66.7% | 295,167 | 64.2% |
| Black Alone | 57,683 | 13.6% | 61,932 | 13.8% | 62,785 | 13.8% | 63,600 | 13.8% |
| American Indian Alone | 674 | 0.2% | 1,138 | 0.3% | 1,233 | 0.3% | 1,348 | 0.3% |
| Asian Alone | 30,272 | 7.1% | 39,394 | 8.8% | 43,002 | 9.4% | 48,160 | 10.5% |
| Pacific Islander Alone | 175 | 0.0% | 113 | 0.0% | 113 | 0.0% | 109 | 0.0% |
| Some Other Race Alone | 8,352 | 2.0% | 15,221 | 3.4% | 16,584 | 3.6% | 18,980 | 4.1% |
| Two or More Races | 8,253 | 1.9% | 26,531 | 5.9% | 28,495 | 6.2% | 32,478 | 7.1% |
| | | | | | | | | |
| Hispanic Origin (Any Race) | 20,250 | 4.8% | 31,201 | 7.0% | 34,444 | 7.5% | 39,057 | 8.5% |

**Data Note:** Income is expressed in current dollars.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

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![esri logo]

# Demographic and Income Profile

Church of the Messiah
1001 Dekalb Pike, Ambler, Pennsylvania, 19002
Drive time: 20 minute radius

Prepared by Esri
Latitude: 40.19885
Longitude: -75.25861

## Trends 2023-2028



Legend: Area, State, USA

## Population by Age



Legend: 2023, 2028
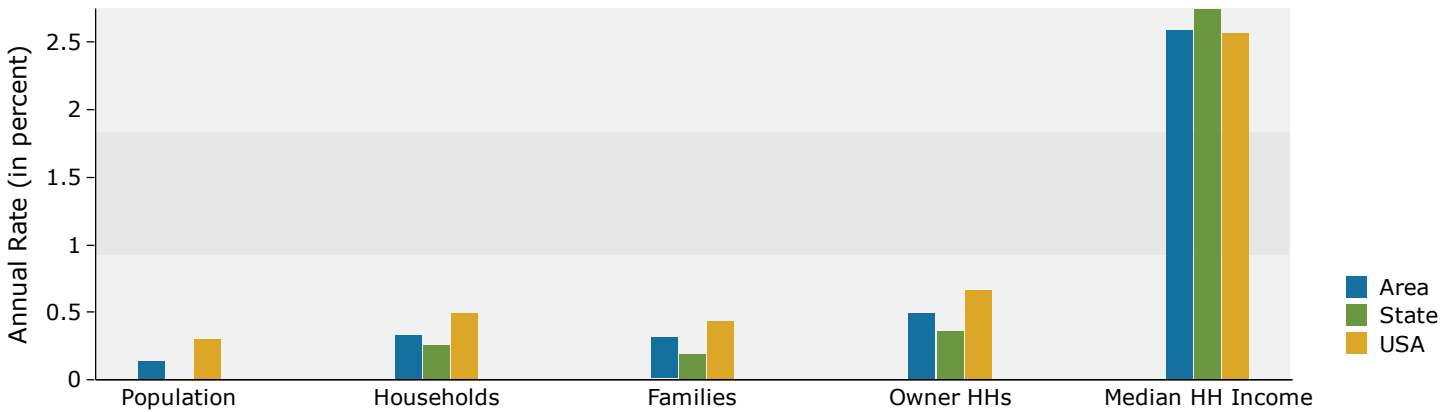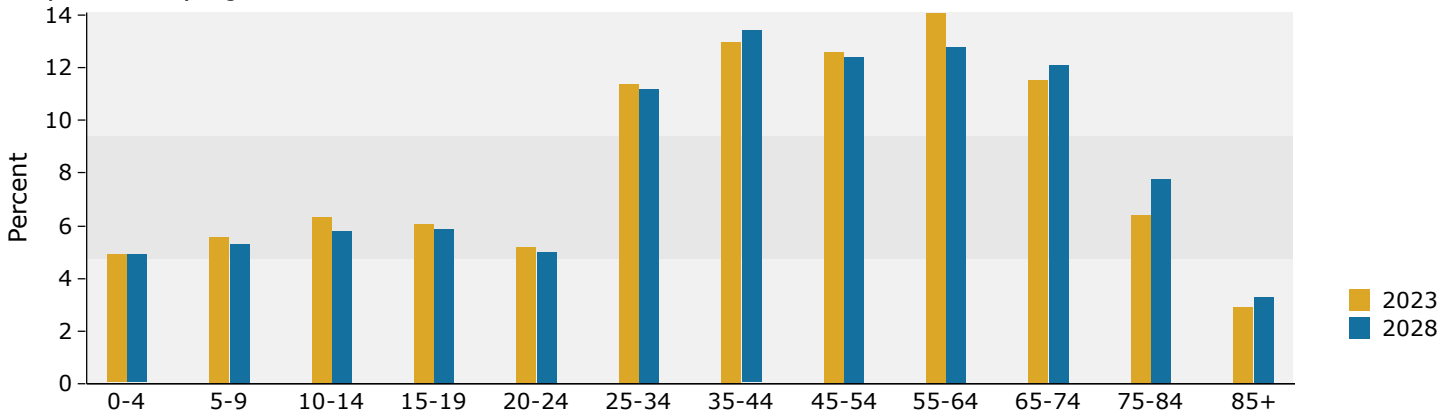
## 2023 Household Income



- $50K - $74K: 12.7%
- $35K - $49K: 7.6%
- $25K - $34K: 4.9%
- $75K - $99K: 12.5%
- $15K - $24K: 4.5%
- <$15K: 5.9%
- $100K - $149K: 18.9%
- $200K+: 19.5%
- $150K - $199K: 13.6%

## 2023 Population by Race



2023 Percent Hispanic Origin: 7.5%

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# Market Profile

Church of the Messiah
1001 Dekalb Pike, Ambler, Pennsylvania, 19002
Drive time: 20 minute radii

Prepared by Esri
Latitude: 40.19885
Longitude: -75.25861

| | 20 minutes |
|---|---:|
| **Population Summary** | |
| 2010 Total Population | 425,141 |
| 2020 Total Population | 448,887 |
| 2020 Group Quarters | 10,100 |
| 2023 Total Population | 456,563 |
| 2023 Group Quarters | 10,102 |
| 2028 Total Population | 459,841 |
| 2023-2028 Annual Rate | 0.14% |
| 2023 Total Daytime Population | 476,645 |
| Workers | 263,244 |
| Residents | 213,401 |
| **Household Summary** | |
| 2010 Households | 163,680 |
| 2010 Average Household Size | 2.54 |
| 2020 Total Households | 172,258 |
| 2020 Average Household Size | 2.55 |
| 2023 Households | 176,355 |
| 2023 Average Household Size | 2.53 |
| 2028 Households | 179,283 |
| 2028 Average Household Size | 2.51 |
| 2023-2028 Annual Rate | 0.33% |
| 2010 Families | 111,338 |
| 2010 Average Family Size | 3.10 |
| 2023 Families | 116,428 |
| 2023 Average Family Size | 3.15 |
| 2028 Families | 118,227 |
| 2028 Average Family Size | 3.11 |
| 2023-2028 Annual Rate | 0.31% |
| **Housing Unit Summary** | |
| 2000 Housing Units | 159,846 |
| Owner Occupied Housing Units | 71.3% |
| Renter Occupied Housing Units | 25.0% |
| Vacant Housing Units | 3.6% |
| 2010 Housing Units | 172,502 |
| Owner Occupied Housing Units | 69.3% |
| Renter Occupied Housing Units | 25.6% |
| Vacant Housing Units | 5.1% |
| 2020 Housing Units | 180,580 |
| Vacant Housing Units | 4.6% |
| 2023 Housing Units | 184,430 |
| Owner Occupied Housing Units | 68.3% |
| Renter Occupied Housing Units | 27.3% |
| Vacant Housing Units | 4.4% |
| 2028 Housing Units | 187,263 |
| Owner Occupied Housing Units | 68.9% |
| Renter Occupied Housing Units | 26.8% |
| Vacant Housing Units | 4.3% |
| **Median Household Income** | |
| 2023 | $103,509 |
| 2028 | $117,613 |
| **Median Home Value** | |
| 2023 | $417,613 |
| 2028 | $443,726 |
| **Per Capita Income** | |
| 2023 | $56,535 |
| 2028 | $64,948 |
| **Median Age** | |
| 2010 | 41.0 |
| 2023 | 43.0 |
| 2028 | 43.9 |

**Data Note:** Household population includes persons not residing in group quarters.  Average Household Size is the household population divided by total households.  Persons in families include the householder and persons related to the householder by birth, marriage, or adoption.  Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.
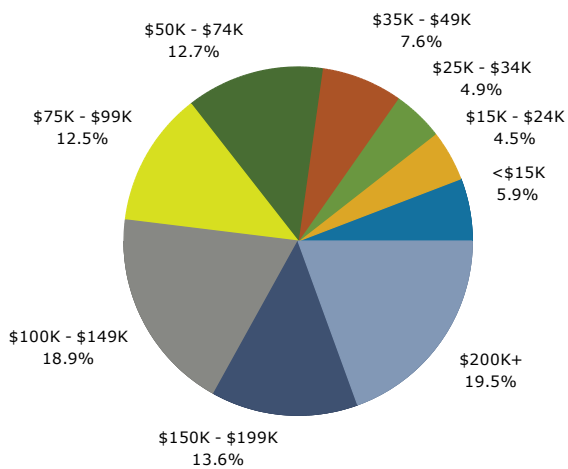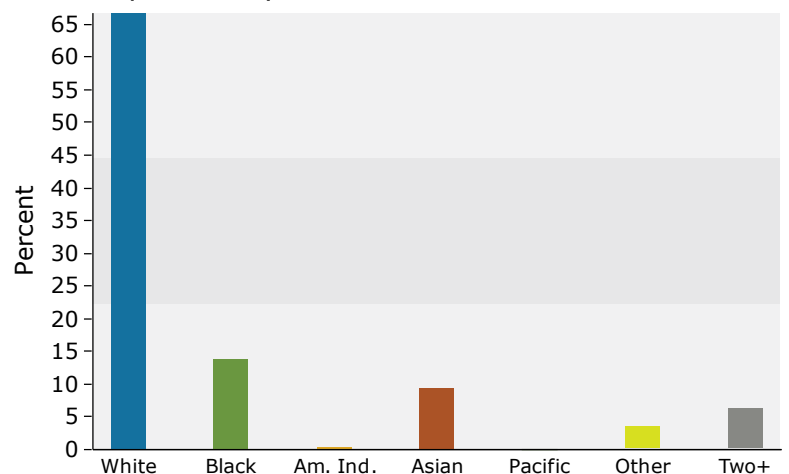
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## Market Profile

Church of the Messiah
1001 Dekalb Pike, Ambler, Pennsylvania, 19002
Drive time: 20 minute radii

Prepared by Esri
Latitude: 40.19885
Longitude: -75.25861

| | 20 minutes |
|---|---|
| **2023 Households by Income** | |
| Household Income Base | 176,325 |
| <$15,000 | 5.9% |
| $15,000 - $24,999 | 4.5% |
| $25,000 - $34,999 | 4.9% |
| $35,000 - $49,999 | 7.6% |
| $50,000 - $74,999 | 12.7% |
| $75,000 - $99,999 | 12.5% |
| $100,000 - $149,999 | 18.9% |
| $150,000 - $199,999 | 13.6% |
| $200,000+ | 19.5% |
| Average Household Income | $146,056 |
| **2028 Households by Income** | |
| Household Income Base | 179,254 |
| <$15,000 | 5.1% |
| $15,000 - $24,999 | 3.3% |
| $25,000 - $34,999 | 3.8% |
| $35,000 - $49,999 | 6.3% |
| $50,000 - $74,999 | 10.7% |
| $75,000 - $99,999 | 11.9% |
| $100,000 - $149,999 | 19.6% |
| $150,000 - $199,999 | 16.9% |
| $200,000+ | 22.3% |
| Average Household Income | $166,255 |
| **2023 Owner Occupied Housing Units by Value** | |
| Total | 125,935 |
| <$50,000 | 1.7% |
| $50,000 - $99,999 | 0.9% |
| $100,000 - $149,999 | 1.6% |
| $150,000 - $199,999 | 4.3% |
| $200,000 - $249,999 | 6.5% |
| $250,000 - $299,999 | 9.2% |
| $300,000 - $399,999 | 21.3% |
| $400,000 - $499,999 | 24.8% |
| $500,000 - $749,999 | 23.5% |
| $750,000 - $999,999 | 4.1% |
| $1,000,000 - $1,499,999 | 1.4% |
| $1,500,000 - $1,999,999 | 0.2% |
| $2,000,000 + | 0.5% |
| Average Home Value | $451,039 |
| **2028 Owner Occupied Housing Units by Value** | |
| Total | 129,042 |
| <$50,000 | 0.6% |
| $50,000 - $99,999 | 0.4% |
| $100,000 - $149,999 | 0.6% |
| $150,000 - $199,999 | 2.5% |
| $200,000 - $249,999 | 5.2% |
| $250,000 - $299,999 | 8.0% |
| $300,000 - $399,999 | 20.2% |
| $400,000 - $499,999 | 28.4% |
| $500,000 - $749,999 | 27.7% |
| $750,000 - $999,999 | 4.3% |
| $1,000,000 - $1,499,999 | 1.4% |
| $1,500,000 - $1,999,999 | 0.2% |
| $2,000,000 + | 0.4% |
| Average Home Value | $478,923 |

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 23, 2023

Church of the Messiah
1001 Dekalb Pike, Ambler, Pennsylvania, 19002
Drive time: 20 minute radii

| | 20 minutes |
|---|---|
| **2010 Population by Age** | |
| Total | 425,140 |
| 0 - 4 | 5.8% |
| 5 - 9 | 6.2% |
| 10 - 14 | 6.6% |
| 15 - 24 | 12.1% |
| 25 - 34 | 11.8% |
| 35 - 44 | 13.3% |
| 45 - 54 | 16.1% |
| 55 - 64 | 12.9% |
| 65 - 74 | 7.6% |
| 75 - 84 | 5.1% |
| 85 + | 2.5% |
| 18 + | 77.3% |
| **2023 Population by Age** | |
| Total | 456,563 |
| 0 - 4 | 4.9% |
| 5 - 9 | 5.6% |
| 10 - 14 | 6.3% |
| 15 - 24 | 11.3% |
| 25 - 34 | 11.4% |
| 35 - 44 | 13.0% |
| 45 - 54 | 12.6% |
| 55 - 64 | 14.1% |
| 65 - 74 | 11.5% |
| 75 - 84 | 6.4% |
| 85 + | 2.9% |
| 18 + | 79.4% |
| **2028 Population by Age** | |
| Total | 459,841 |
| 0 - 4 | 4.9% |
| 5 - 9 | 5.3% |
| 10 - 14 | 5.8% |
| 15 - 24 | 10.8% |
| 25 - 34 | 11.2% |
| 35 - 44 | 13.4% |
| 45 - 54 | 12.4% |
| 55 - 64 | 12.8% |
| 65 - 74 | 12.1% |
| 75 - 84 | 7.8% |
| 85 + | 3.3% |
| 18 + | 80.3% |
| **2010 Population by Sex** | |
| Males | 203,654 |
| Females | 221,487 |
| **2023 Population by Sex** | |
| Males | 220,975 |
| Females | 235,588 |
| **2028 Population by Sex** | |
| Males | 222,241 |
| Females | 237,600 |

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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## Market Profile

Church of the Messiah                                    Prepared by Esri
1001 Dekalb Pike, Ambler, Pennsylvania, 19002            Latitude: 40.19885
Drive time: 20 minute radii                              Longitude: -75.25861

| | 20 minutes |
|---|---:|
| **2010 Population by Race/Ethnicity** | |
| Total | 425,142 |
| White Alone | 75.2% |
| Black Alone | 13.6% |
| American Indian Alone | 0.2% |
| Asian Alone | 7.1% |
| Pacific Islander Alone | 0.0% |
| Some Other Race Alone | 2.0% |
| Two or More Races | 1.9% |
| Hispanic Origin | 4.8% |
| Diversity Index | 46.4 |
| **2020 Population by Race/Ethnicity** | |
| Total | 448,887 |
| White Alone | 67.8% |
| Black Alone | 13.8% |
| American Indian Alone | 0.3% |
| Asian Alone | 8.8% |
| Pacific Islander Alone | 0.0% |
| Some Other Race Alone | 3.4% |
| Two or More Races | 5.9% |
| Hispanic Origin | 7.0% |
| Diversity Index | 57.2 |
| **2023 Population by Race/Ethnicity** | |
| Total | 456,563 |
| White Alone | 66.7% |
| Black Alone | 13.8% |
| American Indian Alone | 0.3% |
| Asian Alone | 9.4% |
| Pacific Islander Alone | 0.0% |
| Some Other Race Alone | 3.6% |
| Two or More Races | 6.2% |
| Hispanic Origin | 7.5% |
| Diversity Index | 58.9 |
| **2028 Population by Race/Ethnicity** | |
| Total | 459,842 |
| White Alone | 64.2% |
| Black Alone | 13.8% |
| American Indian Alone | 0.3% |
| Asian Alone | 10.5% |
| Pacific Islander Alone | 0.0% |
| Some Other Race Alone | 4.1% |
| Two or More Races | 7.1% |
| Hispanic Origin | 8.5% |
| Diversity Index | 62.1 |
| **2010 Population by Relationship and Household Type** | |
| Total | 425,141 |
| In Households | 97.9% |
| In Family Households | 82.8% |
| Householder | 26.2% |
| Spouse | 20.6% |
| Child | 30.8% |
| Other relative | 3.6% |
| Nonrelative | 1.6% |
| In Nonfamily Households | 15.0% |
| In Group Quarters | 2.1% |
| Institutionalized Population | 1.1% |
| Noninstitutionalized Population | 1.0% |

**Data Note:** Persons of Hispanic Origin may be of any race.  The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 23, 2023

# Market Profile

Church of the Messiah
1001 Dekalb Pike, Ambler, Pennsylvania, 19002
Drive time: 20 minute radii

Prepared by Esri
Latitude: 40.19885
Longitude: -75.25861

| | 20 minutes |
|---|---|
| **2023 Population 25+ by Educational Attainment** | |
| Total | 328,282 |
| Less than 9th Grade | 1.8% |
| 9th - 12th Grade, No Diploma | 2.9% |
| High School Graduate | 19.7% |
| GED/Alternative Credential | 1.9% |
| Some College, No Degree | 12.9% |
| Associate Degree | 8.0% |
| Bachelor's Degree | 30.5% |
| Graduate/Professional Degree | 22.3% |
| **2023 Population 15+ by Marital Status** | |
| Total | 380,014 |
| Never Married | 31.0% |
| Married | 55.1% |
| Widowed | 5.6% |
| Divorced | 8.2% |
| **2023 Civilian Population 16+ in Labor Force** | |
| Civilian Population 16+ | 256,071 |
| Population 16+ Employed | 96.6% |
| Population 16+ Unemployment rate | 3.4% |
| Population 16-24 Employed | 11.4% |
| Population 16-24 Unemployment rate | 9.4% |
| Population 25-54 Employed | 59.4% |
| Population 25-54 Unemployment rate | 2.4% |
| Population 55-64 Employed | 19.3% |
| Population 55-64 Unemployment rate | 2.8% |
| Population 65+ Employed | 9.9% |
| Population 65+ Unemployment rate | 3.4% |
| **2023 Employed Population 16+ by Industry** | |
| Total | 247,241 |
| Agriculture/Mining | 0.2% |
| Construction | 5.3% |
| Manufacturing | 12.1% |
| Wholesale Trade | 2.0% |
| Retail Trade | 9.8% |
| Transportation/Utilities | 3.5% |
| Information | 2.3% |
| Finance/Insurance/Real Estate | 9.3% |
| Services | 52.3% |
| Public Administration | 3.3% |
| **2023 Employed Population 16+ by Occupation** | |
| Total | 247,241 |
| White Collar | 73.5% |
| Management/Business/Financial | 24.2% |
| Professional | 31.5% |
| Sales | 8.8% |
| Administrative Support | 9.0% |
| Services | 12.4% |
| Blue Collar | 14.1% |
| Farming/Forestry/Fishing | 0.0% |
| Construction/Extraction | 3.4% |
| Installation/Maintenance/Repair | 1.9% |
| Production | 3.9% |
| Transportation/Material Moving | 4.9% |

October 23, 2023

# Market Profile

Church of the Messiah
1001 Dekalb Pike, Ambler, Pennsylvania, 19002
Drive time: 20 minute radii

Prepared by Esri
Latitude: 40.19885
Longitude: -75.25861

|  | 20 minutes |
|---|---|
| **2010 Households by Type** |  |
| Total | 163,680 |
| Households with 1 Person | 26.4% |
| Households with 2+ People | 73.6% |
| Family Households | 68.0% |
| Husband-wife Families | 53.5% |
| With Related Children | 24.2% |
| Other Family (No Spouse Present) | 14.5% |
| Other Family with Male Householder | 3.7% |
| With Related Children | 1.8% |
| Other Family with Female Householder | 10.8% |
| With Related Children | 6.1% |
| Nonfamily Households | 5.5% |
|  |  |
| All Households with Children | 32.3% |
|  |  |
| Multigenerational Households | 3.6% |
| Unmarried Partner Households | 5.2% |
| Male-female | 4.5% |
| Same-sex | 0.7% |
| **2010 Households by Size** |  |
| Total | 163,678 |
| 1 Person Household | 26.4% |
| 2 Person Household | 32.4% |
| 3 Person Household | 16.8% |
| 4 Person Household | 14.8% |
| 5 Person Household | 6.4% |
| 6 Person Household | 2.0% |
| 7 + Person Household | 1.2% |
| **2010 Households by Tenure and Mortgage Status** |  |
| Total | 163,680 |
| Owner Occupied | 73.0% |
| Owned with a Mortgage/Loan | 53.9% |
| Owned Free and Clear | 19.1% |
| Renter Occupied | 27.0% |
| **2023 Affordability, Mortgage and Wealth** |  |
| Housing Affordability Index | 92 |
| Percent of Income for Mortgage | 24.2% |
| Wealth Index | 158 |
| **2010 Housing Units By Urban/ Rural Status** |  |
| Total Housing Units | 172,502 |
| Housing Units Inside Urbanized Area | 99.1% |
| Housing Units Inside Urbanized Cluster | 0.0% |
| Rural Housing Units | 0.9% |
| **2010 Population By Urban/ Rural Status** |  |
| Total Population | 425,141 |
| Population Inside Urbanized Area | 99.0% |
| Population Inside Urbanized Cluster | 0.0% |
| Rural Population | 1.0% |

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 23, 2023

![esri](esri logo)

## Market Profile

Church of the Messiah  
1001 Dekalb Pike, Ambler, Pennsylvania, 19002  
Drive time: 20 minute radii

Prepared by Esri  
Latitude: 40.19885  
Longitude: -75.25861

| | 20 minutes |
|---|---|
| **Top 3 Tapestry Segments** | |
| **1.** | Savvy Suburbanites (1D) |
| **2.** | Pleasantville (2B) |
| **3.** | Golden Years (9B) |
| **2023 Consumer Spending** | |
| Apparel & Services:  Total $ | $521,219,642 |
| Average Spent | $2,955.51 |
| Spending Potential Index | 134 |
| Education:  Total $ | $483,664,199 |
| Average Spent | $2,742.56 |
| Spending Potential Index | 153 |
| Entertainment/Recreation:  Total $ | $886,020,429 |
| Average Spent | $5,024.07 |
| Spending Potential Index | 133 |
| Food at Home:  Total $ | $1,587,635,249 |
| Average Spent | $9,002.50 |
| Spending Potential Index | 132 |
| Food Away from Home:  Total $ | $869,252,352 |
| Average Spent | $4,928.99 |
| Spending Potential Index | 132 |
| Health Care:  Total $ | $1,683,876,809 |
| Average Spent | $9,548.22 |
| Spending Potential Index | 130 |
| HH Furnishings & Equipment:  Total $ | $703,139,482 |
| Average Spent | $3,987.07 |
| Spending Potential Index | 135 |
| Personal Care Products & Services: Total $ | $228,884,303 |
| Average Spent | $1,297.86 |
| Spending Potential Index | 136 |
| Shelter:  Total $ | $5,982,909,239 |
| Average Spent | $33,925.37 |
| Spending Potential Index | 137 |
| Support Payments/Cash Contributions/Gifts in Kind: Total $ | $751,257,808 |
| Average Spent | $4,259.92 |
| Spending Potential Index | 136 |
| Travel:  Total $ | $544,666,392 |
| Average Spent | $3,088.47 |
| Spending Potential Index | 137 |
| Vehicle Maintenance & Repairs: Total $ | $295,017,566 |
| Average Spent | $1,672.86 |
| Spending Potential Index | 128 |

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area.  Expenditures are shown by broad budget categories that are not mutually exclusive.  Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.  
**Source:** Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.  
**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 23, 2023

## Tapestry Segmentation Area Profile

Church of the Messiah
1001 Dekalb Pike, Ambler, Pennsylvania, 19002
Drive time: 20 minute radius

Prepared by Esri
Latitude: 40.19885
Longitude: -75.25861

**Top Twenty Tapestry Segments**

| Rank | Tapestry Segment | 2023 Households | | 2023 U.S. Households | | |
| | | Percent | Cumulative Percent | Percent | Cumulative Percent | Index |
|---|---|---|---|---|---|---|
| 1 | Savvy Suburbanites (1D) | 13.8% | 13.8% | 3.0% | 3.0% | 467 |
| 2 | Pleasantville (2B) | 10.2% | 24.0% | 2.1% | 5.1% | 481 |
| 3 | Golden Years (9B) | 8.7% | 32.7% | 1.3% | 6.4% | 663 |
| 4 | Enterprising Professionals (2D) | 6.7% | 39.4% | 1.5% | 7.9% | 457 |
| 5 | Parks and Rec (5C) | 6.3% | 45.8% | 2.0% | 9.8% | 323 |
| | **Subtotal** | **45.7%** | | **9.9%** | | |
| | | | | | | |
| 6 | Professional Pride (1B) | 6.3% | 52.1% | 1.6% | 11.5% | 383 |
| 7 | In Style (5B) | 5.6% | 57.6% | 2.2% | 13.7% | 249 |
| 8 | Top Tier (1A) | 4.8% | 62.4% | 1.6% | 15.3% | 298 |
| 9 | City Lights (8A) | 4.7% | 67.1% | 1.4% | 16.8% | 326 |
| 10 | Family Foundations (12A) | 4.3% | 71.5% | 1.0% | 17.8% | 418 |
| | **Subtotal** | **25.7%** | | **7.8%** | | |
| | | | | | | |
| 11 | Exurbanites (1E) | 4.2% | 75.7% | 1.9% | 19.7% | 220 |
| 12 | Workday Drive (4A) | 3.3% | 79.0% | 3.1% | 22.8% | 107 |
| 13 | Retirement Communities (9E) | 2.4% | 81.4% | 1.2% | 24.0% | 206 |
| 14 | Urban Chic (2A) | 2.4% | 83.9% | 1.3% | 25.2% | 192 |
| 15 | Emerald City (8B) | 2.2% | 86.0% | 1.4% | 26.7% | 152 |
| | **Subtotal** | **14.5%** | | **8.9%** | | |
| | | | | | | |
| 16 | Bright Young Professionals (8C) | 2.1% | 88.1% | 2.3% | 29.0% | 92 |
| 17 | Front Porches (8E) | 2.0% | 90.1% | 1.6% | 30.6% | 125 |
| 18 | Comfortable Empty Nesters (5A) | 1.9% | 92.0% | 2.4% | 33.0% | 77 |
| 19 | Fresh Ambitions (13D) | 1.6% | 93.5% | 0.7% | 33.6% | 240 |
| 20 | Metro Renters (3B) | 1.5% | 95.0% | 1.8% | 35.4% | 83 |
| | **Subtotal** | **9.1%** | | **8.8%** | | |
| | | | | | | |
| | **Total** | **95.0%** | | **35.4%** | | **268** |

## Top Ten Tapestry Segments Site vs. U.S.



Legend: Site (green), U.S. (blue)

Percent of Households by Tapestry Segment

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
**Source:** Esri

October 23, 2023

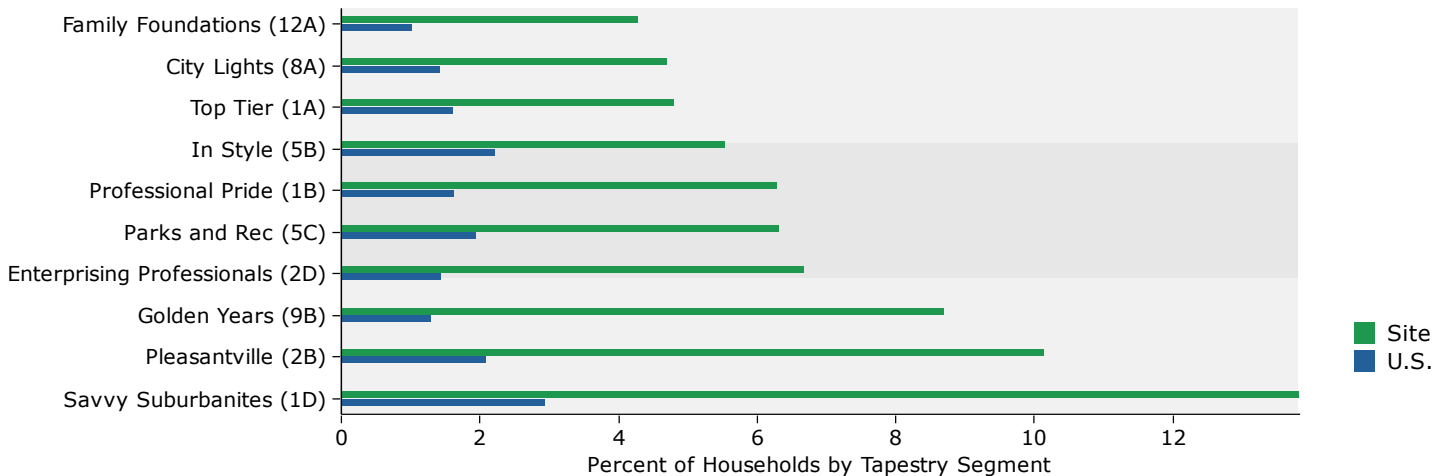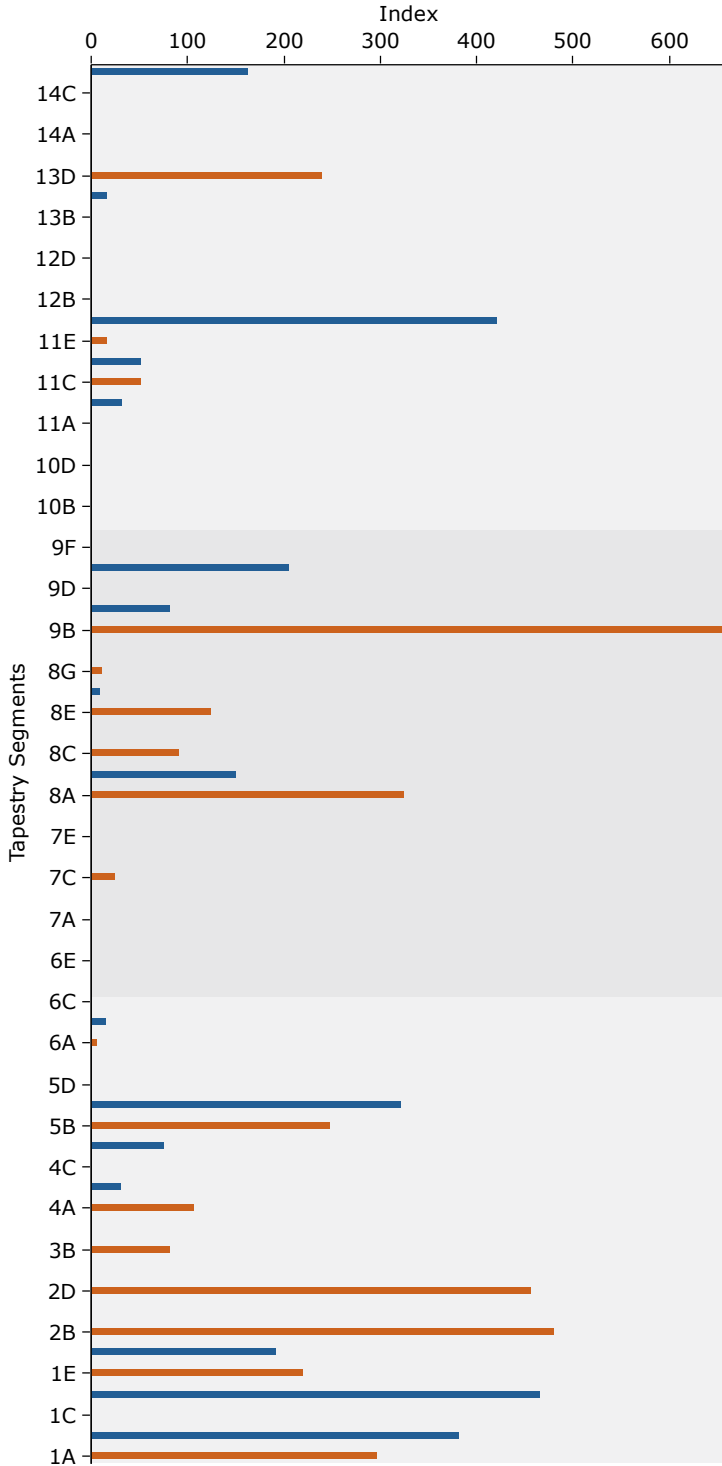# Tapestry Segmentation Area Profile

Church of the Messiah
1001 Dekalb Pike, Ambler, Pennsylvania, 19002
Drive time: 20 minute radius

Prepared by Esri
Latitude: 40.19885
Longitude: -75.25861

## 2023 Tapestry Indexes by Households



## 2023 Tapestry Indexes by Total Population 18+

October 23, 2023

Church of the Messiah
1001 Dekalb Pike, Ambler, Pennsylvania, 19002
Drive time: 20 minute radius

Prepared by Esri
Latitude: 40.19885
Longitude: -75.25861

| Tapestry LifeMode Groups | 2023 Households | | | 2023 Adult Population | | |
|---|---|---|---|---|---|---|
| | **Number** | **Percent** | **Index** | **Number** | **Percent** | **Index** |
| **Total:** | 176,355 | 100.0% | | 362,726 | 100.0% | |
| | | | | | | |
| **1. Affluent Estates** | **51,479** | **29.2%** | **289** | **113,105** | **31.2%** | **288** |
| Top Tier (1A) | 8,499 | 4.8% | 298 | 18,912 | 5.2% | 299 |
| Professional Pride (1B) | 11,120 | 6.3% | 383 | 23,951 | 6.6% | 361 |
| Boomburbs (1C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Savvy Suburbanites (1D) | 24,404 | 13.8% | 467 | 53,981 | 14.9% | 462 |
| Exurbanites (1E) | 7,456 | 4.2% | 220 | 16,261 | 4.5% | 228 |
| | | | | | | |
| **2. Upscale Avenues** | **34,036** | **19.3%** | **348** | **70,699** | **19.5%** | **331** |
| Urban Chic (2A) | 4,296 | 2.4% | 192 | 8,987 | 2.5% | 200 |
| Pleasantville (2B) | 17,932 | 10.2% | 481 | 38,645 | 10.7% | 446 |
| Pacific Heights (2C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Enterprising Professionals (2D) | 11,808 | 6.7% | 457 | 23,067 | 6.4% | 456 |
| | | | | | | |
| **3. Uptown Individuals** | **2,604** | **1.5%** | **38** | **4,214** | **1.2%** | **36** |
| Laptops and Lattes (3A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Metro Renters (3B) | 2,604 | 1.5% | 83 | 4,214 | 1.2% | 83 |
| Trendsetters (3C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| **4. Family Landscapes** | **6,734** | **3.8%** | **49** | **13,808** | **3.8%** | **46** |
| Workday Drive (4A) | 5,787 | 3.3% | 107 | 11,934 | 3.3% | 100 |
| Home Improvement (4B) | 947 | 0.5% | 32 | 1,874 | 0.5% | 29 |
| Middleburg (4C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| **5. GenXurban** | **24,237** | **13.7%** | **123** | **49,141** | **13.5%** | **125** |
| Comfortable Empty Nesters (5A) | 3,266 | 1.9% | 77 | 7,123 | 2.0% | 80 |
| In Style (5B) | 9,798 | 5.6% | 249 | 19,245 | 5.3% | 251 |
| Parks and Rec (5C) | 11,173 | 6.3% | 323 | 22,773 | 6.3% | 325 |
| Rustbelt Traditions (5D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Midlife Constants (5E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| **6. Cozy Country Living** | **1,225** | **0.7%** | **6** | **2,876** | **0.8%** | **7** |
| Green Acres (6A) | 433 | 0.2% | 7 | 963 | 0.3% | 8 |
| Salt of the Earth (6B) | 792 | 0.4% | 16 | 1,913 | 0.5% | 19 |
| The Great Outdoors (6C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Prairie Living (6D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (6E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Heartland Communities (6F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| **7. Sprouting Explorers** | **668** | **0.4%** | **5** | **1,447** | **0.4%** | **5** |
| Up and Coming Families (7A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Villages (7B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Edge Families (7C) | 668 | 0.4% | 25 | 1,447 | 0.4% | 23 |
| Forging Opportunity (7D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Farm to Table (7E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southwestern Families (7F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
**Source:** Esri

October 23, 2023

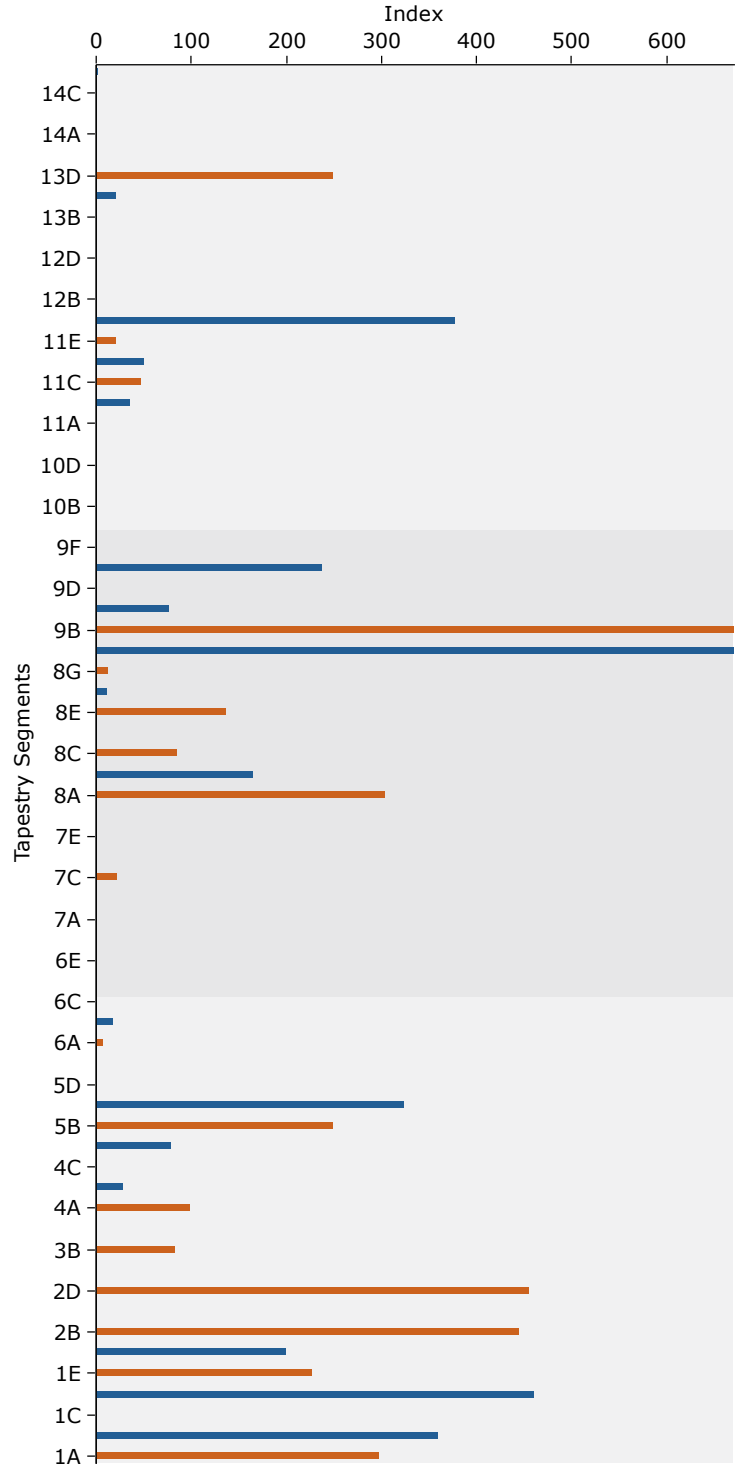# Tapestry Segmentation Area Profile

Church of the Messiah
1001 Dekalb Pike, Ambler, Pennsylvania, 19002
Drive time: 20 minute radius

Prepared by Esri
Latitude: 40.19885
Longitude: -75.25861

| Tapestry LifeMode Groups | 2023 Households | | | 2023 Adult Population | | |
|---|---|---|---|---|---|---|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 176,355 | 100.0% | | 362,726 | 100.0% | |
| | | | | | | |
| **8. Middle Ground** | **20,050** | **11.4%** | **105** | **39,326** | **10.8%** | **107** |
| City Lights (8A) | 8,301 | 4.7% | 326 | 16,416 | 4.5% | 305 |
| Emerald City (8B) | 3,813 | 2.2% | 152 | 7,415 | 2.0% | 165 |
| Bright Young Professionals (8C) | 3,759 | 2.1% | 92 | 6,582 | 1.8% | 86 |
| Downtown Melting Pot (8D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Front Porches (8E) | 3,474 | 2.0% | 125 | 7,505 | 2.1% | 137 |
| Old and Newcomers (8F) | 456 | 0.3% | 11 | 880 | 0.2% | 12 |
| Hometown Heritage (8G) | 247 | 0.1% | 12 | 528 | 0.1% | 13 |
| | | | | | | |
| **9. Senior Styles** | **20,768** | **11.8%** | **204** | **40,397** | **11.1%** | **215** |
| Silver & Gold (9A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Golden Years (9B) | 15,384 | 8.7% | 663 | 29,583 | 8.2% | 672 |
| The Elders (9C) | 1,066 | 0.6% | 83 | 1,729 | 0.5% | 78 |
| Senior Escapes (9D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Retirement Communities (9E) | 4,318 | 2.4% | 206 | 9,085 | 2.5% | 238 |
| Social Security Set (9F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| **10. Rustic Outposts** | **0** | **0.0%** | **0** | **0** | **0.0%** | **0** |
| Southern Satellites (10A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rooted Rural (10B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Economic BedRock (10C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Down the Road (10D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Bypasses (10E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| **11. Midtown Singles** | **3,935** | **2.2%** | **36** | **6,904** | **1.9%** | **35** |
| City Strivers (11A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Young and Restless (11B) | 1,033 | 0.6% | 33 | 1,883 | 0.5% | 36 |
| Metro Fusion (11C) | 1,362 | 0.8% | 53 | 2,295 | 0.6% | 48 |
| Set to Impress (11D) | 1,284 | 0.7% | 53 | 2,162 | 0.6% | 51 |
| City Commons (11E) | 256 | 0.1% | 17 | 564 | 0.2% | 21 |
| | | | | | | |
| **12. Hometown** | **7,601** | **4.3%** | **73** | **14,130** | **3.9%** | **71** |
| Family Foundations (12A) | 7,601 | 4.3% | 422 | 14,130 | 3.9% | 378 |
| Traditional Living (12B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Small Town Sincerity (12C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Modest Income Homes (12D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| **13. Next Wave** | **3,008** | **1.7%** | **44** | **6,656** | **1.8%** | **44** |
| Diverse Convergence (13A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Family Extensions (13B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| NeWest Residents (13C) | 237 | 0.1% | 17 | 614 | 0.2% | 21 |
| Fresh Ambitions (13D) | 2,771 | 1.6% | 240 | 6,042 | 1.7% | 250 |
| High Rise Renters (13E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| **14. Scholars and Patriots** | **0** | **0.0%** | **0** | **0** | **0.0%** | **0** |
| Military Proximity (14A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| College Towns (14B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Dorms to Diplomas (14C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| Unclassified (15) | 10 | 0.0% | 163 | 23 | 0.0% | 3 |

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
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Church of the Messiah
1001 Dekalb Pike, Ambler, Pennsylvania, 19002
Drive time: 20 minute radius

Prepared by Esri
Latitude: 40.19885
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| Tapestry Urbanization Groups | 2023 Households | | | 2023 Adult Population | | |
|---|---|---|---|---|---|---|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 176,355 | 100.0% | | 362,726 | 100.0% | |
| | | | | | | |
| **1. Principal Urban Center** | **5,612** | **3.2%** | **44** | **10,870** | **3.0%** | **45** |
| Laptops and Lattes (3A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Metro Renters (3B) | 2,604 | 1.5% | 83 | 4,214 | 1.2% | 83 |
| Trendsetters (3C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Downtown Melting Pot (8D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Strivers (11A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| NeWest Residents (13C) | 237 | 0.1% | 17 | 614 | 0.2% | 21 |
| Fresh Ambitions (13D) | 2,771 | 1.6% | 240 | 6,042 | 1.7% | 250 |
| High Rise Renters (13E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| **2. Urban Periphery** | **21,691** | **12.3%** | **74** | **40,870** | **11.3%** | **65** |
| Pacific Heights (2C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rustbelt Traditions (5D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Villages (7B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Edge Families (7C) | 668 | 0.4% | 25 | 1,447 | 0.4% | 23 |
| Forging Opportunity (7D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southwestern Families (7F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Lights (8A) | 8,301 | 4.7% | 326 | 16,416 | 4.5% | 305 |
| Bright Young Professionals (8C) | 3,759 | 2.1% | 92 | 6,582 | 1.8% | 86 |
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| Family Foundations (12A) | 7,601 | 4.3% | 422 | 14,130 | 3.9% | 378 |
| Modest Income Homes (12D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Diverse Convergence (13A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Family Extensions (13B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| **3. Metro Cities** | **24,679** | **14.0%** | **78** | **49,267** | **13.6%** | **81** |
| In Style (5B) | 9,798 | 5.6% | 249 | 19,245 | 5.3% | 251 |
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October 23, 2023

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| Tapestry Urbanization Groups | 2023 Households | | | 2023 Adult Population | | |
|---|---|---|---|---|---|---|
| | **Number** | **Percent** | **Index** | **Number** | **Percent** | **Index** |
| **Total:** | 176,355 | 100.0% | | 362,726 | 100.0% | |
| **4. Suburban Periphery** | **123,138** | **69.8%** | **216** | **258,820** | **71.4%** | **213** |
| Top Tier (1A) | 8,499 | 4.8% | 298 | 18,912 | 5.2% | 299 |
| Professional Pride (1B) | 11,120 | 6.3% | 383 | 23,951 | 6.6% | 361 |
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| Home Improvement (4B) | 947 | 0.5% | 32 | 1,874 | 0.5% | 29 |
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| Midlife Constants (5E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
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| Silver & Gold (9A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
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| The Elders (9C) | 1,066 | 0.6% | 83 | 1,729 | 0.5% | 78 |
| Military Proximity (14A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| **5. Semirural** | **0** | **0.0%** | **0** | **0** | **0.0%** | **0** |
| Middleburg (4C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Heartland Communities (6F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Farm to Table (7E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Senior Escapes (9D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Down the Road (10D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Small Town Sincerity (12C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| **6. Rural** | **1,225** | **0.7%** | **4** | **2,876** | **0.8%** | **5** |
| Green Acres (6A) | 433 | 0.2% | 7 | 963 | 0.3% | 8 |
| Salt of the Earth (6B) | 792 | 0.4% | 16 | 1,913 | 0.5% | 19 |
| The Great Outdoors (6C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Prairie Living (6D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (6E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southern Satellites (10A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rooted Rural (10B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Economic BedRock (10C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Bypasses (10E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| | | | | | | |
| Unclassified (15) | 10 | 0.0% | 163 | 23 | 0.0% | 3 |

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October 23, 2023

Church of the Messiah

Prepared by Esri

1001 Dekalb Pike, Ambler, Pennsylvania, 19002

Latitude: 40.19885

Drive time: 20 minute radius

Longitude: -75.25861

| | 2020 | 2021 | 2022 | 2023 | Average | Median |
|---|---|---|---|---|---|---|
| **Population** | | | | | | |
| Total | 449,274 | 449,874 | 452,789 | 456,563 | 452,125 | 451,332 |
| Change | | 600 | 2,915 | 3,774 | 2,430 | 2,915 |
| Percent Change | | 0.1% | 0.6% | 0.8% | 0.5% | 0.6% |
| Annual Rate | | 0.1% | 0.4% | 0.5% | 0.3% | 0.4% |

| | 2020 | 2021 | 2022 | 2023 | Average | Median |
|---|---|---|---|---|---|---|
| **Households** | | | | | | |
| Total | 172,461 | 172,962 | 174,440 | 176,355 | 174,055 | 173,701 |
| Change | | 501 | 1,478 | 1,915 | 1,298 | 1,478 |
| Percent Change | | 0.3% | 0.9% | 1.1% | 0.8% | 0.9% |
| Annual Rate | | 0.3% | 0.6% | 0.7% | 0.5% | 0.6% |

| | 2020 | 2021 | 2022 | 2023 | Average | Median |
|---|---|---|---|---|---|---|
| **Housing Units** | | | | | | |
| Total | 180,834 | 181,323 | 182,780 | 184,430 | 182,342 | 182,052 |
| Change | | 489 | 1,457 | 1,650 | 1,199 | 1,457 |
| Percent Change | | 0.3% | 0.8% | 0.9% | 0.7% | 0.8% |
| Annual Rate | | 0.3% | 0.5% | 0.7% | 0.5% | 0.5% |

**Data Note:** The Esri Vintage 2023 Time Series (2020 thru 2021) represents July 1 annual estimates in 2023 geography. With each annual release, the entire Time Series is revised.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2023 and 2028.

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