

Expanded Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 40.8417/-76.8333

Monroe Marketplace							
Selinsgrove, PA 17870		5 mi radius		10 mi radius		20 mi radius	
Population							
Estimated Population (2025)		34,342		67,762		187,212	
Projected Population (2030)		33,732		66,459		184,261	
Census Population (2020)		35,283		69,594		189,359	
Census Population (2010)		34,991		68,740		193,294	
Projected Annual Growth (2025 to 2030)		-610	-0.4%	-1,303	-0.4%	-2,951	-0.3%
Historical Annual Growth (2020 to 2025)		-941	-0.5%	-1,832	-0.5%	-2,147	-0.2%
Historical Annual Growth (2010 to 2020)		292	0.2%	854	0.2%	-3,935	-0.4%
Estimated Population Density (2025)		437	psm	216	psm	149	psm
Trade Area Size		78.5	sq mi	314.0	sq mi	1,256.5	sq mi
Households							
Estimated Households (2025)		14,069		26,630		74,954	
Projected Households (2030)		13,917		26,265		74,109	
Census Households (2020)		14,179		26,890		74,437	
Census Households (2010)		14,063		26,767		75,505	
Estimated Households with Children (2025)		3,624	25.8%	6,990	26.2%	19,863	26.5%
Estimated Average Household Size (2025)		2.26		2.32		2.36	
Average Household Income							
Estimated Average Household Income (2025)		\$88,026		\$98,375		\$93,610	
Projected Average Household Income (2030)		\$86,935		\$96,736		\$92,208	
Estimated Average Family Income (2025)		\$113,409		\$122,370		\$114,856	
Median Household Income							
Estimated Median Household Income (2025)		\$65,485		\$71,338		\$68,456	
Projected Median Household Income (2030)		\$65,063		\$70,743		\$67,942	
Estimated Median Family Income (2025)		\$88,997		\$93,170		\$87,446	
Per Capita Income							
Estimated Per Capita Income (2025)		\$36,646		\$39,339		\$37,810	
Projected Per Capita Income (2030)		\$36,463		\$38,921		\$37,422	
Estimated Per Capita Income 5 Year Growth		-\$183	-0.5%	-\$418	-1.1%	-\$387	-1.0%
Estimated Average Household Net Worth (2025)		\$851,125		\$957,647		\$943,345	
Daytime Demos (2025)							
Total Businesses		1,241		2,353		5,582	
Total Employees		12,554		25,724		59,779	
Company Headquarter Businesses		61	4.9%	103	4.4%	227	4.1%
Company Headquarter Employees		1,613	12.8%	4,642	18.0%	9,863	16.5%
Employee Population per Business		10.1		10.9		10.7	
Residential Population per Business		27.7		28.8		33.5	

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5 mi radius 10 mi radius 20 mi radius

Race & Ethnicity						
White (2025)	31,049	90.4%	61,814	91.2%	172,758	92.3%
Black or African American (2025)	1,119	3.3%	1,767	2.6%	5,180	2.8%
American Indian or Alaska Native (2025)	53	0.2%	88	0.1%	242	0.1%
Asian (2025)	293	0.9%	994	1.5%	2,185	1.2%
Hawaiian or Pacific Islander (2025)	12	-	18	-	30	-
Other Race (2025)	632	1.8%	1,023	1.5%	2,118	1.1%
Two or More Races (2025)	1,184	3.4%	2,058	3.0%	4,699	2.5%
Not Hispanic or Latino Population (2025)	32,186	93.7%	64,568	95.3%	180,171	96.2%
Hispanic or Latino Population (2025)	2,156	6.3%	3,194	4.7%	7,041	3.8%
Not Hispanic or Latino Population (2030)	31,602	93.7%	63,135	95.0%	176,422	95.7%
Hispanic or Latino Population (2030)	2,131	6.3%	3,324	5.0%	7,839	4.3%
Not Hispanic or Latino Population (2020)	33,045	93.7%	66,307	95.3%	182,392	96.3%
Hispanic or Latino Population (2020)	2,238	6.3%	3,286	4.7%	6,967	3.7%
Not Hispanic or Latino Population (2010)	33,658	96.2%	66,805	97.2%	188,805	97.7%
Hispanic or Latino Population (2010)	1,333	3.8%	1,936	2.8%	4,489	2.3%
Projected Hispanic Annual Growth (2025 to 2030)	-25	-0.2%	130	0.8%	798	2.3%
Historic Hispanic Annual Growth (2010 to 2025)	822	4.1%	1,259	4.3%	2,552	3.8%
Age Distribution (2025)						
Age Under 5	1,630	4.7%	3,140	4.6%	9,461	5.1%
Age 5 to 9 Years	1,876	5.5%	3,582	5.3%	10,188	5.4%
Age 10 to 14 Years	1,869	5.4%	3,558	5.3%	10,240	5.5%
Age 15 to 19 Years	2,716	7.9%	5,865	8.7%	13,015	7.0%
Age 20 to 24 Years	2,760	8.0%	6,152	9.1%	12,535	6.7%
Age 25 to 29 Years	1,774	5.2%	3,248	4.8%	9,848	5.3%
Age 30 to 34 Years	2,135	6.2%	3,846	5.7%	11,312	6.0%
Age 35 to 39 Years	2,089	6.1%	3,968	5.9%	11,365	6.1%
Age 40 to 44 Years	1,890	5.5%	3,655	5.4%	10,903	5.8%
Age 45 to 49 Years	1,831	5.3%	3,517	5.2%	10,152	5.4%
Age 50 to 54 Years	1,971	5.7%	3,937	5.8%	11,477	6.1%
Age 55 to 59 Years	2,216	6.5%	4,280	6.3%	12,448	6.6%
Age 60 to 64 Years	2,324	6.8%	4,570	6.7%	13,218	7.1%
Age 65 to 74 Years	4,090	11.9%	7,916	11.7%	22,839	12.2%
Age 75 to 84 Years	2,305	6.7%	4,680	6.9%	13,285	7.1%
Age 85 Years or Over	864	2.5%	1,847	2.7%	4,926	2.6%
Median Age	41.5		41.6		42.4	
Gender Age Distribution (2025)						
Female Population	16,208	47.2%	31,247	46.1%	89,340	47.7%
Age 0 to 19 Years	3,565	22.0%	6,814	21.8%	19,621	22.0%
Age 20 to 64 Years	8,876	54.8%	17,031	54.5%	48,382	54.2%
Age 65 Years or Over	3,767	23.2%	7,401	23.7%	21,337	23.9%
Female Median Age	43.3		44.0		44.1	
Male Population	18,134	52.8%	36,515	53.9%	97,872	52.3%
Age 0 to 19 Years	4,528	25.0%	9,331	25.6%	23,283	23.8%
Age 20 to 64 Years	10,114	55.8%	20,142	55.2%	54,876	56.1%
Age 65 Years or Over	3,493	19.3%	7,042	19.3%	19,712	20.1%
Male Median Age	39.9		39.6		40.9	

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Selinsgrove, PA 17870

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Household Income Distribution (2025)

HH Income \$200,000 or More	946	6.7%	2,053	7.7%	4,956	6.6%
HH Income \$150,000 to \$199,999	780	5.5%	1,862	7.0%	5,329	7.1%
HH Income \$100,000 to \$149,999	2,363	16.8%	4,672	17.5%	12,680	16.9%
HH Income \$75,000 to \$99,999	1,843	13.1%	3,496	13.1%	9,717	13.0%
HH Income \$50,000 to \$74,999	2,514	17.9%	4,832	18.1%	13,755	18.4%
HH Income \$35,000 to \$49,999	1,774	12.6%	3,214	12.1%	9,679	12.9%
HH Income \$25,000 to \$34,999	1,224	8.7%	2,379	8.9%	6,668	8.9%
HH Income \$15,000 to \$24,999	1,532	10.9%	2,209	8.3%	6,219	8.3%
HH Income Under \$15,000	1,093	7.8%	1,911	7.2%	5,950	7.9%
HH Income \$35,000 or More	10,220	72.6%	20,130	75.6%	56,117	74.9%
HH Income \$75,000 or More	5,932	42.2%	12,084	45.4%	32,683	43.6%

Housing (2025)

Total Housing Units	15,407		29,275		82,918	
Housing Units Occupied	14,069	91.3%	26,630	91.0%	74,954	90.4%
Housing Units Owner-Occupied	8,845	62.9%	18,236	68.5%	53,492	71.4%
Housing Units, Renter-Occupied	5,224	37.1%	8,394	31.5%	21,462	28.6%
Housing Units, Vacant	1,339	9.5%	2,645	9.9%	7,964	10.6%

Marital Status (2025)

Never Married	9,973	34.4%	19,693	34.3%	48,470	30.8%
Currently Married	12,936	44.7%	26,698	46.4%	77,283	49.1%
Separated	950	3.3%	1,502	2.6%	4,512	2.9%
Widowed	2,077	7.2%	4,117	7.2%	11,623	7.4%
Divorced	3,029	10.5%	5,472	9.5%	15,434	9.8%

Household Type (2025)

Population Family	24,343	70.9%	48,680	71.8%	142,056	75.9%
Population Non-Family	7,501	21.8%	13,038	19.2%	34,827	18.6%
Population Group Quarters	2,498	7.3%	6,044	8.9%	10,329	5.5%
Family Households	8,173	58.1%	16,384	61.5%	47,712	63.7%
Non-Family Households	5,895	41.9%	10,246	38.5%	27,242	36.3%
Married Couple with Children	2,231	17.2%	4,759	17.8%	13,564	17.6%
Average Family Household Size	3.0		3.0		3.0	

Household Size (2025)

1 Person Households	4,932	35.1%	8,529	32.0%	22,550	30.1%
2 Person Households	4,797	34.1%	9,613	36.1%	28,172	37.6%
3 Person Households	1,869	13.3%	3,634	13.6%	10,166	13.6%
4 Person Households	1,426	10.1%	2,768	10.4%	7,786	10.4%
5 Person Households	606	4.3%	1,188	4.5%	3,518	4.7%
6 or More Person Households	439	3.1%	898	3.4%	2,762	3.7%

Household Vehicles (2025)

Households with 0 Vehicles Available	1,371	9.7%	2,432	9.1%	7,281	9.7%
Households with 1 Vehicles Available	5,183	36.8%	9,092	34.1%	24,172	32.2%
Households with 2 or More Vehicles Available	7,514	53.4%	15,106	56.7%	43,501	58.0%
Total Vehicles Available	23,873		47,363		135,452	
Average Vehicles Per Household	1.7		1.8		1.8	

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Labor Force (2025)

Estimated Labor Population Age 16 Years or Over	28,556		56,665		155,043	
Estimated Civilian Employed	15,329	53.7%	28,551	50.4%	76,877	49.6%
Estimated Civilian Unemployed	770	2.7%	1,341	2.4%	3,561	2.3%
Estimated in Armed Forces	21	-	22	-	92	-
Estimated Not in Labor Force	12,436	43.6%	26,751	47.2%	74,513	48.1%
Unemployment Rate	2.7%		2.4%		2.3%	

Occupation (2025)

Occupation: Population Age 16 Years or Over	15,327		28,547		76,867	
Management, Business, Financial Operations	1,919	12.5%	3,908	13.7%	9,994	13.0%
Professional, Related	3,063	20.0%	6,349	22.2%	16,809	21.9%
Service	2,470	16.1%	4,476	15.7%	12,701	16.5%
Sales, Office	3,159	20.6%	5,551	19.4%	13,834	18.0%
Farming, Fishing, Forestry	90	0.6%	161	0.6%	789	1.0%
Construct, Extraction, Maintenance	1,307	8.5%	2,499	8.8%	7,342	9.6%
Production, Transport Material Moving	3,318	21.6%	5,602	19.6%	15,398	20.0%
White Collar Workers	8,142	53.1%	15,808	55.4%	40,637	52.9%
Blue Collar Workers	7,185	46.9%	12,739	44.6%	36,230	47.1%

Consumer Expenditure (2025)

Total Household Expenditure	\$1.24 B		\$2.46 B		\$6.79 B	
Total Non-Retail Expenditure	\$595.69 M	48.1%	\$1.19 B	48.2%	\$3.23 B	47.7%
Total Retail Expenditure	\$641.62 M	51.9%	\$1.27 B	51.8%	\$3.55 B	52.3%
Alcoholic Beverages	\$7.52 M	0.6%	\$15.01 M	0.6%	\$41.3 M	0.6%
Apparel	\$22.93 M	1.9%	\$45.56 M	1.9%	\$125.85 M	1.9%
Contributions	\$38.42 M	3.1%	\$77.37 M	3.1%	\$211.08 M	3.1%
Education	\$27.61 M	2.2%	\$55.39 M	2.3%	\$151.64 M	2.2%
Entertainment	\$71.11 M	5.7%	\$141.15 M	5.7%	\$390.2 M	5.8%
Food Away From Home	\$54.41 M	4.4%	\$108.22 M	4.4%	\$298.65 M	4.4%
Grocery	\$84.66 M	6.8%	\$165.1 M	6.7%	\$464.02 M	6.8%
Health Care	\$93.99 M	7.6%	\$180.15 M	7.3%	\$509.48 M	7.5%
Household Furnishings and Equipment	\$32.8 M	2.7%	\$65.32 M	2.7%	\$180.02 M	2.7%
Household Operations	\$23.2 M	1.9%	\$45.99 M	1.9%	\$127.32 M	1.9%
Miscellaneous Expenses	\$21.2 M	1.7%	\$42.18 M	1.7%	\$116.33 M	1.7%
Personal Care	\$16.44 M	1.3%	\$32.21 M	1.3%	\$90.15 M	1.3%
Shelter	\$201.49 M	16.3%	\$391.4 M	15.9%	\$1.08 B	15.9%
Tax and Retirement	\$273.74 M	22.1%	\$563.84 M	22.9%	\$1.51 B	22.2%
Tobacco and Related	\$6.8 M	0.5%	\$12.86 M	0.5%	\$37.1 M	0.5%
Transportation	\$200.38 M	16.2%	\$401.97 M	16.3%	\$1.12 B	16.6%
Utilities	\$60.6 M	4.9%	\$117.97 M	4.8%	\$332.1 M	4.9%

Educational Attainment (2025)

Adult Population Age 25 Years or Over	23,490		45,465		131,773	
Elementary (Grade Level 0 to 8)	681	2.9%	1,306	2.9%	4,813	3.7%
Some High School (Grade Level 9 to 11)	1,406	6.0%	3,046	6.7%	9,728	7.4%
High School Graduate	10,335	44.0%	18,739	41.2%	56,762	43.1%
Some College	3,099	13.2%	5,669	12.5%	17,291	13.1%
Associate Degree Only	2,234	9.5%	4,182	9.2%	11,497	8.7%
Bachelor Degree Only	3,465	14.7%	7,158	15.7%	19,166	14.5%
Graduate Degree	2,270	9.7%	5,366	11.8%	12,515	9.5%

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Units In Structure (2025)

1 Detached Unit	9,154	65.1%	18,733	70.0%	53,002	70.2%
1 Attached Unit	1,727	12.3%	2,422	9.0%	7,628	10.1%
2 to 4 Units	1,663	11.8%	2,487	9.3%	5,795	7.7%
5 to 9 Units	156	1.1%	599	2.2%	1,536	2.0%
10 to 19 Units	136	1.0%	229	0.9%	606	0.8%
20 to 49 Units	228	1.6%	403	1.5%	1,116	1.5%
50 or More Units	497	3.5%	628	2.3%	1,277	1.7%
Mobile Home or Trailer	508	3.6%	1,117	4.2%	3,962	5.2%
Other Structure	-	-	12	-	32	-

Homes Built By Year (2025)

Homes Built 2010 or later	501	3.6%	1,227	4.6%	3,344	4.4%
Homes Built 2000 to 2009	1,079	7.7%	2,276	8.5%	6,157	8.2%
Homes Built 1990 to 1999	1,124	8.0%	2,346	8.8%	6,995	9.3%
Homes Built 1980 to 1989	1,200	8.5%	2,568	9.6%	7,680	10.2%
Homes Built 1970 to 1979	2,230	15.9%	4,379	16.4%	12,269	16.2%
Homes Built 1960 to 1969	1,325	9.4%	2,401	9.0%	6,691	8.9%
Homes Built 1950 to 1959	1,649	11.7%	2,698	10.1%	7,111	9.4%
Homes Built Before 1949	4,961	35.3%	8,735	32.6%	24,707	32.7%

Home Values (2025)

Home Values \$1,000,000 or More	128	1.4%	252	1.4%	666	1.2%
Home Values \$500,000 to \$999,999	210	2.4%	782	4.3%	2,499	4.7%
Home Values \$400,000 to \$499,999	535	6.1%	1,289	7.1%	3,207	6.0%
Home Values \$300,000 to \$399,999	1,006	11.4%	2,357	12.9%	6,140	11.5%
Home Values \$200,000 to \$299,999	2,317	26.2%	5,050	27.7%	14,162	26.5%
Home Values \$150,000 to \$199,999	1,680	19.0%	3,170	17.4%	9,192	17.2%
Home Values \$100,000 to \$149,999	1,404	15.9%	2,680	14.7%	7,483	14.0%
Home Values \$70,000 to \$99,999	725	8.2%	1,150	6.3%	3,357	6.3%
Home Values \$50,000 to \$69,999	212	2.4%	376	2.1%	2,064	3.9%
Home Values \$25,000 to \$49,999	249	2.8%	480	2.6%	2,374	4.4%
Home Values Under \$25,000	378	4.3%	652	3.6%	2,347	4.4%
Owner-Occupied Median Home Value	\$197,202		\$217,659		\$204,381	
Renter-Occupied Median Rent	\$617		\$680		\$673	

Transportation To Work (2025)

Drive to Work Alone	11,479	74.9%	21,021	73.6%	57,324	74.6%
Drive to Work in Carpool	1,421	9.3%	2,465	8.6%	7,082	9.2%
Travel to Work by Public Transportation	66	0.4%	132	0.5%	276	0.4%
Drive to Work on Motorcycle	41	0.3%	44	0.2%	83	0.1%
Walk or Bicycle to Work	1,004	6.5%	2,442	8.6%	4,675	6.1%
Other Means	93	0.6%	189	0.7%	701	0.9%
Work at Home	1,223	8.0%	2,252	7.9%	6,726	8.7%

Travel Time (2025)

Travel to Work in 14 Minutes or Less	5,943	38.8%	10,732	37.6%	25,773	33.5%
Travel to Work in 15 to 29 Minutes	5,102	33.3%	9,465	33.2%	24,698	32.1%
Travel to Work in 30 to 59 Minutes	2,285	14.9%	4,690	16.4%	15,072	19.6%
Travel to Work in 60 Minutes or More	774	5.0%	1,407	4.9%	4,598	6.0%
Average Minutes Travel to Work	16.6		17.0		19.1	