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SUBJECT: Draft Chapter 5: Demographics

TO: Comp Plan Development Team

FROM: Mike Narcowich, AICP, Community Planning Assistant Manager

Outline

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Note: The data used in this chapter is from the most recent year for which data is considered reliable at the geographic level analyzed. Unless noted otherwise, all population data is from the Decennial Census.
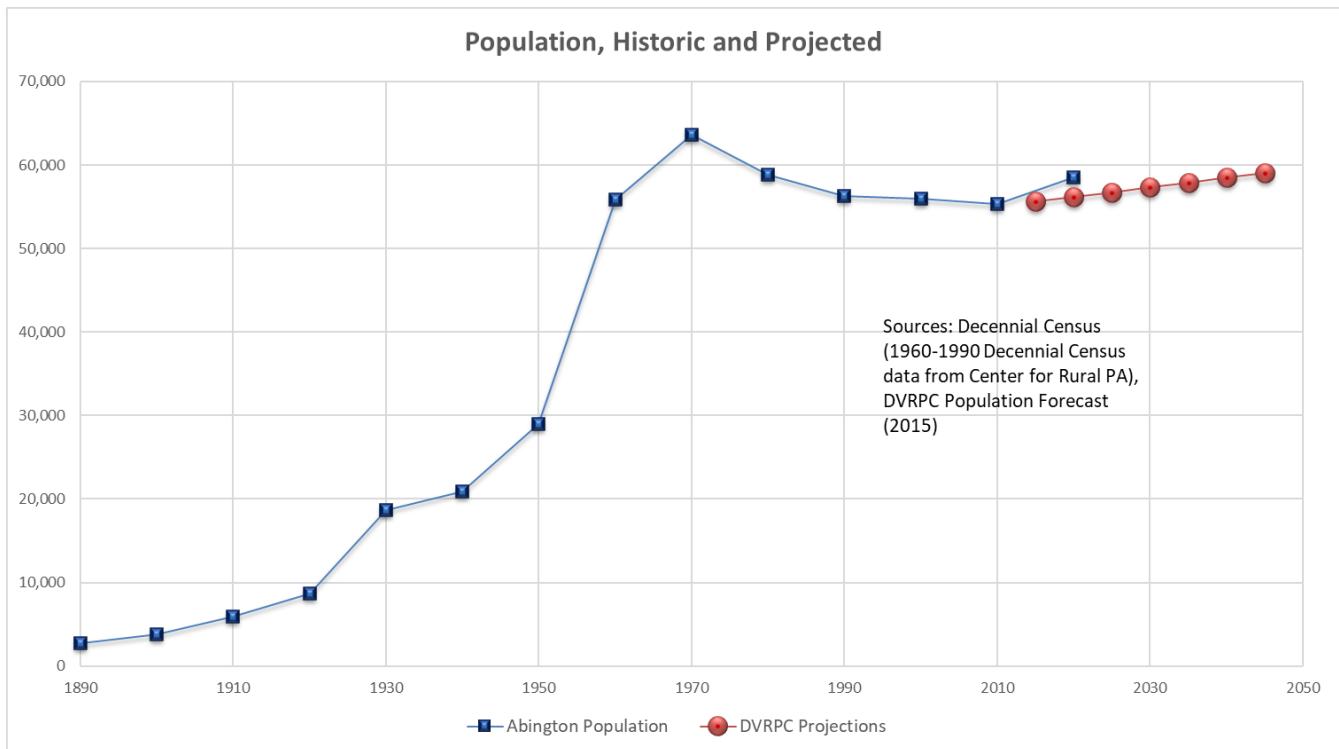
5.1 Introduction

This chapter will examine important demographic data that illuminate the characteristics of the people living in Abington, how the population is changing, and how it may change in the future. The chapter will consider the implications of the data on planning and policy. Abington's demographic characteristics are compared with selected reference areas chosen by these include:

- Cheltenham Township
- Lower Moreland Township
- Springfield Township
- Upper Dublin Township
- Upper Moreland Township
- Montgomery County
- The neighboring portion of Northeast Philadelphia (specifically, Census Tracts 339 in Burholme, 342 in Fox Chase, and 344 in Bustleton).

5.2 Population: Past, Present and Future

Population, Historic and Projected

Sources: Decennial Census (1960-1990 Decennial Census data from Center for Rural PA), DVRPC Population Forecast (2015)
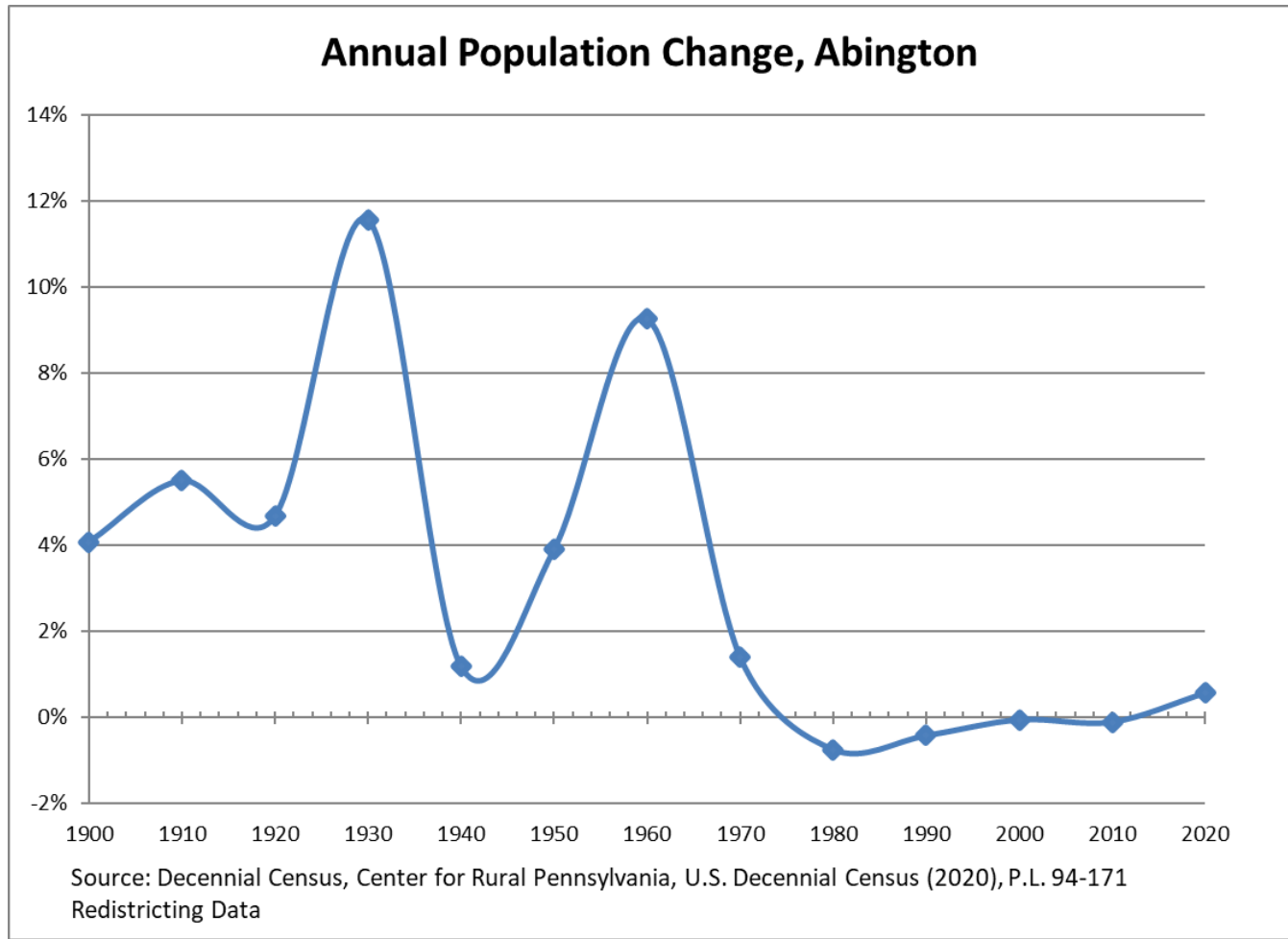
—■— Abington Population   —●— DVRPC Projections

Abington ranks second (behind only Lower Merion) in population among Montgomery County's 62 municipalities.

Abington's population stands at 58,502. Decennial Census data shows that Abington's population grew substantially from the Victorian era (2,703 people in 1890) to its peak in 1970 (63,625). Over that span, it underwent spikes in population in the 1920s and 1950s. The largest single percentage growth in this period occurred in the 1920s (+216%). Suburban growth in the early part of the 20th century was often driven by city dwellers moving to the suburbs in search of cleaner air and more space. This move was often made possible by trolley lines, which linked urban jobs with suburban homes. In Abington, the Glenside trolley line began operation in 1924, connecting Willow Grove with Ogontz Avenue (extended to Broad Street and Olney Avenue in 1929)[1]. The largest single numerical growth occurred in the 1950s (+26,843). Suburban growth in the 1950s was a result of various demographic and socioeconomic shifts.

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[1] "The History of Trolley Cars and Routes in Philadelphia," (brochure) SEPTA (1974)

Abington averaged a robust 6.8% annual population growth during the World War II and postwar era, up until it reached its population peak in 1970. After 1970, the trend reversed. By

Annual Population Change, Abington

Source: Decennial Census, Center for Rural Pennsylvania, U.S. Decennial Census (2020), P.L. 94-171 Redistricting Data

Source: U.S. Census (Historical Data), Delaware Valley Regional Planning Commission (Projections)

1980, Abington experienced its first-ever population decline (-6.7%). This was consistent with trends in many older suburban areas at this time, where undeveloped land became scarce while trends in average household size continued to drop. The median age in Abington spiked upward 4.5 years in that decade, from 32.3 to 36.8. From 1980 to 2010, the population decline slowed, and since the 2010 Census the township's population has grown by 5.8%. Abington's trend of population loss followed by stabilization during this time likely reflects larger trends. Many inner ring, mature suburbs in the Philadelphia metropolitan area experienced a similar pattern. Reasons for the decline include people moving from urban and inner ring suburbs to less developed areas along with changes in household composition.

Abington's population is forecast to grow by 6.3% from 2015 to 2045[2], for a gain of population of 2,911[3]. This rate is slightly higher than the projected growth for Springfield (5.1%), but is lower than all other reference areas, where growth is projected to range from 6.3% (in Upper Moreland) to 13.5% (in Upper Dublin). Upper Dublin has significant land in Fort Washington Office Park, where zoning facilitates the development of high-density residential housing. The projected growth for Abington is likely modest because Abington has so little undeveloped land left (2%).

Population Forecast, Abington		
Year	Actual Population	Forecast Population
2015	55,590	
2020	58,502	56,172
2025		56,754
2030		57,336
2035		57,918
2040		58,500
2045		59,083
2015 to 2045		+3,493 (6.3%)
Source: Delaware Valley Regional Planning Commission, U.S. Decennial Census (2020), P.L. 94-171 Redistricting Data		
Note: 2020 population was 4.1% higher than forecast		

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[2] Delaware Valley Regional Planning Commission
[3] Abington's population has already grown by 3,192 from 2010 to 2020.

| Population Forecast, Abington and Reference Areas							
Population Forecasts	Abington	Cheltenham	Lower Moreland	Springfield	Upper Dublin	Upper Moreland	Montgomery County
2015-2045	6.3% (+3,493)	7.0%	8.1%	5.1%	13.5%	6.3%	10.9%
Source: Delaware Valley Regional Planning Commission							

5.3 Population Density

Abington has the second-highest population density (3,774 people per square mile) of all townships in Montgomery County-- behind only Cheltenham (4,682 people per square mile). It is the 18th-densest municipality in the county (the 16 densest municipalities are boroughs, including neighboring Jenkintown and Rockledge). Population density affects land use planning in numerous ways. One example is the transportation-land use connection; the density of an area has a relationship with transit and transit-supportive development, traffic congestion, and demand for safe and complete pedestrian and bicycle networks.
The municipalities with the densest populations in the county in the last census are shown below:

Rank (out of 62 County Municipalities)	Boroughs	Population Density (2020)
1	Norristown borough	10,214
2	Conshohocken borough	9,261
3	Narberth borough	8,984
4	Rockledge borough	8,793
5	Ambler borough	8,509

Townships are generally much larger in area than boroughs, and tend to have lower population densities. Following is a ranking of the townships with the densest populations in the county:

Densest Population: Townships, Montgomery County		2020	
Municipality	Density[2]	Rank (Out of 62 Municipalities)	
Cheltenham	4,682	17	
Abington	3,774	18	
Upper Moreland	3,482	20	
Springfield	3,061	23	
Lower Merion	2,662	25	

Census Tracts of Abington
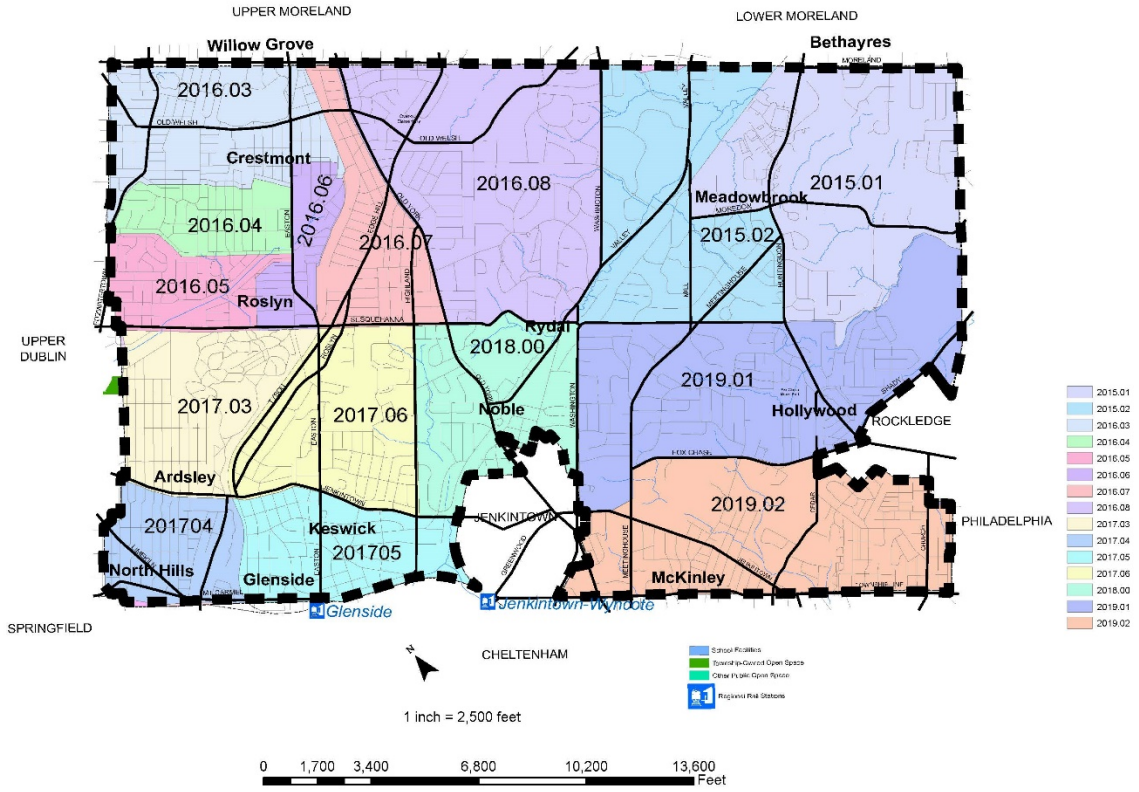
5.4 Age

The age structure of the township and county are quite similar (photo location: Lorimer Park)

Abington's median age (42.8) is generally in the midpoint of the median ages for the reference areas. It should be noted that Philadelphia Census Tract 342 has a noticeably higher median age (54.7) than the other areas, due to the presence of age-restricted communities in a relatively small area (a census tract). The township and county have a higher median age than the state (40.1) and nation (37.2).

Median Age	
Philadelphia Tract 339 (Burholme)	38
Cheltenham	40
Montgomery County	40.6
Upper Moreland	41.2
Abington	42.8
Upper Dublin	43.9
Lower Moreland	45.1
Springfield	45.3
Philadelphia Tract 344 (Fox Chase)	46.3
Philadelphia Tract 342 (Bustleton)	54.7
Source: Decennial Census, 2010	

The age-gender structure chart shows the breakdown of the township's population by age, by gender. This chart was traditionally called an "age pyramid" chart, because cohorts tended to go from largest in younger ages to smallest in older ones. However, in recent decades, these charts have changed shape as birth rate have decreased. In Abington's (and the county's) case, by 2010 the charts had taken on the shape of fire hydrant. The bars representing older

age cohorts tend to be larger for females than males, as a result of females having longer life expectancy. The chart shows that Abington has a lower share of its population in age cohorts below the age of 50 than the county does, and higher shares of population in the age cohorts 50 years of age and older than Montgomery County. Abington's median age is also 2.2 years higher than that of the county. This is typical of older, inner-ring suburbs such as Abington.

The Abington Public School District considers such data when conducting population forecasts because they have serious ramifications on the need for school services and facilities. The township should also consider this data since it will affect the need for services and facilities that vary by age, such as parks, recreation, community services and social

Age by Gender Source: *Decennial Census, 2010*
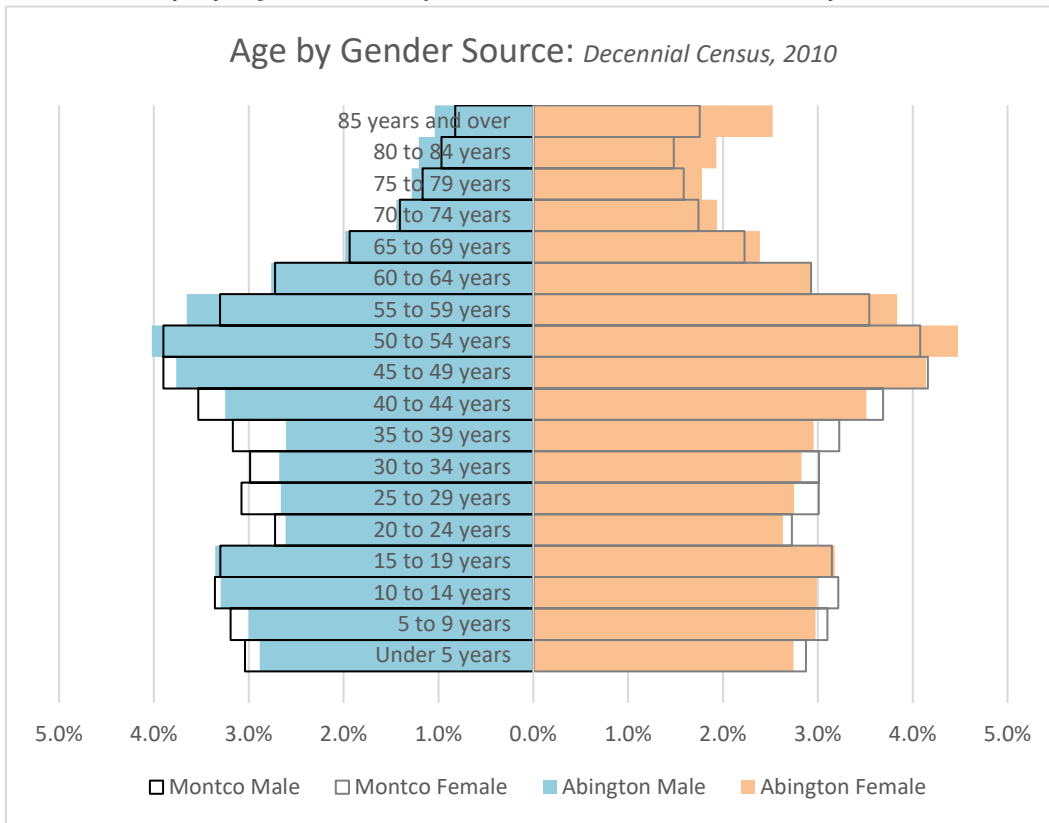
services.

Median age varies substantially by Census Tract. The tracts with the youngest median ages (35 to 40 years) are located west of Old York Road, except for one which is located north of Edge Hill Road. These includes parts of North Hills, Roslyn, Crestmont, Keswick, Ardsley, and Willow Grove. These neighborhoods offer some of the most attainable housing and "starter homes" on smaller lots in the township, and are within easy walking distance of six train stations. Tracts with older median ages include the tracts with a median age of 50 to 60 years; these include Noble, Hollywood, and parts of Rydal; they generally include more expensive housing on larger lots. The tract with the oldest median age (70 to 80 years) is located in part of Meadowbrook. This area includes multiple age-restricted developments.

Median Age by Census Block Group
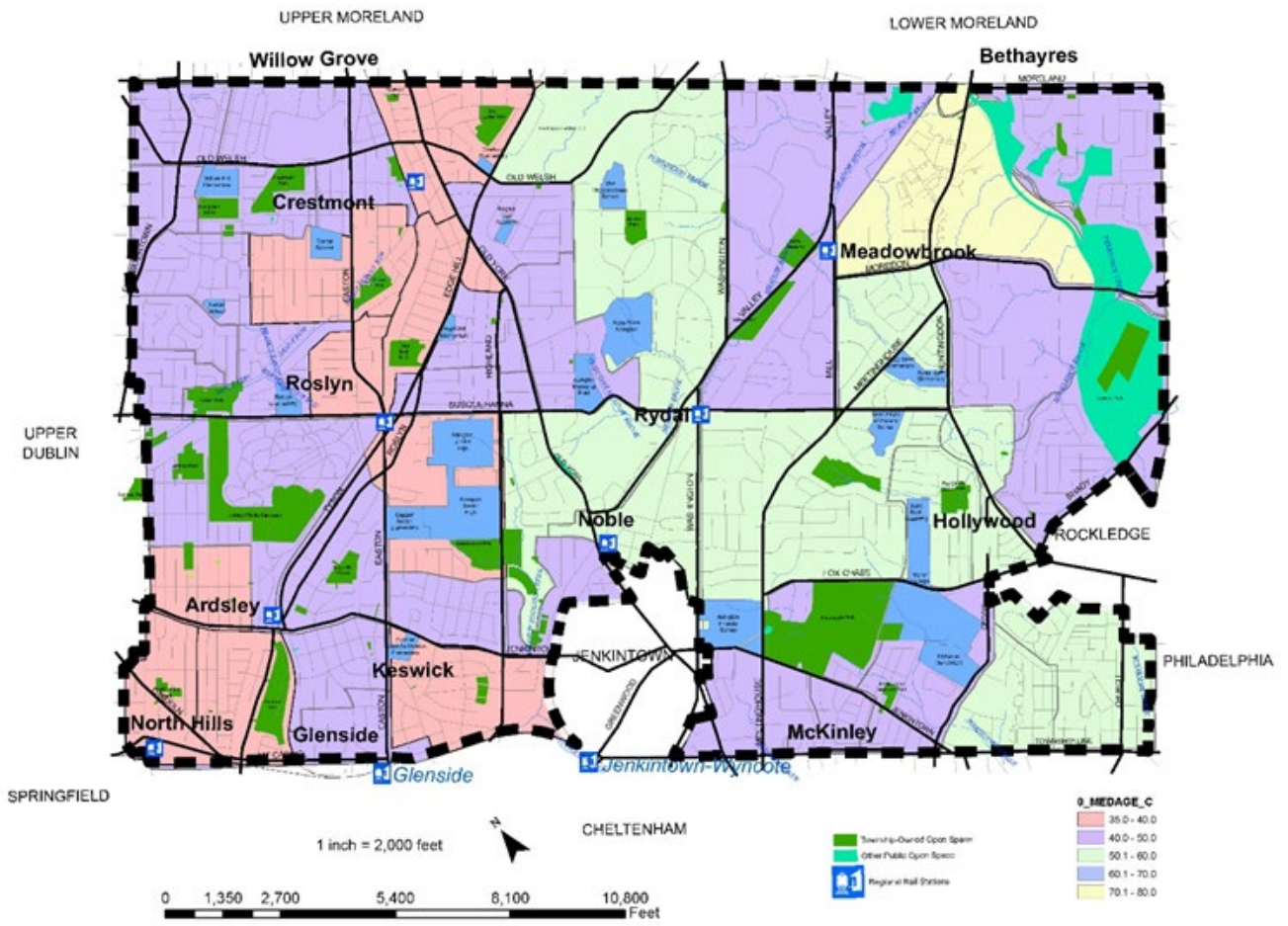
Life Expectancy by Census Tract
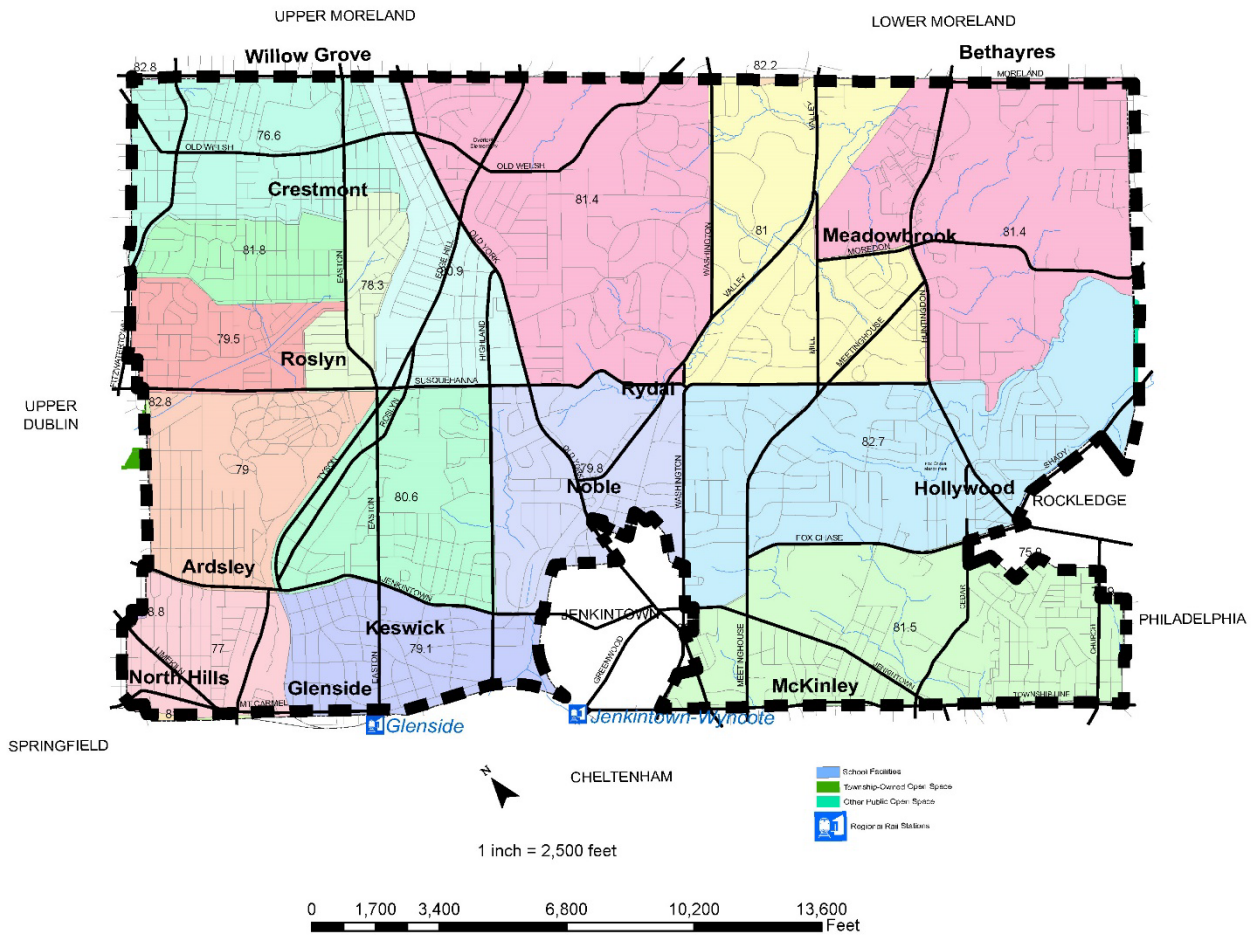
From 2010-2015 collaborative project, "U.S. Small-area Life Expectancy Estimates Project (USALEEP)," between the Center for Disease Control and Prevention's National Center for Health Statistics (NCHS), the National Association for Public Health Statistics and Information Systems (NAPHSIS), and the Robert Wood Johnson Foundation (RWJF) (2).

5.5 Health Characteristics

Life Expectancy[4]

Estimates of life expectancy in different geographic areas of the township range from a low of 76.6 years in Tract 2016.03 (northernmost portion of Crestmont) to a high of 82.7 years in Tract 2019.01 (Meadowbrook–Hollywood area). This is comparable to the national figure of 78.7[5].

Obesity[6]

The prevalence of obesity varies greatly across the township. It ranges from a low of 26% in Census Tract 2015.01 in the Huntingdon Valley /Meadowbrook area to a high of 35% in Tract 2016.06 in the Crestmont/Willow Grove area.

Obesity	
Tract	Percentage
2016.06	35.0
2016.03	34.6
2016.04	33.8
2017.04	31.1
2017.06	31.0
2016.05	30.5
2017.05	30.4
2016.07	30.2
2017.03	29.8
2019.01	28.8
2016.08	28.6
2015.02	27.6
2019.02	27.5
2018.00	26.7
2015.01	26.0

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[4] Centers for Disease Control, https://www.cdc.gov/nchs/data-visualization/life-expectancy/ accessed April 7, 2020.
[5] Mortality in the United States, 2018, Jiaquan Xu, M.D., Sherry L. Murphy, B.S., Kenneth D. Kochanek, M.A., and Elizabeth Arias, Ph.D..Data Brief 355, National Center for Health Statistics, Centers for Disease Control.
[6] PLACES. Centers for Disease Control and Prevention. Accessed December 7, 2021. https://www.cdc.gov/places

Diabetes[7]

The percentage of those with diabetes in the township ranges from a low of 7.8% in Census Tract 2017.03 (Ardsley/Roslyn area) to 11.4% in Tract 2016.03 (Crestmont/Willow Grove area).

Health and Equity

Data for life expectancy and obesity shows that racial inequities exists. The Census Tract with the highest percentage of Blacks or African-Americans (2016.03, in Crestmont/Willow Grove) has the lowest life expectancy and highest rate of diabetes. The two tracts with the highest percentage of Black or African-American population rank in the top three tracts (out of fifteen) with respect to percentage of obese residents. Conversely, the tract with the highest percentage of white residents (2016.03, in Ardsley/Roslyn) has the lowest rate of diabetes and second-lowest rate of obesity. The highest life expectancy is found in the tract with the 2nd-highest percentage of white residents. The township recognizes the need to use land use policies and planning to address and reduce health inequities.

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[7] PLACES. Centers for Disease Control and Prevention. Accessed [date]. https://www.cdc.gov/places

Equity Insight

Census Tract 2016.03, in Crestmont/Willow Grove, has the highest percentage of Black or African American residents in the township, but it also has the lowest life expectancy (76.6 years) and highest rate of diabetes (11.4%). In contrast, areas with high percentages of white residents tend to have much better health indicators. For example, Census Tract 2017.03 in Ardsley/Roslyn has the highest percentage of white residents, but it has the lowest rate of diabetes (7.8%). Tract 2019.01 in Huntingdon Valley has the second-highest percentage of white residents, and it has the highest life expectancy (82.7).

Diabetes	
Tract	Percentage
2016.03	11.4
2016.04	10.6
2016.06	10.6
2015.01	10.5
2018.00	9.6
2019.01	9.5
2019.02	9.4
2016.05	9.1
2015.02	8.7
2016.08	8.7
2017.06	8.5
2017.04	8.4
2017.05	8.1
2016.07	7.9
2017.03	7.8

Abington Tracts 2010
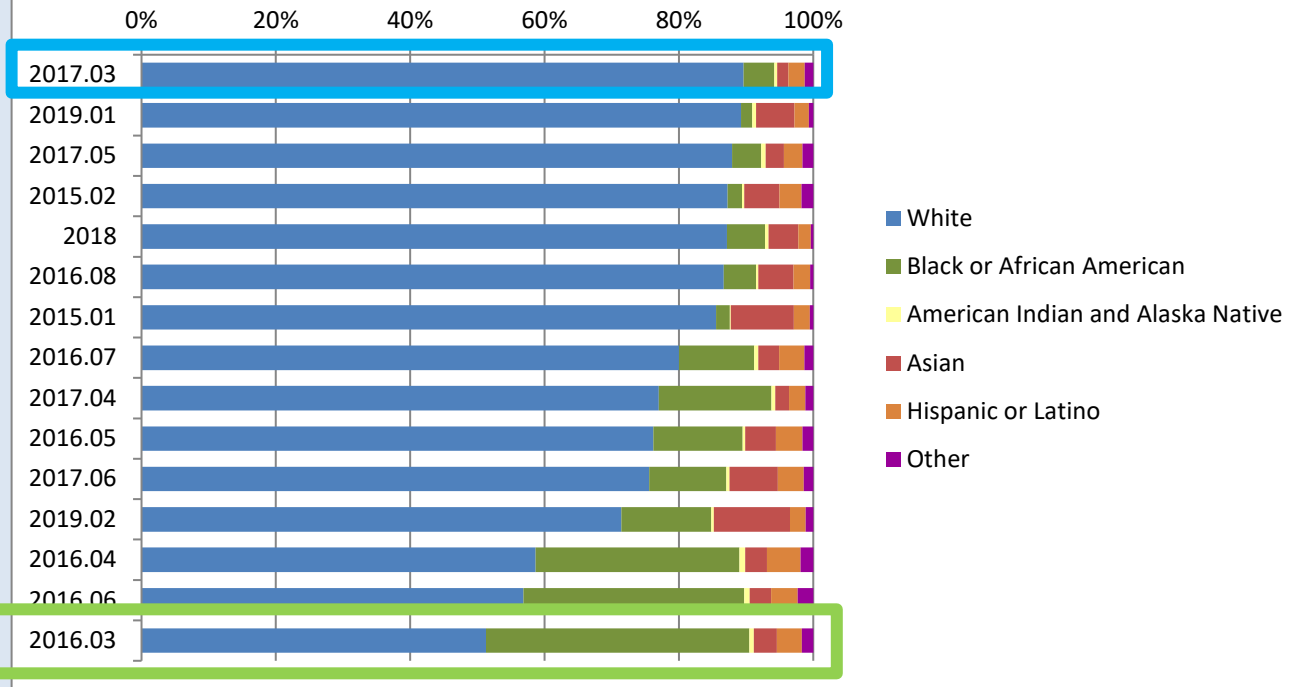
Disability Status

Twelve percent (12.0%) of Abington's residents are disabled[8]. This places Abington in the upper-half of the reference areas (which have disabled populations ranging from 9.2% to 13.1%). This underscores the need for facilities for differently-abled individuals. This includes buildings, parks, and other facilities designed to meet the standards of the Americans with Disabilities Act. It also means that "complete streets," designed to serve all users, are important (for more on that topic, see Chapter 11: Transportation).

Municipality	Percent with a Disability
Cheltenham	13.1%
Upper Moreland	12.2%
Abington	12.0%
Springfield	10.8%
Montgomery County	10.2%
Lower Moreland	9.5%
Upper Dublin	9.2%

Health Insurance Status

The percentage of township residents without health insurance is 2.5 percent. [9] This is near the low end of the range for the reference areas (2.2% to 3.9%).

	Percent Uninsured	Margin of Error
Upper Moreland	3.9%	±1.4
Montgomery County	3.8%	±0.6
Cheltenham	3.2%	±0.7
Abington	2.5%	±0.7
Lower Moreland	2.4%	±1.0
Springfield	2.4%	±0.8
Upper Dublin	2.2%	±0.6

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[8] American Community Survey, 2019, 5-Year Estimates (based on the civilian, noninstitutionalized population)
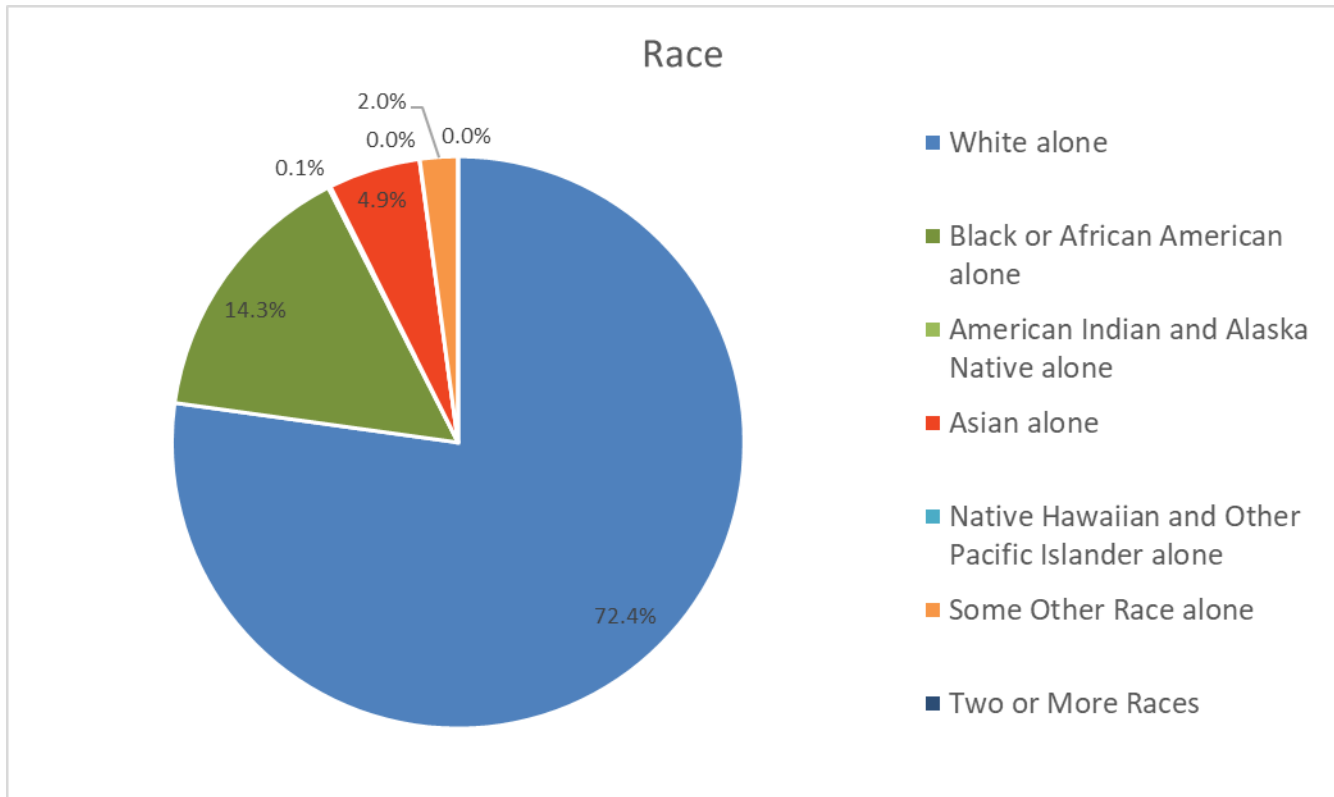[9] American Community Survey, 2019, 5-Year Estimates (based on the civilian, noninstitutionalized population)

5.6 Race and Ethnicity

Abington's population is becoming more racially diverse. In 20 years, from the 2000 to 2020, the nonwhite population nearly doubled, growing from 15.7% to 27.6%.

From 2000 to 2020, the African-American population grew from 11.2% to 14.3%, and the Asian-Pacific Islander population grew from 3.2 to 4.9% of the population[10]. Those selecting "some other race" grew from 0.7% to 2.0%, and those selecting "two or more races" grew from 0.9% to 6.2%.

Race

Legend:
- White alone — 72.4%
- Black or African American alone — 14.3%
- American Indian and Alaska Native alone — 0.1%
- Asian alone — 4.9%
- Native Hawaiian and Other Pacific Islander alone — 0.0%
- Some Other Race alone — 2.0%
- Two or More Races — 0.0%

[11].

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[10] These figures represent the percentage of respondents selecting "African-American alone" or "Asian alone."
[11] Decennial Census, 2010

Abington Tracts 2010
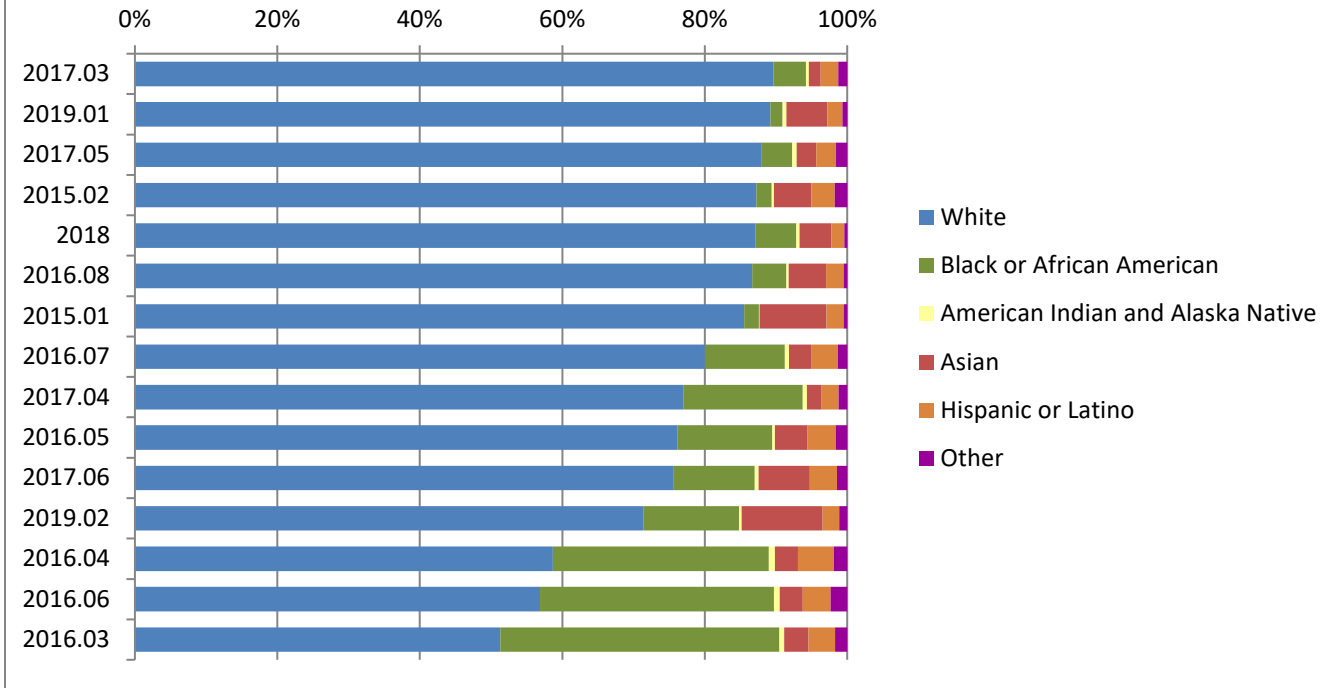
Source: U.S. Decennial Census (2020), P.L. 94-171 Redistricting Data

Source: Decennial Census (2010)

The township's racial composition, and thus general racial diversity, is comparable with those of the reference areas. Abington has a higher percentage of residents who identify as "Black or African-American alone" (14.3%) than all areas but Cheltenham (37.8%) and Census Tract 339 (Philadelphia's Burholme neighborhood). Abington's "Black or African-American Alone" population is 14.3%-- an increase in percentage since 2010 (12.4%). The figure is far behind Cheltenham's 31.1%, but higher than all other reference areas (the range is 1.0% in Lower Moreland to 11.1% in Springfield). The county's figure is 8.7%. Although the township a relatively high African-American population, its "Asian alone" population is the 2nd-smallest

among the reference areas (a higher percentage than that of Springfield) at 4.9%. The

Race

- Black or African-American alone
- Asian alone
- Some Other Race alone
- Population of two or more races
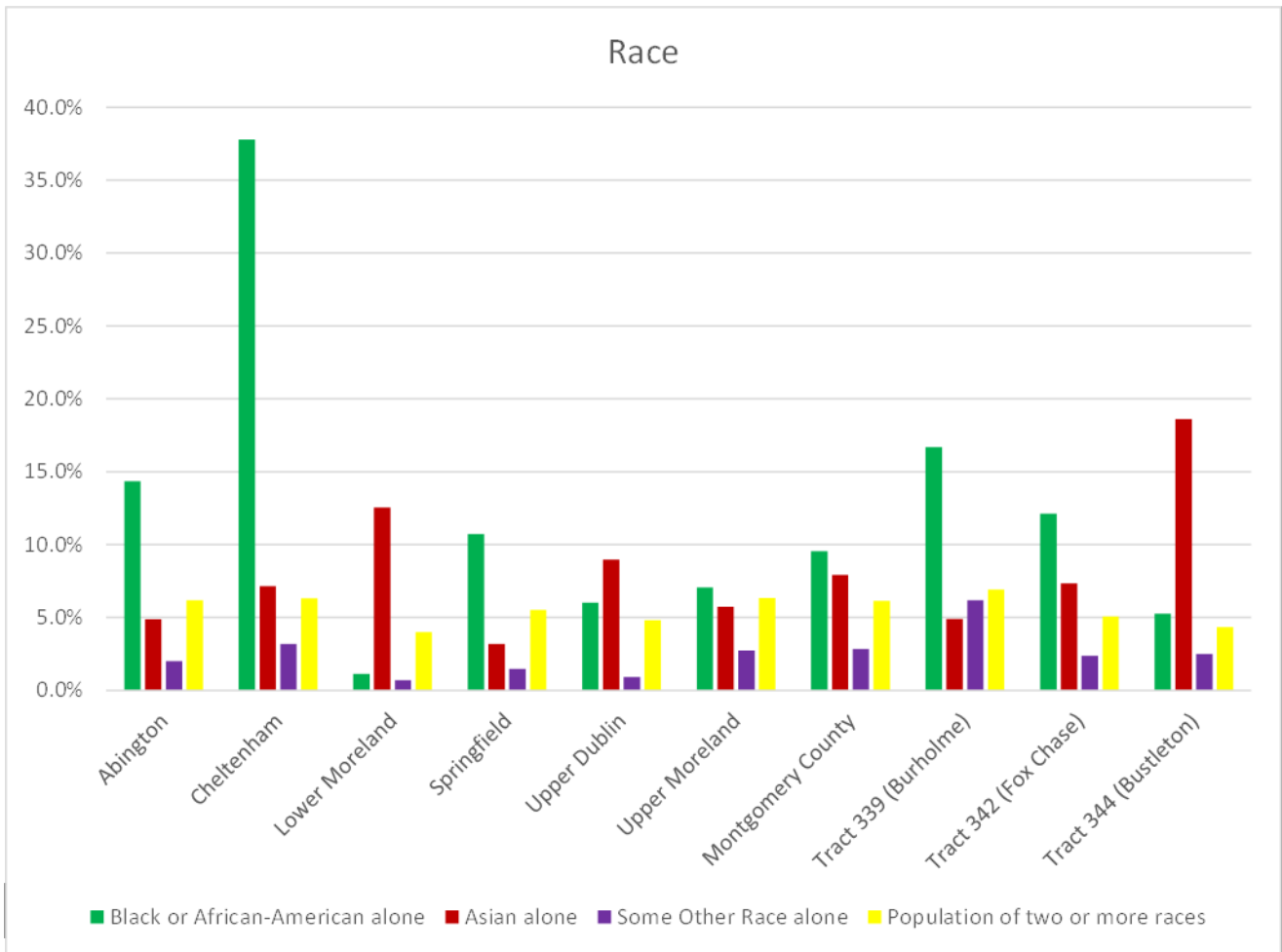
percentage of Abingtonians who identify as "some other race" is 2.0%, or more than double the percentage from 2010; the current figure is generally comparable to the other reference areas. The percentage of those who identify as being "of two or more races" is 6.2%; this is about three times as high as the percentage from 2010, when it was 2.1%. The dramatic growth in those identifying as being of "two or more races" is a national trend, and is tied to greater appreciation and awareness of one's racial heritage, fueled in part by the use of DNA analysis and web-based ancestry research.

Ward ID Map
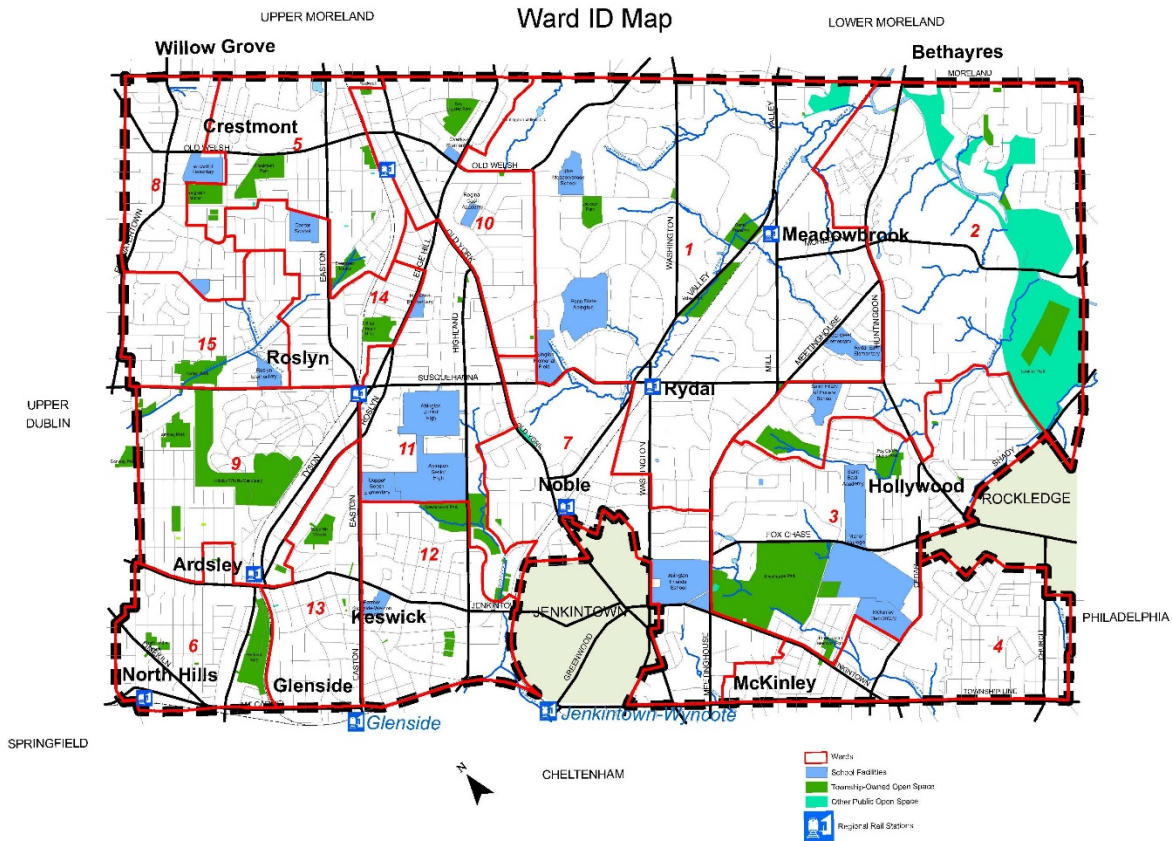
The diversity index [12] measures the racial diversity of an area by examining the probability that any two given residents of a designated geographic area meeting by chance would be of different races. The map on the next page shows that the most diverse portions of the township (analyzed at the Census block group level) include:

- Crestmont and Roslyn (these areas are the sites of the three tracts with the highest percentage of African-Americans in the township)

- North Hills (the tract in North Hills has the fourth-highest percentage of African-Americans in the township)

- An area along the southeastern edge of Jenkintown (these block groups partially overlap the tract with the highest percentage of Asian-Americans in the township)

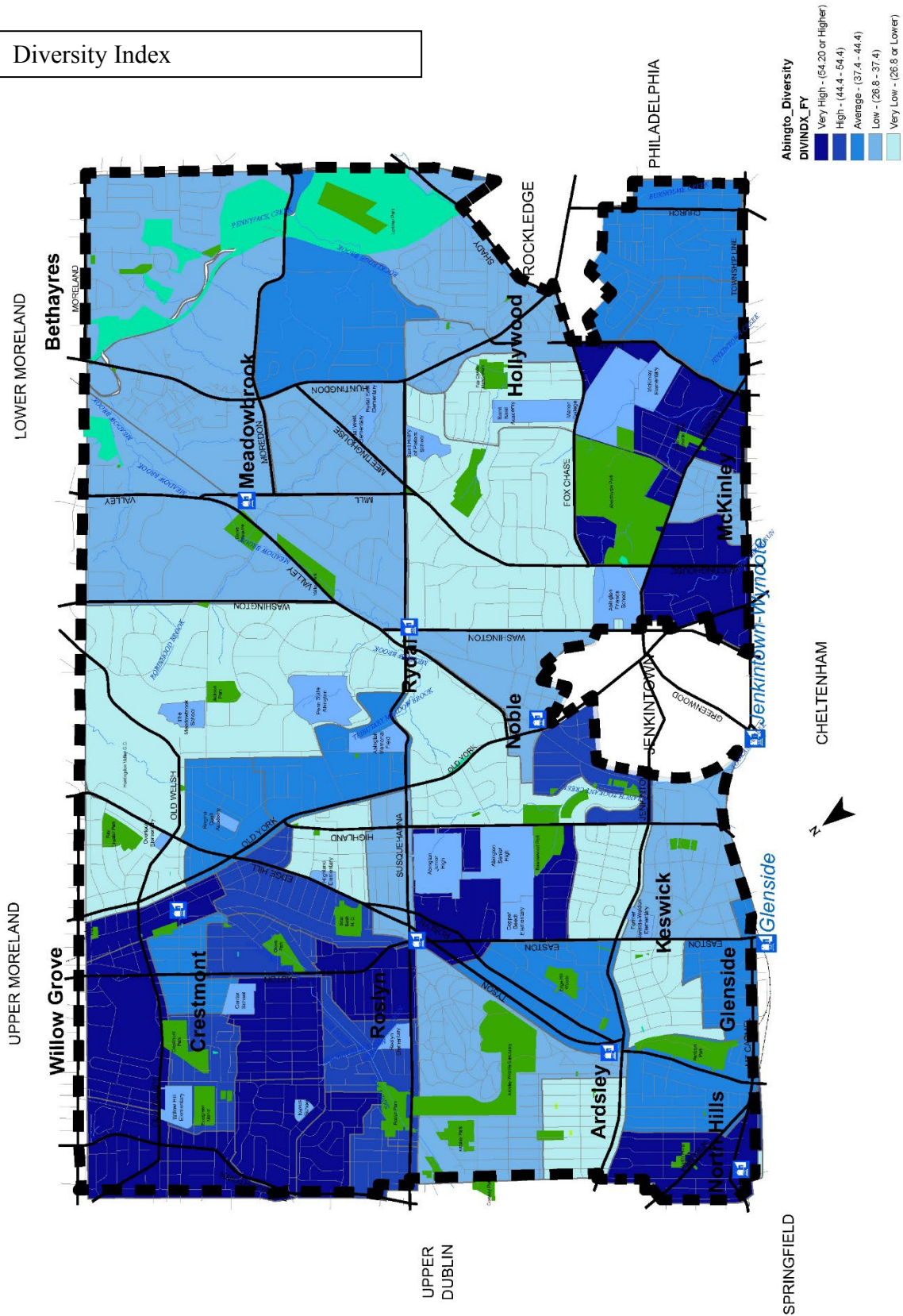[12] From American Community Survey, 2018 (5-Year Estimates)

The Hispanic or Latino population doubled from 2000 to 2010, and continued growing rapidly over the past decade. It now represents 5.2% of the township's population, up from 3.2% in 2010. The tract with the highest proportion of Hispanic residents is 2016.04[13], in an area including parts of Crestmont and Roslyn. The Hispanic or Latino population is calculated separately from race by the Census Bureau. Of those reporting Hispanic or Latino origin, the specific place of origin named most often was Puerto Rico. The Hispanic or Latino share of total township population still lags most of the reference areas, however.

Population with Asian Origin (2010)

■ Korean   ■ Asian Indian   ■ Chinese
■ Other Asian   ■ Vietnamese   ■ Filipino
■ Japanese

The Burholme area (Tract 339) has the highest share (13.4%) and Lower Moreland has the lowest (2.3%).
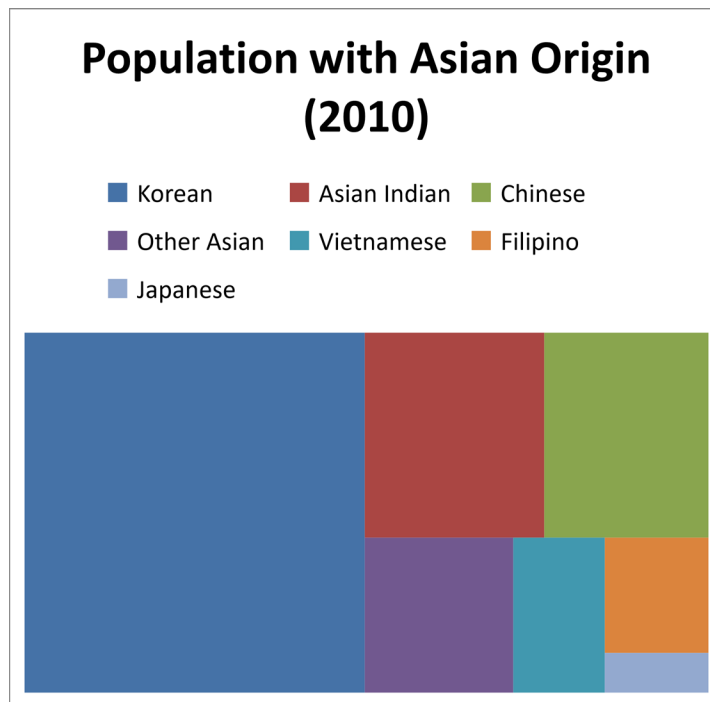
Municipality	% Hispanic or Latino
Census Tract 339, Philadelphia (Burholme)	13.4%
Upper Moreland township	6.6%
Cheltenham township	6.5%
Montgomery County	6.4%
Census Tract 342, Philadelphia (Fox Chase)	6.3%
Census Tract 344, Philadelphia (Bustleton)	6.2%
Abington township	5.2%
Springfield township	4.1%
Upper Dublin township	2.7%
Lower Moreland township	2.3%

[13] 2010 Decennial Census

Diversity Index

Abington_Diversity
DIVINDX_FY
- Very High - (54.20 or Higher)
- High - (44.4 - 54.4)
- Average - (37.4 - 44.4)
- Low - (26.8 - 37.4)
- Very Low - (26.8 or Lower)

5.7 Language Spoken at Home[14]

Approximately 5,485 people, or 10.5%, speak a language other than English at home in Abington Township. The most common language spoken at home in Montgomery County for those who spoke English less than "Very Well" is Spanish. In Lower Moreland, however, it is "Russian, Polish, or Other Slavic Languages." In Abington, it was impossible to determine the language spoken most often by those speaking English less than "Very Well," due to a high margin of error in the data.
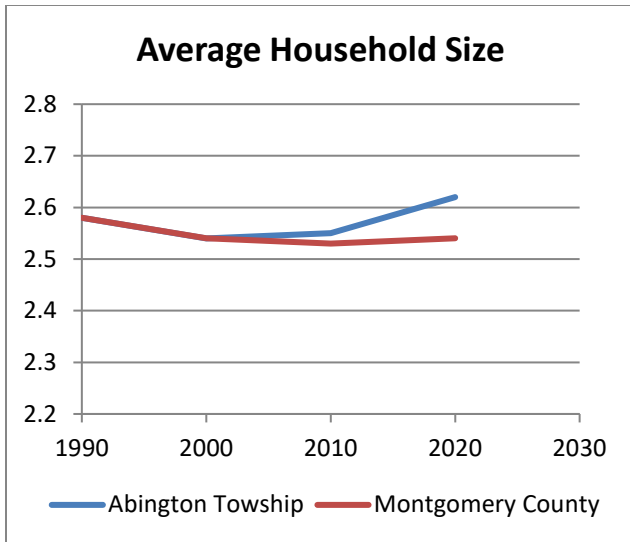
5.8 Household Size

The township's average household size was identical with that of Montgomery County in 1990 and 2000; both decreased, which is part of a national trend that has continued in each decade since at least 1850[15]. In recent decades, this reflects families having fewer children and a rise in the number of people living alone. By 2010, Abington's average size ticked up slightly to 2.55, and it rose further to 2.62 by 2020. while Montgomery County's has been relatively unchanged since 2000. Increases in household size may reflect the impact of the Covid-19 pandemic. Economic hardships that resulted led to more people living together, and younger people living with their parents. Household size is a factor in land use planning in large part because it affects the types of housing units that will be needed to accommodate the community's needs.

[14] From American Community Survey, 2019, 5-Year Estimates (Margin of Error: +/-679)
[15] "The Number of People in the Average U.S. Household is Going Up for the First Time in over 160 years," Pew Research Center, October 1, 2019

Average Household Size

Average Household Size	Abington Township	Montgomery County
1990	2.58	2.58
2000	2.54	2.54
2010	2.55	2.53
2020	2.62	2.54

Source: U.S. Decennial Censuses (data for 2020 is P.L. 94-171 Redistricting Data)

Average Household Size	
Lower Moreland	2.93
Philadelphia Tract 344	2.72 (2010)
Upper Dublin	2.72
Abington Township	2.62
Montgomery County	2.54
Springfield	2.57
Cheltenham	2.44
Upper Moreland	2.44
Philadelphia Tract 339	2.35 (2010)
Philadelphia Tract 342	2.03 (2010)

Source: U.S. Decennial Censuses (data for 2020 is P.L. 94-171 Redistricting Data)

5.9 Education

Educational attainment of township residents is similar to that of the county's. The percentage of township residents aged 25 years of age and older with a high school degree is 95.7%, which is comparable to all reference areas (the county and nearby municipalities). The

percentage in Abington with a bachelor's degree or higher is 48.9%. This is virtually the same figure as the county's, and higher than in Upper Moreland (41.6%), while lower than the other reference areas. The highest percentage of those with bachelor's degrees or higher was found among Upper Dublin residents (65.7%). The same general pattern was true for the percentage with graduate or professional degrees: in Abington it was 19.7% and in Upper Moreland it was 15.1%, while in Upper Dublin it was 32.1%. The county's figure was 21.4%-- slightly higher than Abington's.

Educational Attainment (by %)

Area	Bachelors Degree or Higher	Graduate or Professional Degree
Abington	48.9	19.7
Montgomery County	49.3	21.4
Cheltenham	54.9	27.9
Lower Moreland	53.7	24.4
Springfield	60.0	28.8
Upper Dublin	65.7	32.1
Upper Moreland	41.6	15.1

Source: American Community Survey, 2019 (5-Year Estimates)
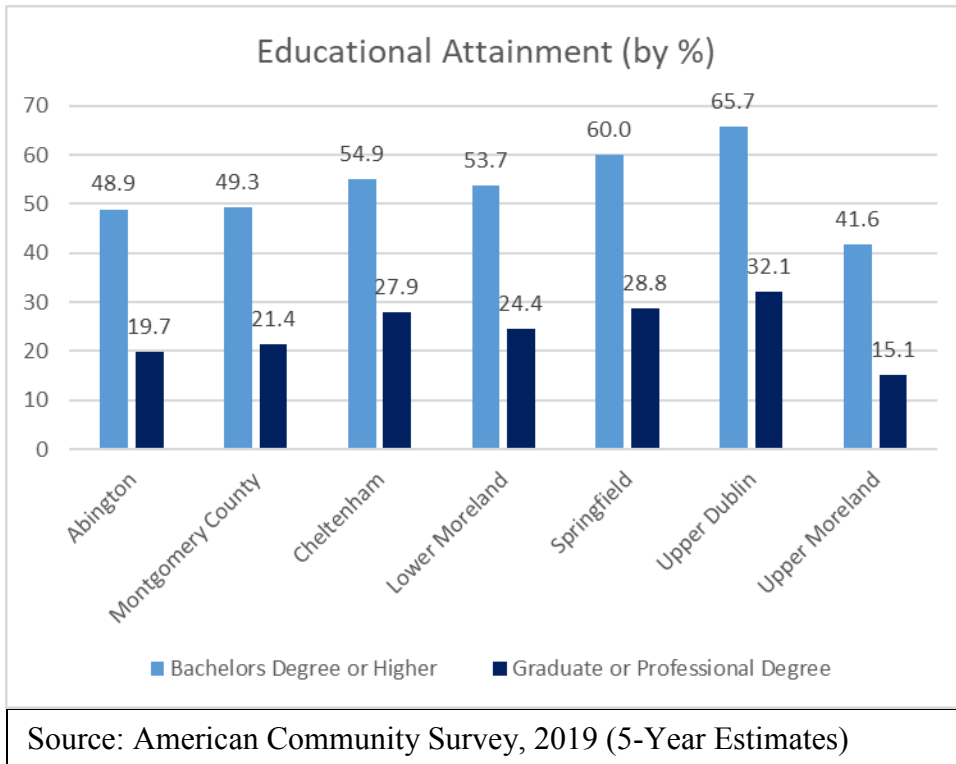
5.10 Internet Access

Internet access data is not available at the municipal level, but county data is. 80.4% of households in Montgomery County have a broadband internet subscription.[16] If we assume that the share of households in Abington without access to broadband internet was similar to the county's share, then approximately 4,200 households in the township did not have broadband internet access in 2010.[17] This is important to consider from an equity standpoint. Communications and initiatives involving public interaction should keep this in mind when planning for how to thoroughly and effectively communicate with the township's residents.

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[16] Quick Facts (2014-2018), U.S. Census Bureau
[17] The township had 21,382 households, according to the 2010 Decennial Census.

5.11 Lifestyle

We can use a tool created by ESRI called "Tapestry Lifestyle Modes" or "Life Modes" to help characterize and understand the township's socioeconomic groups. In Abington, the plurality of residents are characterized as being in the "Upscale Avenues" Life Mode.

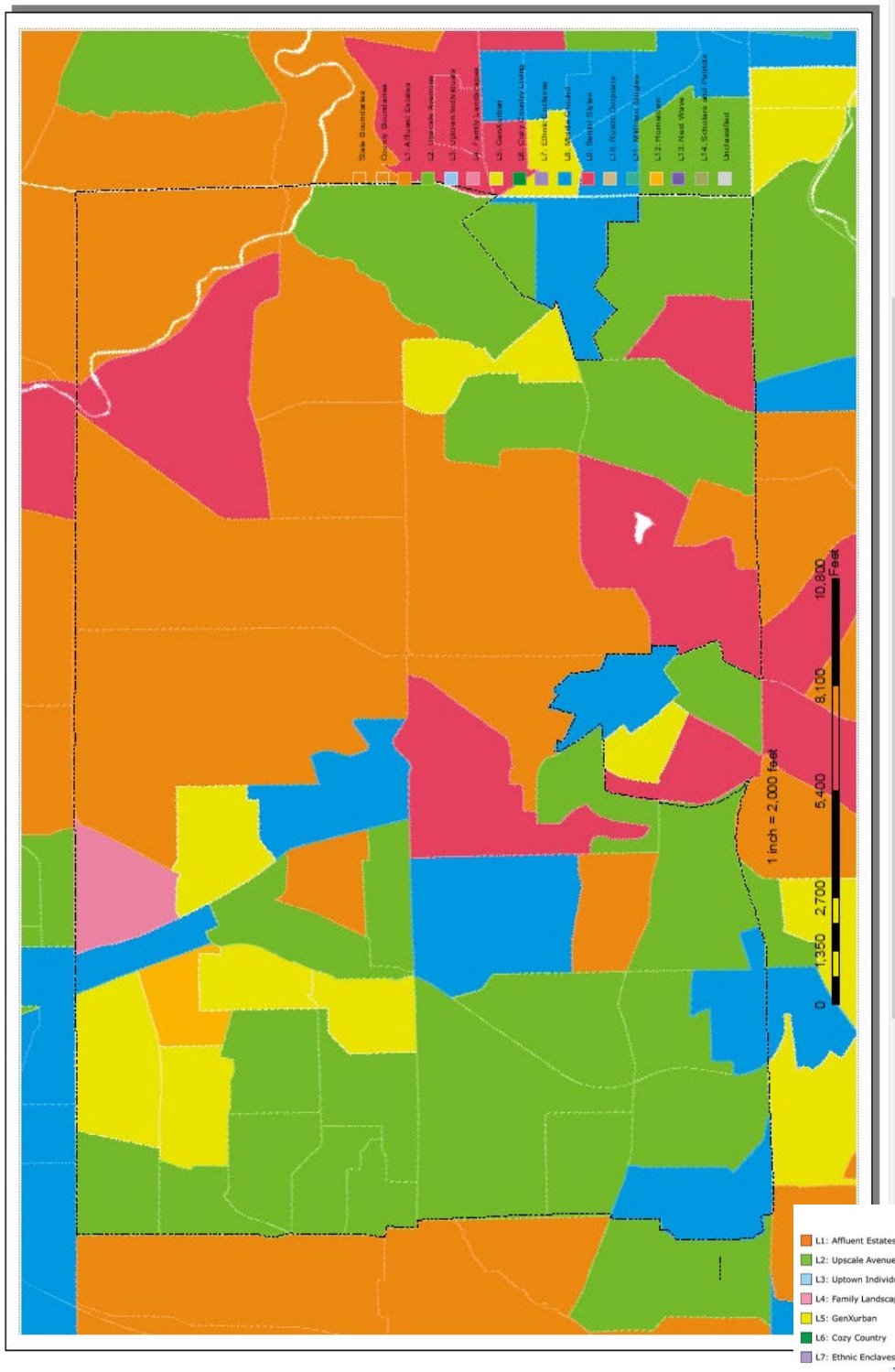| Tapestry LifeMode Group/Group #		Households
Upscale Avenues	2	44.7%
Affluent Estates	1	16.5%
Senior Styles	9	13.3%
Middle Ground	8	11.7%
GenXurban	5	10.4%
Family Landscapes	4	2.0%
Hometown	12	1.4%
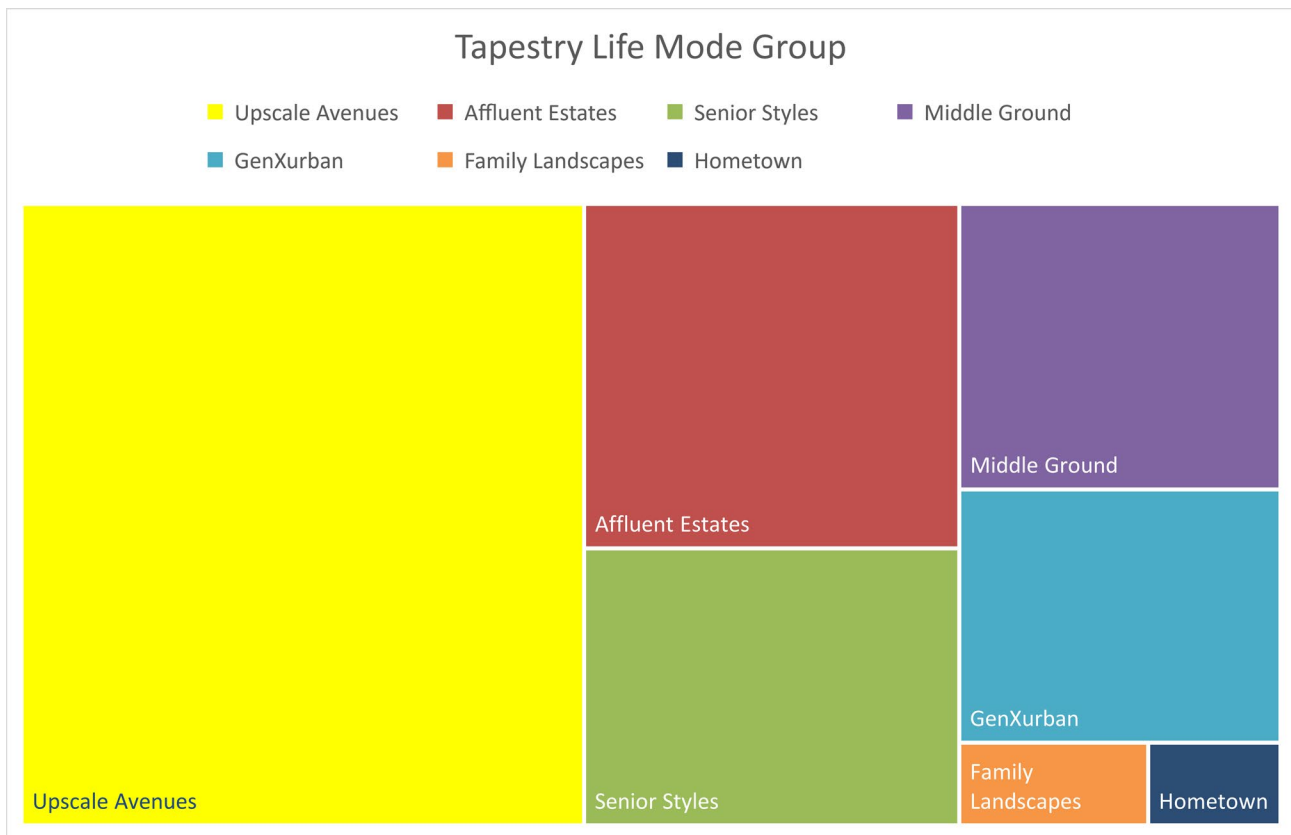
"Upscale Avenues" (a Tapestry LifeMode)

The neighborhoods of Roslyn, Ardsley and most of Glenside and McKinley are areas where a plurality of residents fall into this group (see map). These areas include extensive, pleasant residential neighborhoods, generally within walking distance of rail stations, convenience

retail and public schools. People who are part of the "Upscale Avenues" life mode are generally characterized by the following traits:

- Prosperous married couples living in older suburban enclaves
- Ambitious and hard-working
- Homeowners (70%) prefer denser, more urban settings with older homes and a large share of townhomes
- A more diverse population, primarily married couples, many with older children
- Financially responsible, but still indulge in casino gambling and lotto tickets
- Serious shoppers, from higher-end department stores to Marshalls or DSW, that appreciate quality, and bargains
- Active in fitness pursuits like bicycling, jogging, yoga, and hiking
- Subscribe to premium movie channels like HBO and Starz

Tapestry LifeMode

L1: Affluent Estates   L8: Middle Ground
L2: Upscale Avenues   L9: Senior Styles
L3: Uptown Individuals   L10: Rustic Outposts
L4: Family Landscapes   L11: Midtown Singles
L5: GenXurban   L12: Hometown
L6: Cozy Country   L13: Next Wave
L7: Ethnic Enclaves   L14: Scholars and Patriots

Another sizeable Life Mode group in Abington is the "GenXUrban" group. This group predominates in Crestmont, Hollywood and eastern Roslyn. These areas are located near

rail stations, shopping and services.

Features of the GenXurban mode include the following:
- Gen X in middle age; families with fewer kids and a mortgage
- Comprised of Gen X married couples, and a growing population of retirees
- About a fifth of residents are 65 or older; about a fourth of households have retirement income
- Own older single-family homes in urban areas, with 1 or 2 vehicles
- Live and work in the same county, creating shorter commute times
- Invest wisely, well-insured, comfortable banking online or in person news)
- News junkies (read a daily newspaper, watch news on TV, and go online for news
- Enjoy reading, renting movies, playing board games and cards, doing crossword puzzles, going to museums and rock concerts, dining out, and walking for exercise

"Affluent Estates" is the life mode that predominates in Huntingdon Valley, east of PA 611 and north of Hollywood. This area includes some of the neighborhoods with the largest residential lots and expansive, ornate homes on wooded lots. Its general characteristics are the following:
- Established wealth—educated, well-traveled married couples
- Accustomed to "more": less than 10% of all households, with 20% of household income
- Homeowners (almost 90%), with mortgages (65.2%)
- Married couple families with children ranging from grade school to college
- Expect quality; invest in time-saving services
- Participate actively in their communities
- Active in sports and enthusiastic travelers

The "Senior Styles" life mode is located in scattered locations around the township; one area where this life mode predominates is southeast of Jenkintown, along the Cheltenham

Township border. This area includes high-rise residential towers and is proximate to transit, and service and retail centers.

- Senior lifestyles reveal the effects of saving for retirement
- Households are commonly married empty nesters or singles living alone; homes are single-family (including seasonal getaways), retirement communities, or high-rise apartments
- More affluent seniors travel and relocate to warmer climates; less affluent, settled seniors are still working toward retirement
- Cell phones are popular, but so are landlines
- Many still prefer print to digital media: Avid readers of newspapers, to stay current
- Subscribe to cable television to watch channels like Fox News, CNN, and The Weather Channel

Residents prefer vitamins to increase their mileage and a regular exercise regimen.

The "Middle Ground" life mode predominates in scattered locations in the township, including parts of Willow Grove, North Hills, and Glenside. This group includes the following characteristics:

- Lifestyles of thirtysomethings
- Millennials in the middle: single/married, renters/homeowners, middle class/working class
- Urban market mix of single-family, townhome, and multi-unit dwellings
- Majority of residents attended college or attained a college degree
- Householders have ditched their landlines for cell phones, which they use to listen to music (generally contemporary hits), read the news, and get the latest sports updates of their favorite teams
- Online all the time: use the Internet for entertainment (downloading music, watching YouTube, finding dates), social media (Facebook, Twitter, LinkedIn), search for employment
- Leisure includes night life (clubbing, movies), going to the beach, some travel and hiking.

5.12 Conclusion

The demographics data evaluated in this chapter shows that Abington Township is a stable community that shares many demographic characteristics with its reference areas. Abington is a relatively diverse community that is steadily diversifying with respect to race and Hispanic ethnicity. Within the township, diversity can vary significantly by neighborhood; race, Hispanic population and life expectancy are a few examples of characteristics which do so. This variation presents equity issues in some cases, including overlaps between race and health outcomes (there is also overlap between race and tree canopy; for more information see Chapter 9: Environmental Management and Resilience). The township recognizes these equity challenges and will use land use policy and planning to attenuate and help eliminate them.

As noted in the characterization of Abington's population as described by ESRI's "Tapestry Lifestyle Modes," a plurality of Abington's neighborhoods fall into the category of "Upscale Avenue." This group is represented by prosperous married couples, many with older children, living in older suburban areas. They are predominantly homeowners who prefer denser, more urban settings with older homes, consisting of a more diverse population who actively pursue fitness activities.

Additional analysis of the township's population can be found in the Housing, Economic Development, Transportation, and Municipal Services and Infrastructure chapters.