

Analyzing Age 65+ Population and Median Income:

Senior Grooming Target Area in Philadelphia

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The population distribution of seniors (65+) in Philadelphia varies significantly across neighborhoods. The areas with the highest concentrations of seniors are shown in yellow and orange on the map, indicating neighborhoods with larger senior populations. In contrast, areas shown in dark blue have lower senior populations.

Table 1 presents data from the 2019-2023 ACS, revealing that seniors are more likely to live in family-oriented neighborhoods, such as South Philly. Furthermore, the data highlights higher senior populations in the Northwest and Northeast regions, suggesting that seniors tend to prefer these areas.

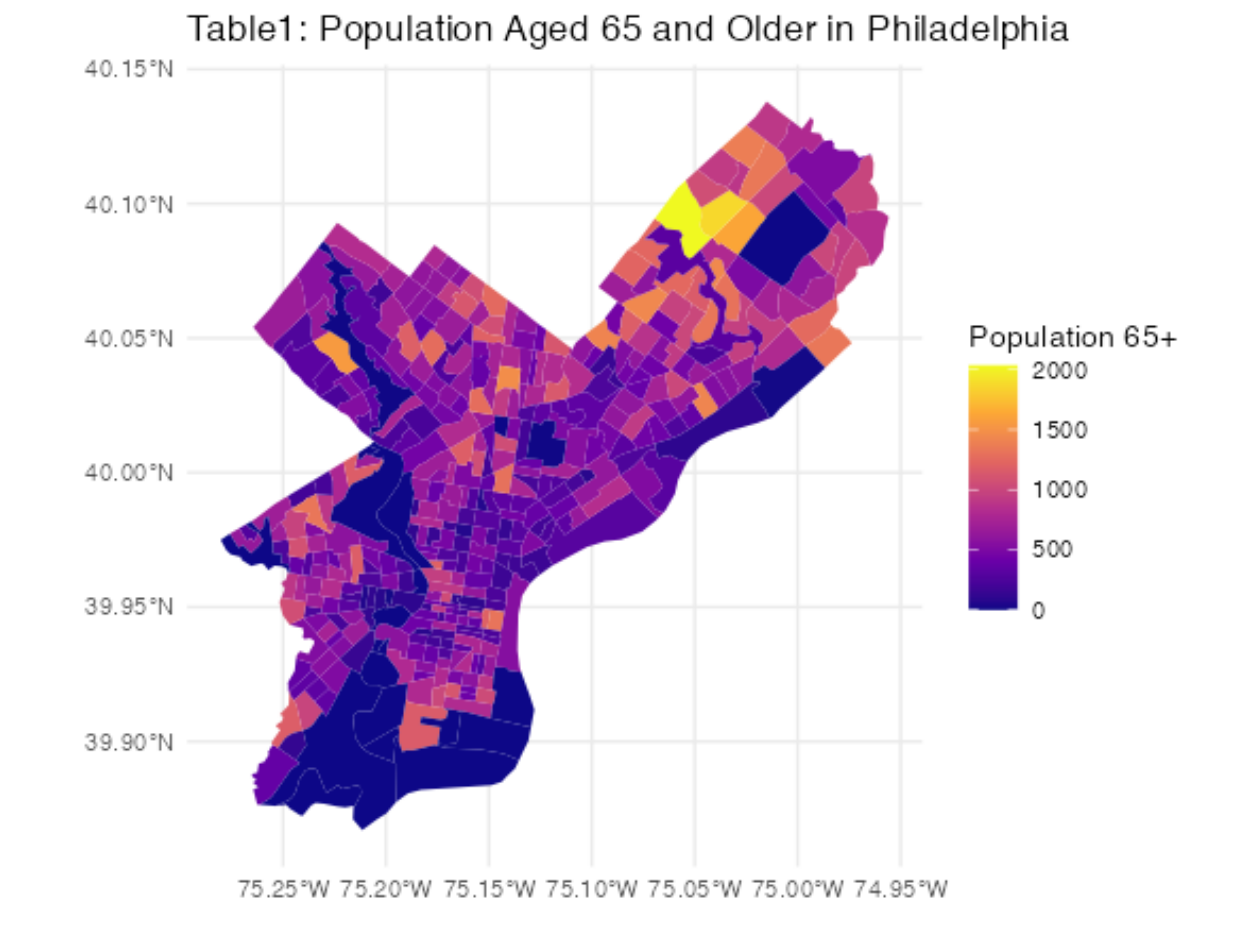


Table 2 presents data from the 2019-2023 5-year ACS on the male population aged 65 and older in Philadelphia. Similar to Table 1, the data shows that most senior males live in areas with a strong family presence, such as Northwest and Northeast Philadelphia, as well as parts of South and West Philly. However, this map highlights higher concentrations of senior males in Overbrook, West Philly, and Bustleton, Northeast Philly, compared to the overall senior population. This suggests that senior males, in particular, tend to live in the northern parts of the city.

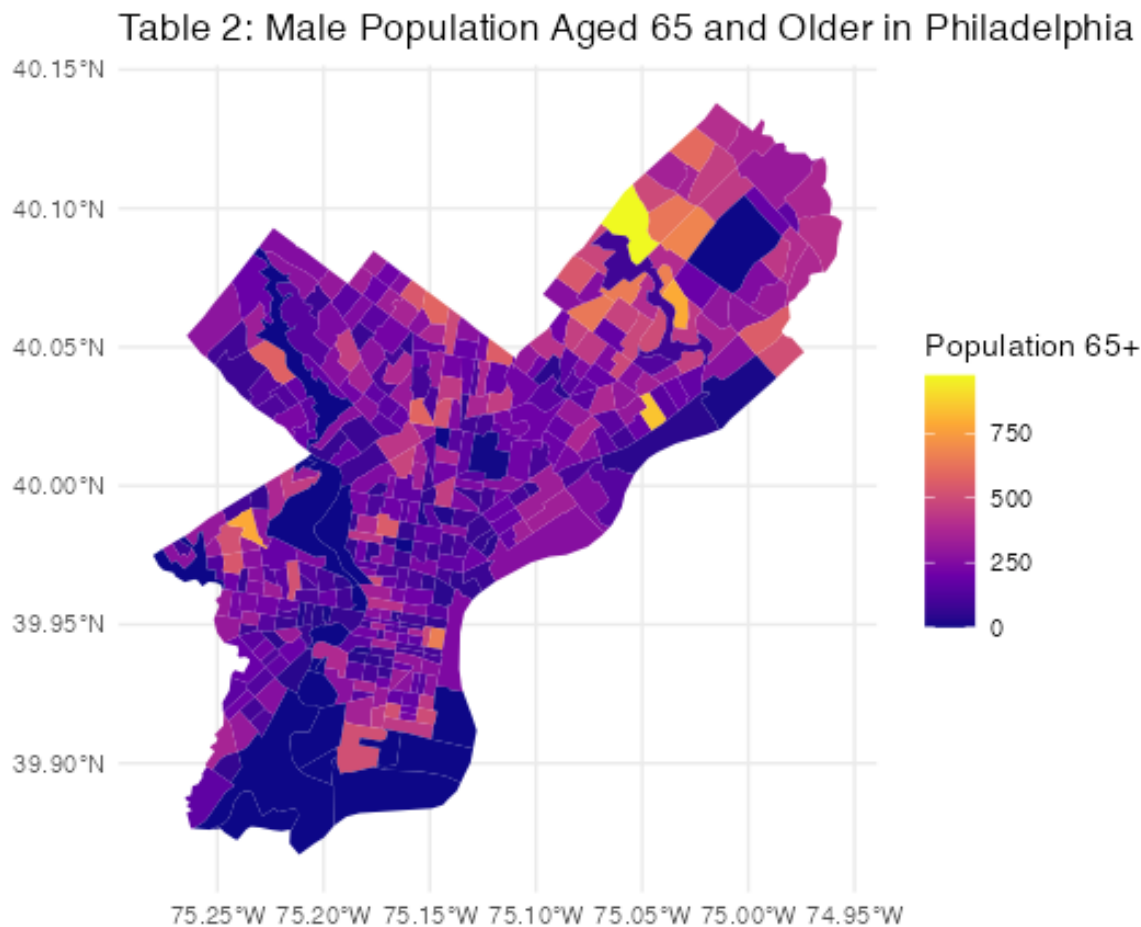
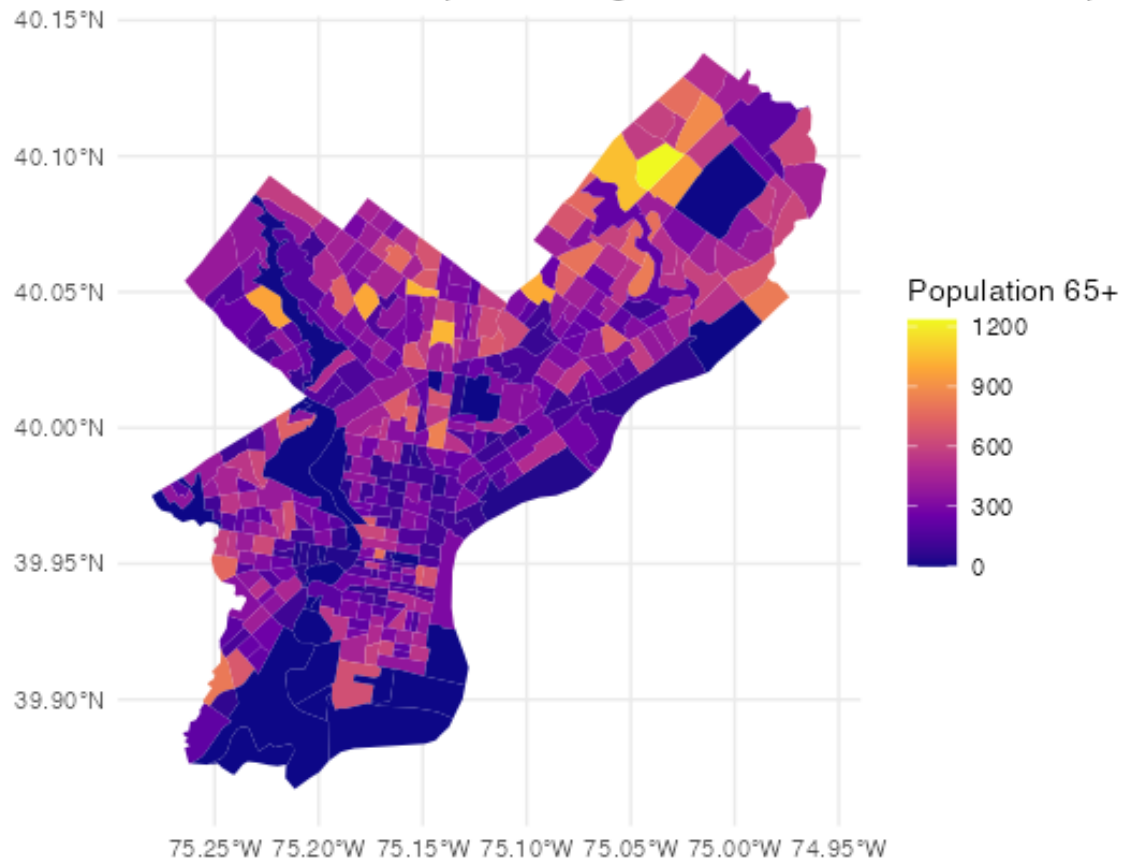


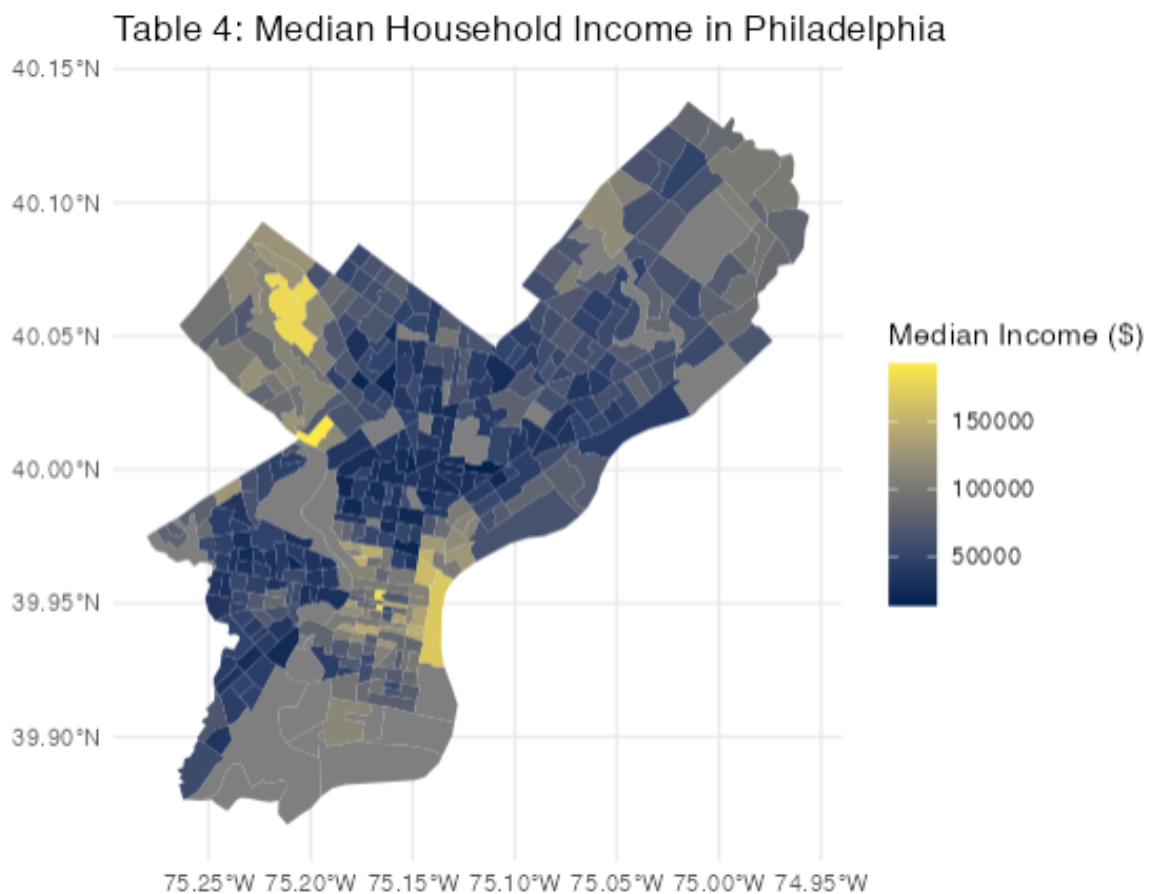
Table 3 presents data from the 2019-2023 5-year ACS on the female population aged 65 and older in Philadelphia. Similar to Tables 1 and 2, the data shows that most senior females live in areas with a strong family presence, such as Northwest and Northeast Philadelphia, with smaller populations in South and West Philly. However, this map highlights higher concentrations of senior females in Roxborough and Bustleton, Northeast Philly, compared to the overall senior population. Additionally, the female senior population is notably larger than the male population, with 900 senior females compared to 750 senior males. This suggests that senior females also tend to live in the northern parts of Philadelphia.

Table 3: Female Population Aged 65 and Older in Philadelphia



There are notable differences in median household income across Philadelphia neighborhoods. The areas with the highest income concentrations are shown in yellow and dark navy blue on the map, indicating clusters with higher median incomes. In contrast, areas with much lower median incomes are shown in gray.

Table 4 presents data from the 2019-2023 5-year ACS on median household income in Philadelphia. The data shows that higher median household incomes are found in areas such as Chestnut Hill, parts of East Falls, Center City, Old City, and Society Hill, with the highest concentrations in Center City and Chestnut Hill.



Conclusion: Targeting Seniors for a Grooming Business in Philadelphia

To effectively target seniors for a grooming business in Philadelphia, consider the following key factors:

- **Key Senior Population Areas:**
The highest concentrations of seniors (65+) are found in South Philly, Northwest, and Northeast Philadelphia. Specifically:
 - **Overbrook (West Philly)** and **Bustleton (Northeast)** have higher concentrations of senior males.
 - **Roxborough** and **Bustleton** in Northeast Philly have larger populations of senior females.
 - **Income Considerations:**
Higher-income areas such as **Chestnut Hill**, **East Falls**, **Center City**, **Old City**, and **Society Hill** are ideal for targeting seniors with more disposable income for grooming services.
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Key Focus Areas:

- **Northeast and Northwest Philadelphia:** These neighborhoods have the highest concentrations of seniors, particularly in places like **Bustleton**, **Roxborough**, **Overbrook**, and parts of South Philly.
- **Affluent Areas:** Neighborhoods like **Chestnut Hill** and **Society Hill** are prime locations for targeting seniors with higher incomes who are more likely to invest in grooming services.
- **Bustleton:** A significant area for both male and female seniors,

References

U.S. Census Bureau. (n.d.). *American Community Survey 5-Year Estimates: 2019-2023*. Retrieved from <https://www.census.gov/programs-surveys/acs/data.html>