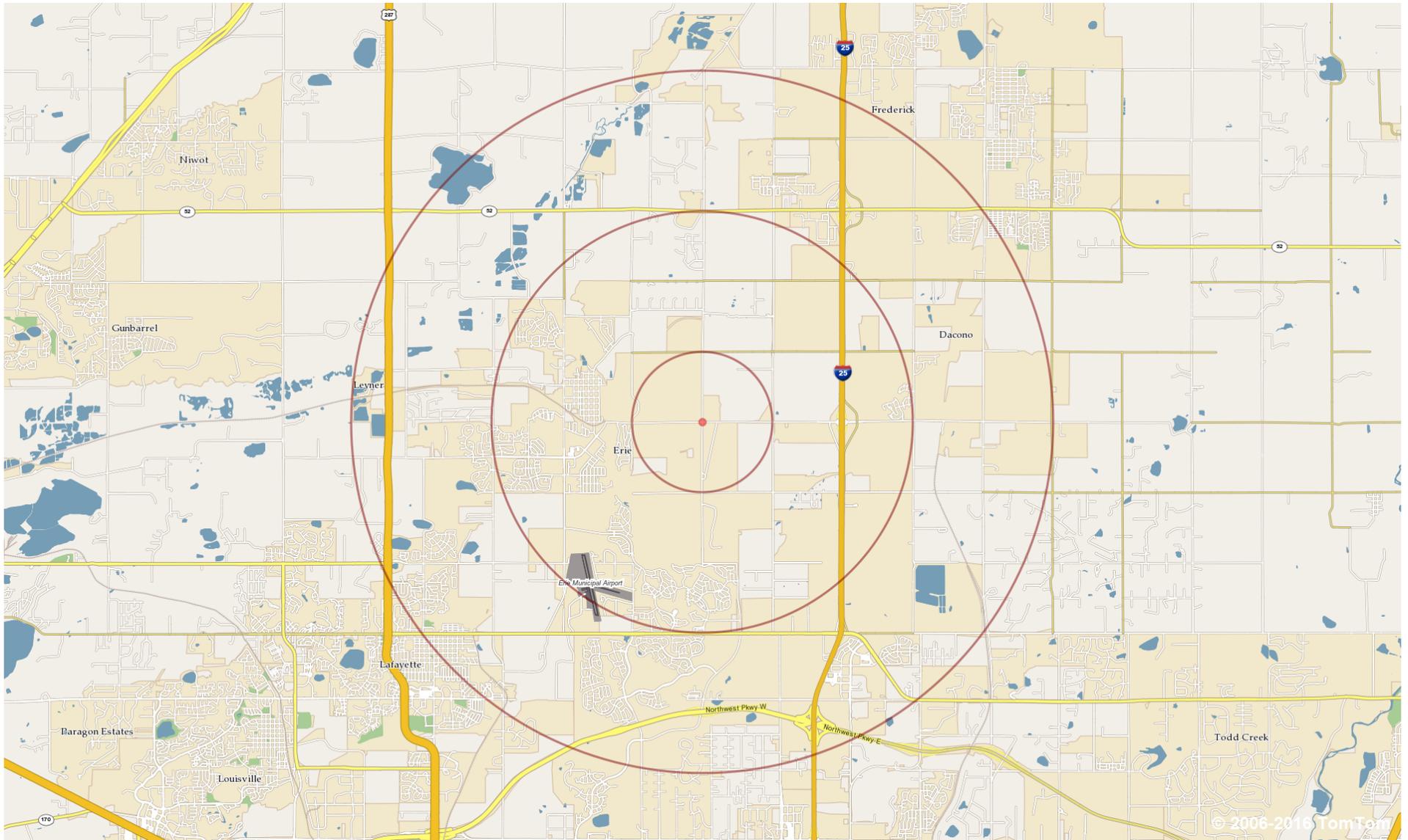


# Erie Parkway & CR 5 1, 3, 5 Mile Radius



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# Demographic Detail Comparison



**Geography:** 1 Mile: Erie Parkway & County Road 5, 3 Miles: Erie Parkway & County Road 5, 5 Miles: Erie Parkway & County Road 5

	1 Mile: Erie Parkway & County Road 5	3 Miles: Erie Parkway & County Road 5	5 Miles: Erie Parkway & County Road 5
<b>2015A Demographics:</b>			
Employees	115	3,172	9,600
Establishments*	15	691	1,636
Total Population	176	18,263	37,943
Total Households	55	6,395	13,867
Female Population	85	9,121	19,150
% Female	48.2%	49.9%	50.4%
Male Population	91	9,142	18,793
% Male	51.7%	50.0%	49.5%
Population Density (per Sq. Mi.)	55.85	644.45	482.00
<b>Employed Civilian Population 16+</b>			
Total	87	8,569	19,221
White Collar	80.1%	79.7%	76.5%
Blue Collar	19.8%	20.2%	23.4%
<b>Seasonal Population by Quarter:</b>			
Q4 2011	1	89	209
Q1 2012	1	87	207
Q2 2012	1	76	198
Q3 2012	1	75	187
Q4 2012	1	68	171
Q1 2013	1	66	164
Q2 2013	1	70	159
Q3 2013	1	70	153
Q4 2013	1	70	150
<b>Age:</b>			
Age 0 - 4	3.5%	8.4%	7.6%
Age 5 - 14	11.5%	17.3%	16.0%
Age 15 - 19	7.0%	5.2%	5.3%
Age 20 - 24	4.7%	3.3%	3.7%
Age 25 - 34	6.1%	11.3%	11.5%
Age 35 - 44	9.9%	19.4%	17.5%
Age 45 - 54	19.9%	15.2%	14.9%
Age 55 - 64	20.1%	11.5%	12.6%
Age 65 - 74	11.3%	5.8%	7.4%
Age 75 - 84	5.1%	1.8%	2.6%
Age 85 +	0.4%	0.3%	0.5%
Median Age	48.8	37.4	38.4
<b>Housing Units</b>			
Total Housing Units	55	6,507	14,206

	1 Mile: Erie Parkway & County Road 5	3 Miles: Erie Parkway & County Road 5	5 Miles: Erie Parkway & County Road 5
Occupied Housing Units	99.8%	98.2%	97.6%
Vacant Housing Units	0.1%	1.7%	2.3%
<b>Housing Units by Tenure</b>			
Owner Occupied Housing Units	55	6,395	13,867
Owner Occupied free and clear	21.7%	10.0%	14.5%
Owner Occupied with a mortgage or loan	66.6%	76.1%	69.3%
Renter Occupied Housing Units	11.6%	13.8%	16.1%
<b>Race and Ethnicity</b>			
American Indian, Eskimo, Aleut	0.3%	0.4%	0.6%
Asian	1.6%	4.4%	4.1%
Black	0.2%	0.7%	0.9%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	93.2%	87.8%	87.5%
Other	1.5%	2.9%	3.4%
Multi-Race	3.0%	3.5%	3.2%
Hispanic Ethnicity	7.5%	9.6%	11.8%
Not of Hispanic Ethnicity	92.4%	90.3%	88.1%
<b>Race of Hispanics</b>			
Hispanics	13	1,757	4,504
American Indian	1.7%	1.7%	2.0%
Asian	0.0%	0.2%	0.3%
Black	0.0%	0.3%	0.6%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	74.5%	57.1%	60.5%
Other	19.2%	29.3%	27.9%
Multi-Race	4.3%	11.1%	8.4%
<b>Race of Non Hispanics</b>			
Non Hispanics	163	16,506	33,439
American Indian	0.2%	0.2%	0.4%
Asian	1.8%	4.8%	4.6%
Black	0.2%	0.8%	0.9%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	94.7%	91.1%	91.1%
Other	0.0%	0.1%	0.1%
Multi-Race	2.8%	2.7%	2.5%
<b>Marital Status:</b>			
Age 15 + Population	149	13,562	28,938
Divorced	6.2%	8.0%	9.0%
Never Married	29.0%	23.3%	23.0%
Now Married	61.5%	66.7%	64.8%
Now Married - Separated	1.4%	0.7%	0.9%
Widowed	3.2%	1.9%	3.0%

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1 Mile: Erie Parkway & County Road 5	3 Miles: Erie Parkway & County Road 5	5 Miles: Erie Parkway & County Road 5
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**Educational Attainment:**

Total Population Age 25+	128	11,988	25,506
Grade K - 8	0.2%	0.5%	1.3%
Grade 9 - 12	2.0%	2.5%	3.4%
High School Graduate	18.6%	16.0%	17.2%
Associates Degree	8.1%	8.7%	7.5%
Bachelor's Degree	27.2%	30.1%	30.8%
Graduate Degree	18.3%	18.3%	17.2%
Some College, No Degree	24.7%	23.2%	21.9%
No Schooling Completed	0.4%	0.3%	0.4%

**Household Income:**

Income \$ 0 - \$9,999	1.2%	2.1%	3.0%
Income \$ 10,000 - \$14,999	0.5%	1.0%	1.3%
Income \$ 15,000 - \$24,999	2.5%	2.6%	3.3%
Income \$ 25,000 - \$34,999	1.7%	2.5%	3.9%
Income \$ 35,000 - \$49,999	5.2%	5.2%	7.6%
Income \$ 50,000 - \$74,999	19.5%	18.5%	18.2%
Income \$ 75,000 - \$99,999	21.5%	19.6%	17.8%
Income \$100,000 - \$124,999	17.2%	15.6%	14.3%
Income \$125,000 - \$149,999	13.4%	12.2%	10.4%
Income \$150,000 +	16.8%	20.2%	19.7%

Average Household Income	\$117,001	\$119,140	\$115,777
Median Household Income	\$97,053	\$97,481	\$91,987
Per Capita Income	\$36,350	\$41,720	\$42,314

**Vehicles Available**

0 Vehicles Available	0.9%	0.9%	1.8%
1 Vehicle Available	15.0%	17.0%	18.8%
2+ Vehicles Available	84.0%	82.0%	79.3%
Average Vehicles Per Household	2.59	2.39	2.30
Total Vehicles Available	141	15,292	31,966

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**2020 Demographics:**

Total Population	190	22,224	44,445
Total Households	59	7,770	16,247
Female Population	93	11,075	22,381
% Female	48.6%	49.8%	50.3%
Male Population	98	11,148	22,064
% Male	51.3%	50.1%	49.6%
Population Density (per Sq. Mi.)	49.53	575.38	411.00

**Employed Civilian Population 16+**

	1 Mile: Erie Parkway & County Road 5	3 Miles: Erie Parkway & County Road 5	5 Miles: Erie Parkway & County Road 5
Total	97	10,664	23,171
% White Collar	79.8%	80.1%	77.1%
% Blue Collar	20.1%	19.8%	22.8%
<b>Age:</b>			
Age 0 - 4	3.3%	7.9%	7.3%
Age 5 - 14	10.7%	17.3%	15.9%
Age 15 - 19	6.9%	5.3%	5.4%
Age 20 - 24	6.0%	3.8%	4.0%
Age 25 - 34	6.5%	10.0%	10.5%
Age 35 - 44	8.2%	18.4%	16.7%
Age 45 - 54	18.3%	14.6%	13.9%
Age 55 - 64	20.7%	12.1%	13.0%
Age 65 - 74	11.8%	7.4%	9.2%
Age 75 - 84	6.4%	2.3%	3.1%
Age 85 +	0.8%	0.4%	0.5%
Median Age	50.0	38.1	39.1
<b>Housing Units Trend</b>			
Total Housing Units	59	7,909	16,680
Owner Occupied Housing Units	100.0%	98.2%	97.4%
Renter Occupied Housing Units	11.9%	13.6%	15.7%
Vacant Housing Units	0.0%	1.7%	2.6%
<b>Race and Ethnicity</b>			
American Indian, Eskimo, Aleut	0.3%	0.4%	0.6%
Asian	1.9%	5.2%	4.8%
Black	0.2%	0.7%	0.9%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	92.3%	86.2%	86.0%
Other	1.6%	3.2%	3.6%
Multi-Race	3.5%	4.1%	3.8%
Hispanic Ethnicity	8.4%	10.4%	12.6%
Not of Hispanic Ethnicity	91.5%	89.5%	87.3%
<b>Race of Hispanics</b>			
Hispanics	16	2,322	5,623
American Indian	1.4%	1.6%	1.9%
Asian	0.0%	0.1%	0.2%
Black	0.0%	0.3%	0.7%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	73.7%	56.9%	60.0%
Other	18.9%	29.1%	28.0%
Multi-Race	5.8%	11.7%	9.0%
<b>Race of Non Hispanics</b>			
Non Hispanics	174	19,902	38,822

	1 Mile: Erie Parkway & County Road 5	3 Miles: Erie Parkway & County Road 5	5 Miles: Erie Parkway & County Road 5
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American Indian	0.2%	0.2%	0.4%
Asian	2.0%	5.8%	5.5%
Black	0.2%	0.8%	0.9%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	94.0%	89.6%	89.8%
Other	0.0%	0.1%	0.1%
Multi-Race	3.3%	3.2%	3.0%

**Marital Status:**

Age 15 + Population	163	16,599	34,111
Divorced	6.0%	7.8%	8.9%
Never Married	29.9%	23.2%	22.9%
Now Married	60.7%	66.9%	65.0%
Now Married - Separated	1.5%	0.8%	0.9%
Widowed	3.2%	1.9%	3.0%

**Educational Attainment:**

Total Population Age 25+	139	14,559	29,917
Grade K - 9	0.2%	0.5%	1.2%
Grade 9 - 12	1.8%	2.5%	3.3%
High School Graduate	19.3%	15.5%	16.7%
Associates Degree	8.1%	8.6%	7.6%
Bachelor's Degree	26.9%	30.5%	30.9%
Graduate Degree	18.2%	18.6%	17.5%
Some College, No Degree	24.8%	23.2%	21.9%
No Schooling Completed	0.4%	0.3%	0.4%

**Household Income:**

Income \$ 0 - \$9,999	0.8%	1.3%	1.9%
Income \$ 10,000 - \$14,999	0.5%	0.9%	1.3%
Income \$ 15,000 - \$24,999	1.8%	2.0%	2.6%
Income \$ 25,000 - \$34,999	1.4%	2.0%	3.1%
Income \$ 35,000 - \$49,999	4.1%	4.1%	6.1%
Income \$ 50,000 - \$74,999	14.7%	14.2%	14.2%
Income \$ 75,000 - \$99,999	21.3%	19.4%	17.0%
Income \$100,000 - \$124,999	19.3%	17.6%	16.0%
Income \$125,000 - \$149,999	15.2%	13.9%	12.5%
Income \$150,000 +	20.6%	24.2%	24.8%

Average Household Income	\$129,202	\$132,349	\$132,630
Median Household Income	\$106,393	\$107,846	\$105,096
Per Capita Income	\$40,321	\$46,275	\$48,484

**Vehicles Available**

0 Vehicles Available	0.8%	0.9%	1.7%
1 Vehicle Available	15.0%	16.9%	18.5%
2+ Vehicles Available	84.1%	82.1%	79.6%
Average Vehicles Per Household	2.60	2.38	2.30
Total Vehicles Available	155	18,557	37,498

**2010 Demographics:**

Total Population	156	16,306	32,353
Total Households	49	5,710	11,766
Female Population	76	8,190	16,339
% Female	48.9%	50.2%	50.5%
Male Population	80	8,116	16,014
% Male	51.0%	49.7%	49.5%
Population Density (per Sq. Mi.)	49.53	575.38	411.00

**Employed Civilian Population 16+**

Total	82	7,945	16,351
% White Collar	80.2%	79.5%	76.6%
% Blue Collar	19.7%	20.4%	23.3%

**Age:**

Age 0 - 4	4.2%	9.4%	8.5%
Age 5 - 14	13.5%	16.9%	16.0%
Age 15 - 19	7.6%	5.3%	5.4%
Age 20 - 24	3.1%	2.7%	3.2%
Age 25 - 34	5.5%	13.2%	13.0%
Age 35 - 44	12.5%	19.6%	17.8%
Age 45 - 54	21.6%	15.2%	15.5%
Age 55 - 64	16.8%	10.6%	11.7%
Age 65 - 74	10.5%	4.6%	5.8%
Age 75 - 84	3.9%	1.6%	2.2%
Age 85 +	0.3%	0.3%	0.4%
Median Age	46.6	36.1	37.0

**Housing Units**

Total Housing Units	51	5,989	12,385
Occupied Housing Units	95.1%	95.3%	95.0%
Vacant Housing Units	4.8%	4.6%	5.0%

**Housing Units by Tenure**

Owner Occupied Housing Units	49	5,710	11,766
Owner Occupied free and clear	22.6%	9.0%	12.6%
Owner Occupied with a mortgage or loan	66.6%	78.6%	71.9%
Renter Occupied Housing Units	10.7%	12.3%	15.3%

**Race and Ethnicity**

American Indian, Eskimo, Aleut	0.3%	0.4%	0.6%
Asian	1.5%	3.7%	3.7%
Black	0.3%	0.6%	0.7%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	93.1%	89.1%	88.4%

	1 Mile: Erie Parkway & County Road 5	3 Miles: Erie Parkway & County Road 5	5 Miles: Erie Parkway & County Road 5
Other	1.6%	2.9%	3.4%
Multi-Race	2.9%	3.1%	2.9%
Hispanic Ethnicity	7.6%	9.3%	11.8%
Not of Hispanic Ethnicity	92.3%	90.6%	88.1%
<b>Race of Hispanics</b>			
Hispanics	12	1,524	3,825
American Indian	1.9%	1.8%	1.9%
Asian	0.0%	0.2%	0.2%
Black	0.0%	0.2%	0.5%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	73.5%	58.0%	60.9%
Other	20.5%	29.4%	28.3%
Multi-Race	3.9%	10.1%	7.9%
<b>Race of Non Hispanics</b>			
Non Hispanics	144	14,782	28,528
American Indian	0.2%	0.2%	0.4%
Asian	1.7%	4.1%	4.2%
Black	0.3%	0.6%	0.7%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	94.7%	92.3%	92.1%
Other	0.0%	0.1%	0.1%
Multi-Race	2.8%	2.3%	2.2%
<b>Marital Status:</b>			
Age 15 + Population	128	12,008	24,388
Divorced	8.2%	8.5%	9.8%
Never Married	22.0%	21.7%	23.6%
Now Married	67.9%	67.6%	63.9%
Now Married - Separated	2.1%	1.5%	1.3%
Widowed	1.7%	2.0%	2.5%
<b>Educational Attainment:</b>			
Total Population Age 25+	111	10,677	21,582
Grade K - 8	0.3%	0.7%	1.2%
Grade 9 - 12	2.8%	2.6%	3.4%
High School Graduate	15.1%	16.6%	17.9%
Associates Degree	8.3%	9.1%	7.9%
Bachelor's Degree	28.9%	29.4%	30.3%
Graduate Degree	19.0%	17.8%	16.4%
Some College, No Degree	25.0%	23.2%	22.3%
No Schooling Completed	0.4%	0.3%	0.3%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	1.4%	2.3%	3.2%

	1 Mile: Erie Parkway & County Road 5	3 Miles: Erie Parkway & County Road 5	5 Miles: Erie Parkway & County Road 5
Income \$ 10,000 - \$14,999	0.6%	1.0%	1.4%
Income \$ 15,000 - \$24,999	3.4%	3.3%	3.8%
Income \$ 25,000 - \$34,999	2.4%	2.8%	4.2%
Income \$ 35,000 - \$49,999	6.0%	6.9%	9.1%
Income \$ 50,000 - \$74,999	20.2%	19.7%	20.1%
Income \$ 75,000 - \$99,999	20.3%	19.3%	17.7%
Income \$100,000 - \$124,999	16.5%	15.6%	14.2%
Income \$125,000 - \$149,999	12.5%	12.0%	9.9%
Income \$150,000 +	16.3%	16.6%	15.8%
Average Household Income	\$116,797	\$114,456	\$108,650
Median Household Income	\$94,285	\$92,502	\$85,590
Per Capita Income	\$36,365	\$40,085	\$39,515

#### Vehicles Available

0 Vehicles Available	0.8%	0.7%	1.5%
1 Vehicle Available	15.1%	16.7%	19.1%
2+ Vehicles Available	84.0%	82.4%	79.2%
Average Vehicles Per Household	2.52	2.43	2.32
Total Vehicles Available	123	13,878	27,335

#### 2000 Census Demographics:

Total Population	133	5,538	15,704
Total Households	41	1,998	5,727
Female Population	65	2,767	7,878
% Female	49.2%	49.9%	50.1%
Male Population	67	2,772	7,826
% Male	50.7%	50.0%	49.8%

#### Employed Civilian Population 16+

Total	75	3,032	8,646
% White Collar	26.1%	30.1%	31.9%
% Blue Collar	73.8%	69.8%	68.0%

#### Age:

Age 0 - 4	5.6%	8.9%	8.6%
Age 5 - 14	12.4%	15.1%	15.0%
Age 15 - 19	4.8%	5.9%	6.6%
Age 20 - 24	4.9%	3.7%	4.2%
Age 25 - 34	7.8%	14.7%	16.1%
Age 35 - 44	20.9%	22.5%	21.6%
Age 45 - 54	21.1%	15.4%	14.3%
Age 55 - 64	14.0%	7.6%	6.9%
Age 65 - 74	6.0%	3.6%	3.9%
Age 75 - 84	1.8%	1.2%	1.6%
Age 85 +	0.1%	0.7%	0.5%
Median Age	40.7	35.6	34.6

**Housing Units**

Total Housing Units	41	2,069	5,940
Owner Occupied Housing Units	95.9%	84.8%	79.2%
Renter Occupied Housing Units	4.0%	11.7%	17.1%
Vacant Housing Units	0.0%	3.4%	3.5%

**Race and Ethnicity**

American Indian, Eskimo, Aleut	0.0%	0.7%	1.5%
Asian	0.9%	1.8%	2.7%
Hawaiian or other Pacific Islander	0.0%	0.0%	0.0%
Black	0.0%	0.3%	0.2%
White	96.1%	91.0%	87.2%
Other	0.8%	3.9%	6.0%
Two or More Races	2.1%	1.9%	2.1%
Hispanic Ethnicity	7.2%	10.5%	13.5%
Not of Hispanic Ethnicity	92.7%	89.4%	86.4%

**Marital Status:**

Age 15 + Population	109	4,202	11,970
Divorced	11.1%	10.4%	10.6%
Never Married	17.1%	19.0%	21.8%
Now Married	70.0%	65.8%	61.7%
Separated	0.7%	1.3%	2.4%
Widowed	2.5%	3.0%	3.1%

**Educational Attainment:**

Total Population Age 25+	97	3,646	10,210
Grade K - 8	1.0%	2.8%	2.4%
Grade 9 - 11, No diploma	4.5%	3.7%	4.8%
High School Graduate	21.4%	19.9%	21.0%
Associates Degree	7.8%	8.3%	7.1%
Bachelor's Degree	23.6%	27.3%	27.7%
Graduate Degree	14.1%	13.7%	13.6%
Some College, No Degree	27.2%	23.6%	22.5%
No Schooling Completed	0.0%	0.4%	0.5%
Public School Enrollment	90.3%	83.8%	82.9%
Private School Enrollment	9.6%	16.1%	17.0%

**Household Income:**

Income \$ 0 - \$9,999	3.6%	2.6%	3.7%
Income \$ 10,000 - \$14,999	1.1%	2.7%	2.7%
Income \$ 15,000 - \$24,999	6.2%	5.4%	6.1%
Income \$ 25,000 - \$34,999	4.0%	7.8%	8.9%
Income \$ 35,000 - \$49,999	8.1%	11.3%	11.1%
Income \$ 50,000 - \$74,999	23.8%	23.9%	26.2%
Income \$ 75,000 - \$99,999	25.3%	20.6%	18.5%

	1 Mile: Erie Parkway & County Road 5	3 Miles: Erie Parkway & County Road 5	5 Miles: Erie Parkway & County Road 5
Income \$100,000 - \$124,999	9.8%	10.3%	9.6%
Income \$125,000 - \$149,999	9.1%	5.0%	3.7%
Income \$150,000 - \$199,999	4.0%	4.1%	4.2%
Income \$200,000 or More	8.9%	4.9%	4.0%
Average Household Income	\$95,120	\$80,095	\$76,500
Median Household Income	\$79,942	\$70,501	\$65,701
Per Capita Income	\$29,201	\$28,897	\$27,897

#### Vehicles Available

0 Vehicles Available	0.0%	1.2%	2.6%
1 Vehicle Available	6.7%	15.8%	22.0%
2 Vehicles Available	33.2%	43.6%	42.9%
3+ Vehicles Available	60.0%	39.2%	32.3%
Average Vehicles Per Household	2.79	2.29	2.10
Total Vehicles Available	116	4,785	12,554

#### Population Trend

2000	133	5,538	15,704
2010	156	16,306	32,353
Change 2000 to 2010	17.6%	194.4%	106.0%
2015A	176	18,263	37,943
2020	190	22,224	44,445
Change 2015A to 2020	8.1%	21.6%	17.1%

#### Household Trend

2000	41	1,998	5,727
2010	49	5,710	11,766
Change 2000 to 2010	34.2%	220.0%	142.1%
2015A	55	6,395	13,867
2020	59	7,770	16,247
Change 2015A to 2020	8.6%	21.5%	17.1%

#### Average Household Size Trend

2000	3.2	2.7	2.7
2010	2.6	2.8	2.7
Change 2000 to 2010	-18.5%	3.4%	0.7%
2015A	2.6	2.8	2.7
2020	2.6	2.8	2.7
Change 2015A to 2020	0.3%	0.1%	0.0%

#### Median Age Trend

2000	40.7	35.6	34.6
2010	46.6	36.1	37.0
2015A	48.8	37.4	38.4
2020	50.0	38.1	39.1

### Housing Units Trend

#### Total Housing Units

Change 2000 to 2010	25.3%	189.4%	108.5%
Change 2015A to 2020	8.4%	21.5%	17.4%

#### Owner Occupied Housing Units

Change 2000 to 2010	11.0%	185.1%	111.5%
Change 2015A to 2020	8.3%	21.7%	17.7%

#### Renter Occupied Housing Units

Change 2000 to 2010	211.7%	190.3%	77.4%
Change 2015A to 2020	10.7%	20.0%	13.8%

#### Vacant Housing Units

Change 2000 to 2010	N/A%	290.9%	190.1%
Change 2015A to 2020	-100.0%	24.1%	27.9%

### Race and Ethnicity Trend

#### American Indian, Eskimo, Aleut

Change 2000 to 2010	N/A%	50.0%	-14.5%
Change 2015A to 2020	0.0%	20.6%	14.1%

#### Asian and Native Hawaiian/Other Pacific Islander

Change 2000 to 2010	90.9%	494.1%	183.4%
Change 2015A to 2020	24.0%	43.6%	36.9%

#### Black

Change 2000 to 2010	N/A%	465.2%	433.6%
Change 2015A to 2020	0.0%	25.1%	20.4%

#### White

Change 2000 to 2010	14.0%	188.1%	108.8%
Change 2015A to 2020	7.0%	19.4%	15.1%

#### Other

Change 2000 to 2010	144.4%	115.8%	18.2%
Change 2015A to 2020	17.3%	30.8%	25.1%

#### Two or More Races

Change 2000 to 2010	62.5%	371.1%	176.8%
Change 2015A to 2020	28.8%	41.7%	37.0%

#### Hispanic Ethnicity

Change 2000 to 2010	24.3%	159.6%	80.0%
Change 2015A to 2020	20.1%	32.1%	24.8%

#### Not of Hispanic Ethnicity

Change 2000 to 2010	17.1%	198.5%	110.0%
Change 2015A to 2020	7.1%	20.5%	16.0%

\*Report counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries (businesses that operate from a residence).

# Daytime Population Comparison



**Geography:** 1 Mile: Erie Parkway and CR 5, 3 Miles: Erie Parkway and CR 5, 5 Miles: Erie Parkway and CR 5

1 Mile: Erie Parkway and CR 5    3 Miles: Erie Parkway and CR 5    5 Miles: Erie Parkway and CR 5

## 2015A Population & Household Overview

Population	176	18,263	37,943
Household Population	176	18,261	37,941
Family Population	88.3%	89.9%	88.1%
Non-family Population	11.6%	10.0%	11.8%
Group Quarters Population	0	2	2
Households	55	6,395	13,867
Family Households	82.4%	83.6%	83.2%
Non-family Households	17.5%	16.3%	16.7%

## 2015A Daytime Population

Total Daytime Population	181	9,644	21,362
Population aged 16 and under (Children)	67	4,430	7,695
Daytime Population Age 16+	114	5,214	13,667
Civilian 16+, at Workplace	33	1,792	5,695
Civilian 16+, Unemployed	1	217	767
Civilian 16+, Work at home	6	723	1,614
Homemakers Age 16+	18	1,960	3,778
Retired population Age 65+	26	1,068	3,120
Student popn: Pre-kindergarten to 8th	3	3,040	5,190
Student popn: 9th grade-12th grade	91	779	1,261
Student popn: Post-secondary students	7	576	1,238

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# Consumer Expenditure Comparison



**Geography:** 1 Mile: Erie Parkway and CR 5, 3 Miles: Erie Parkway and CR 5, 5 Miles: Erie Parkway and CR 5

	1 Mile: Erie Parkway and CR 5	3 Miles: Erie Parkway and CR 5	5 Miles: Erie Parkway and CR 5
<b>2015A Consumer Expenditures (Average Household Annual Expenditures):</b>			
Total Households	55	6,395	13,867
Median Household Income	\$97,053	\$97,481	\$91,987
Total Average Household Expenditure	\$70,262	\$69,202	\$66,344
Airline Fares	\$582	\$633	\$580
Alcoholic beverages purchased on trips	\$88	\$74	\$73
Alimony Expenditures	\$61	\$37	\$37
Alteration, Repair and Tailoring of Apparel and Accessories	\$13	\$12	\$11
Apparel and Services for Children Under 2	\$85	\$109	\$101
Apparel Laundry and Dry Cleaning not coin-operated	\$183	\$197	\$180
Audio Equipment and Sound Components	\$0	\$0	\$0
Books thru book clubs	\$6	\$4	\$4
Books not thru book clubs	\$54	\$40	\$41
Boys' active sportswear	\$4	\$5	\$4
Cash contributions to charities, church, religious, educational, political and other organizations	\$2,444	\$1,763	\$1,811
CDs, Records, Audio Tapes	\$15	\$18	\$17
Cellular Phone Service	\$1,084	\$1,089	\$1,055
Child Support Expenditures	\$133	\$123	\$112
College Tuition	\$797	\$565	\$562
Computers and Computer Hardware for nonbusiness use	\$169	\$184	\$180
Computer information services	\$318	\$311	\$308
Coolant, brake fluid, transmission fluid, and other additives	\$7	\$7	\$7
Cosmetics, perfume, bath preparations	\$215	\$241	\$230
Deodorants, feminine hygiene, miscellaneous personal care	\$40	\$47	\$44
Electricity	\$1,345	\$1,293	\$1,288
Fees for Recreational Lessons	\$241	\$404	\$340
Finance Charges Excluding Mortgage And Vehicle	\$19	\$26	\$25
Floor Coverings, Nonpermanent	\$28	\$28	\$26
Food or Board at School	\$58	\$47	\$43
Food on out-of-town trips	\$584	\$611	\$556
Funeral Expenses	\$90	\$69	\$75
Furniture	\$525	\$497	\$480
Gasoline And Motor Oil	\$2,233	\$2,528	\$2,429
Girls' Active Sportswear	\$14	\$20	\$18
Hair Care Products	\$97	\$110	\$100
Hospital Room and Services	\$195	\$273	\$250
Health Care Insurance	\$505	\$473	\$453
Health Maintenance Organization (not BCBS)	\$1,127	\$987	\$916
Housekeeping Services	\$262	\$199	\$200
Household Textiles	\$184	\$188	\$182
Intracity Bus Fares	\$15	\$13	\$13

	1 Mile: Erie Parkway and CR 5	3 Miles: Erie Parkway and CR 5	5 Miles: Erie Parkway and CR 5
Intracity Mass Transit Fares	\$42	\$42	\$41
Jewelry	\$133	\$135	\$131
Legal fees	\$142	\$184	\$174
Life and Other Personal Insurance	\$553	\$425	\$426
Maintenance and Repair Services	\$1,711	\$1,242	\$1,257
Medical equipment for general use	\$5	\$4	\$4
Men's Suits	\$50	\$43	\$41
Miscellaneous fees	\$5	\$4	\$4
Mortgage interest and charges owned dwellings	\$5,572	\$6,409	\$5,884
Mortgage interest and charges owned vacation homes	\$560	\$479	\$448
Movie, Theater, Amusement parks, and Other	\$17	\$20	\$18
Natural Gas	\$642	\$627	\$600
New Cars	\$872	\$848	\$815
New Trucks	\$1,047	\$1,139	\$1,043
New Motorcycle	\$42	\$31	\$28
Newspaper, Magazine by Subscription	\$42	\$29	\$31
Oral Hygiene Products, Articles	\$60	\$55	\$54
Other Household Products	\$559	\$597	\$575
Other Home Services	\$33	\$29	\$28
Other Tobacco Products	\$269	\$269	\$270
Personal Care Services	\$421	\$435	\$411
Pet Purchase, Supplies, Medicine	\$207	\$183	\$182
Photo Processing	\$16	\$16	\$15
Portable Heating and Cooling Equipment	\$15	\$13	\$13
Property taxes owned dwellings	\$2,037	\$1,947	\$1,878
Property taxes owned vacation homes	\$103	\$71	\$76
Rent	\$3,272	\$3,323	\$3,411
Satellite Dishes	\$1	\$2	\$1
Shaving Needs	\$36	\$40	\$36
Small Electric Kitchen Appliances	\$52	\$50	\$49
Residential Telephone/Pay Phones	\$291	\$236	\$239
Televisions	\$71	\$87	\$81
Tobacco Products and Smoking supplies	\$269	\$269	\$270
Tolls or Electronic Toll Passes	\$43	\$42	\$38
Toys, Games, Arts and Crafts, and Tricycles	\$188	\$219	\$207
Used Cars	\$836	\$1,040	\$967
Used Trucks	\$943	\$1,149	\$1,057
VCR's and Video Disc Players	\$7	\$8	\$7
Vehicle Insurance	\$1,252	\$1,297	\$1,229
Vehicle Air Conditioning Repair	\$0	\$0	\$0
Vehicle Inspection	\$14	\$15	\$14
Video Game Hardware And Software	\$95	\$152	\$128
Watches	\$34	\$46	\$43
Women's Suits	\$24	\$16	\$16

1 Mile: Erie Parkway and CR 5      3 Miles: Erie Parkway and CR 5      5 Miles: Erie Parkway and CR 5

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	1 Mile: Erie Parkway and CR 5	3 Miles: Erie Parkway and CR 5	5 Miles: Erie Parkway and CR 5
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**2020 Consumer Expenditures (Average Household Annual Expenditures):**

Total Households	59	7,770	16,247
Median Household Income	\$106,393	\$107,846	\$105,096
Total Average Household Expenditure	\$84,078	\$83,497	\$80,300
Airline Fares	\$688	\$774	\$717
Alcoholic beverages purchased on trips	\$114	\$97	\$96
Alimony Expenditures	\$88	\$57	\$55
Alteration, Repair and Tailoring of Apparel and Accessories	\$19	\$16	\$16
Apparel and Services for Children Under 2	\$116	\$149	\$138
Apparel Laundry and Dry Cleaning not coin-operated	\$253	\$276	\$253
Audio Equipment and Sound Components	\$1	\$1	\$1
Books thru book clubs	\$3	\$2	\$2
Books not thru book clubs	\$30	\$23	\$24
Boys' active sportswear	\$5	\$7	\$6
Cash contributions to charities, church, religious, educational, political and other organizations	\$3,616	\$2,671	\$2,738
CDs, Records, Audio Tapes	\$19	\$24	\$22
Cellular Phone Service	\$1,289	\$1,289	\$1,254
Child Support Expenditures	\$181	\$171	\$156
College Tuition	\$948	\$683	\$673
Computers and Computer Hardware for nonbusiness use	\$214	\$235	\$232
Computer information services	\$360	\$355	\$351
Coolant, brake fluid, transmission fluid, and other additives	\$7	\$8	\$8
Cosmetics, perfume, bath preparations	\$258	\$292	\$280
Deodorants, feminine hygiene, miscellaneous personal care	\$47	\$56	\$53
Electricity	\$1,517	\$1,465	\$1,462
Fees for Recreational Lessons	\$261	\$469	\$398
Finance Charges Excluding Mortgage And Vehicle	\$21	\$29	\$27
Floor Coverings, Nonpermanent	\$34	\$33	\$32
Food or Board at School	\$74	\$61	\$57
Food on out-of-town trips	\$737	\$798	\$729
Funeral Expenses	\$107	\$86	\$93
Furniture	\$626	\$604	\$586
Gasoline And Motor Oil	\$2,636	\$3,032	\$2,941
Girls' Active Sportswear	\$20	\$28	\$25
Hair Care Products	\$116	\$133	\$122
Hospital Room and Services	\$187	\$267	\$248
Health Care Insurance	\$538	\$505	\$485
Health Maintenance Organization (not BCBS)	\$1,199	\$1,079	\$1,004
Housekeeping Services	\$317	\$249	\$251
Household Textiles	\$220	\$232	\$224
Intracity Bus Fares	\$17	\$16	\$16
Intracity Mass Transit Fares	\$45	\$45	\$44
Jewelry	\$194	\$195	\$191

	1 Mile: Erie Parkway and CR 5	3 Miles: Erie Parkway and CR 5	5 Miles: Erie Parkway and CR 5
Legal fees	\$168	\$215	\$206
Life and Other Personal Insurance	\$670	\$536	\$539
Maintenance and Repair Services	\$1,711	\$1,242	\$1,257
Medical equipment for general use	\$5	\$4	\$4
Men's Suits	\$74	\$64	\$60
Miscellaneous fees	\$6	\$5	\$5
Mortgage interest and charges owned dwellings	\$6,404	\$7,517	\$6,924
Mortgage interest and charges owned vacation homes	\$628	\$552	\$513
Movie, Theater, Amusement parks, and Other	\$20	\$23	\$21
Natural Gas	\$719	\$705	\$675
New Cars	\$1,032	\$1,015	\$985
New Trucks	\$1,262	\$1,362	\$1,261
New Motorcycle	\$53	\$40	\$37
Newspaper, Magazine by Subscription	\$23	\$17	\$18
Oral Hygiene Products, Articles	\$77	\$73	\$72
Other Household Products	\$670	\$726	\$707
Other Home Services	\$38	\$35	\$34
Other Tobacco Products	\$258	\$262	\$263
Personal Care Services	\$525	\$545	\$521
Pet Purchase, Supplies, Medicine	\$270	\$240	\$237
Photo Processing	\$19	\$19	\$19
Portable Heating and Cooling Equipment	\$19	\$17	\$17
Property taxes owned dwellings	\$2,421	\$2,345	\$2,263
Property taxes owned vacation homes	\$115	\$81	\$86
Rent	\$4,119	\$3,990	\$4,086
Satellite Dishes	\$1	\$2	\$2
Shaving Needs	\$44	\$49	\$45
Small Electric Kitchen Appliances	\$63	\$61	\$60
Residential Telephone/Pay Phones	\$356	\$296	\$301
Televisions	\$102	\$126	\$119
Tobacco Products and Smoking supplies	\$258	\$262	\$263
Tolls or Electronic Toll Passes	\$47	\$48	\$45
Toys, Games, Arts and Crafts, and Tricycles	\$259	\$302	\$288
Used Cars	\$1,023	\$1,261	\$1,182
Used Trucks	\$1,113	\$1,374	\$1,276
VCR's and Video Disc Players	\$10	\$10	\$10
Vehicle Insurance	\$1,394	\$1,511	\$1,443
Vehicle Air Conditioning Repair	\$0	\$0	\$0
Vehicle Inspection	\$16	\$17	\$17
Video Game Hardware And Software	\$108	\$186	\$160
Watches	\$46	\$61	\$59
Women's Suits	\$36	\$24	\$24

*Not all Consumer Expenditure Categories are listed and will therefore NOT add up to Total Household Expenditure*

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# Retail Sales Potential Comparison



**Geography:** 1 Mile: Erie Parkway and CR 5, 3 Miles: Erie Parkway and CR 5, 5 Miles: Erie Parkway and CR 5

1 Mile: Erie Parkway and CR 5

3 Miles: Erie Parkway and CR 5

5 Miles: Erie Parkway and CR 5

## Average Annual Household Dollars 2015A

	1 Mile: Erie Parkway and CR 5	3 Miles: Erie Parkway and CR 5	5 Miles: Erie Parkway and CR 5
Automotive Dealers	\$3,815	\$4,272	\$3,975
Automotive Parts, Accessories, & Tire Stores	\$245	\$241	\$233
Beer, Wine, & Liquor Stores	\$196	\$191	\$186
Book Stores	\$97	\$83	\$81
Childrens and Infants Clothing Stores	\$48	\$59	\$54
Clothing Accessories Stores	\$40	\$35	\$33
Convenience Stores	\$139	\$139	\$135
Cosmetics, Beauty Supplies and Perfume Stores	\$35	\$33	\$32
Department Stores excluding leased depts	\$1,325	\$1,277	\$1,214
Drinking Place - Alcoholic Beverages	\$130	\$118	\$114
Family Clothing Stores	\$657	\$570	\$544
Florists	\$36	\$30	\$31
Full-service Restaurants	\$2,122	\$1,915	\$1,835
Furniture Stores	\$27	\$28	\$26
Gasoline Stations	\$2,642	\$2,914	\$2,809
Gift, Novelty, and Souvenir Stores	\$92	\$90	\$86
Hardware Stores	\$63	\$54	\$54
Hobby, Toys and Games Stores	\$75	\$84	\$78
Home Centers	\$643	\$511	\$514
Home Furnishing Stores	\$164	\$159	\$155
Household Appliances Stores	\$132	\$125	\$120
Jewelry Stores	\$95	\$103	\$99
Limited-service Eating Places	\$2,205	\$1,989	\$1,905
Luggage & Leather Goods Stores	\$12	\$11	\$11
Mens Clothing Stores	\$68	\$59	\$56
Musical Instrument and Supplies Stores	\$12	\$15	\$13
News Dealers and Newsstands	\$6	\$6	\$6
Nonstore retailers	\$1,287	\$1,229	\$1,192
Nursery and Garden centers	\$196	\$171	\$171
Office Supplies and Stationery Stores	\$106	\$104	\$101
Optical Goods Stores	\$65	\$66	\$62
Other Building Materials Dealers	\$584	\$423	\$431

Other Clothing Stores	\$88	\$72	\$69
Other General Merchandise Stores	\$2,301	\$2,414	\$2,309
Other Health and Personal Care Stores	\$47	\$45	\$44
Other Miscellaneous Store Retailers	\$376	\$399	\$378
Other Motor Vehicle Dealers	\$452	\$423	\$405
Outdoor Power Equipment Stores	\$33	\$27	\$28
Paint and Wallpaper Stores	\$57	\$44	\$43
Pharmacies and Drug Stores	\$739	\$709	\$691
Radio, Television and Other Electronics Stores	\$236	\$251	\$239
Sew/Needlework/Piece Goods Stores	\$8	\$8	\$8
Shoe Stores	\$289	\$280	\$259
Special Foodservices	\$22	\$20	\$20
Specialty Food Stores	\$131	\$136	\$132
Sporting Goods Stores	\$271	\$235	\$227
Supermarkets and Other Grocery (except Convenience) Stores	\$3,391	\$3,506	\$3,401
Used Merchandise Stores	\$50	\$47	\$45
Womens Clothing Stores	\$329	\$268	\$258
<b>Total Avg Annual Retail Sales</b>	<b>\$32,813</b>	<b>\$32,483</b>	<b>\$31,118</b>

#### **Aggregate Household Dollars 2015A**

Automotive Dealers	\$208,363	\$27,322,716	\$55,125,859
Automotive Parts, Accessories, & Tire Stores	\$13,399	\$1,545,764	\$3,240,188
Beer, Wine, & Liquor Stores	\$10,728	\$1,227,328	\$2,589,087
Book Stores	\$5,334	\$532,538	\$1,123,552
Childrens and Infants Clothing Stores	\$2,641	\$380,678	\$752,150
Clothing Accessories Stores	\$2,229	\$225,150	\$468,981
Convenience Stores	\$7,609	\$889,445	\$1,878,362
Cosmetics, Beauty Supplies and Perfume Stores	\$1,955	\$215,466	\$456,799
Department Stores excluding leased depts	\$72,413	\$8,170,685	\$16,846,636
Drinking Place - Alcoholic Beverages	\$7,116	\$759,562	\$1,584,819
Family Clothing Stores	\$35,929	\$3,646,531	\$7,553,310
Florists	\$2,015	\$197,623	\$435,724
Full-service Restaurants	\$115,896	\$12,249,704	\$25,452,935
Furniture Stores	\$1,494	\$180,389	\$373,070
Gasoline Stations	\$144,316	\$18,636,340	\$38,961,464
Gift, Novelty, and Souvenir Stores	\$5,038	\$580,998	\$1,205,030
Hardware Stores	\$3,469	\$348,972	\$754,947
Hobby, Toys and Games Stores	\$4,127	\$538,489	\$1,089,280

Home Centers	\$35,128	\$3,269,174	\$7,128,839
Home Furnishing Stores	\$9,002	\$1,022,704	\$2,152,719
Household Appliances Stores	\$7,225	\$804,466	\$1,670,221
Jewelry Stores	\$5,243	\$659,775	\$1,379,704
Limited-service Eating Places	\$120,481	\$12,722,436	\$26,422,168
Luggage & Leather Goods Stores	\$667	\$75,526	\$157,094
Mens Clothing Stores	\$3,734	\$378,672	\$782,368
Musical Instrument and Supplies Stores	\$674	\$96,806	\$192,270
News Dealers and Newsstands	\$364	\$41,375	\$86,429
Nonstore retailers	\$70,328	\$7,859,940	\$16,533,596
Nursery and Garden centers	\$10,715	\$1,094,263	\$2,383,497
Office Supplies and Stationery Stores	\$5,827	\$670,026	\$1,401,609
Optical Goods Stores	\$3,551	\$422,827	\$868,040
Other Building Materials Dealers	\$31,924	\$2,706,853	\$5,987,353
Other Clothing Stores	\$4,856	\$464,195	\$970,384
Other General Merchandise Stores	\$125,712	\$15,442,566	\$32,032,100
Other Health and Personal Care Stores	\$2,614	\$291,964	\$617,804
Other Miscellaneous Store Retailers	\$20,548	\$2,552,164	\$5,247,833
Other Motor Vehicle Dealers	\$24,725	\$2,710,523	\$5,624,897
Outdoor Power Equipment Stores	\$1,840	\$177,549	\$393,399
Paint and Wallpaper Stores	\$3,121	\$281,879	\$604,178
Pharmacies and Drug Stores	\$40,363	\$4,535,612	\$9,589,731
Radio, Television and Other Electronics Stores	\$12,906	\$1,605,191	\$3,319,812
Sew/Needlework/Piece Goods Stores	\$472	\$54,398	\$113,569
Shoe Stores	\$15,792	\$1,792,085	\$3,600,721
Special Foodservices	\$1,249	\$133,251	\$277,480
Specialty Food Stores	\$7,193	\$874,146	\$1,840,309
Sporting Goods Stores	\$14,839	\$1,508,522	\$3,161,202
Supermarkets and Other Grocery (except Convenience) Stores	\$185,251	\$22,421,583	\$47,174,864
Used Merchandise Stores	\$2,776	\$304,245	\$630,888
Womens Clothing Stores	\$18,004	\$1,713,896	\$3,584,285
<b>Total Aggregate Annual Retail Sales</b>	<b>\$1,792,118</b>	<b>\$207,726,005</b>	<b>\$431,527,424</b>

# Mosaic Population Comparison



**Geography:** 1 Mile: Erie Parkway and CR 5, 3 Miles: Erie Parkway and CR 5, 5 Miles: Erie Parkway and CR 5

	1 Mile: Erie Parkway and CR 5		3 Miles: Erie Parkway and CR 5		5 Miles: Erie Parkway and CR 5	
	2015 Pop Count	%	2015 Pop Count	%	2015 Pop Count	%
<b>Group A: Power Elite</b>						
A01 American Royalty	0	0.0%	0	0.0%	68	0.1%
A02 Platinum Prosperity	0	0.0%	0	0.0%	0	0.0%
A03 Kids and Cabernet	0	0.0%	0	0.0%	86	0.2%
A04 Picture Perfect Families	0	0.0%	0	0.0%	0	0.0%
A05 Couples with Clout	0	0.0%	0	0.0%	0	0.0%
A06 Jet Set Urbanites	0	0.0%	0	0.0%	0	0.0%
<b>Group B: Flourishing Families</b>						
B07 Generational Soup	0	0.0%	5,441	29.7%	8,476	22.3%
B08 Babies and Bliss	0	0.0%	3,527	19.3%	5,999	15.8%
B09 Family Fun-tastic	0	0.0%	0	0.0%	0	0.0%
B10 Cosmopolitan Achievers	0	0.0%	0	0.0%	0	0.0%
<b>Group C: Booming with Confidence</b>						
C11 Aging of Aquarius	176	100.0%	1,395	7.6%	5,468	14.4%
C12 Golf Carts and Gourmets	0	0.0%	0	0.0%	1,697	4.4%
C13 Silver Sophisticates	0	0.0%	0	0.0%	471	1.2%
C14 Boomers and Boomerangs	0	0.0%	0	0.0%	0	0.0%
<b>Group D: Suburban Style</b>						
D15 Sports Utility Families	0	0.0%	0	0.0%	0	0.0%
D16 Settled in Suburbia	0	0.0%	0	0.0%	0	0.0%
D17 Cul de Sac Diversity	0	0.0%	0	0.0%	0	0.0%
D18 Suburban Attainment	0	0.0%	0	0.0%	0	0.0%
<b>Group E: Thriving Boomers</b>						
E19 Full Pockets, Empty Nests	0	0.0%	0	0.0%	0	0.0%
E20 No Place Like Home	0	0.0%	0	0.0%	800	2.1%
E21 Unspoiled Splendor	0	0.0%	0	0.0%	39	0.1%
<b>Group F: Promising Families</b>						
F22 Fast Track Couples	0	0.0%	5,573	30.5%	8,857	23.3%
F23 Families Matter Most	0	0.0%	0	0.0%	0	0.0%
<b>Group G: Young, City Solos</b>						
G24 Status Seeking Singles	0	0.0%	0	0.0%	805	2.1%
G25 Urban Edge	0	0.0%	0	0.0%	0	0.0%
<b>Group H: Middle-class Melting Pot</b>						
H26 Progressive Potpourri	0	0.0%	0	0.0%	0	0.0%

	1 Mile: Erie Parkway and CR 5		3 Miles: Erie Parkway and CR 5		5 Miles: Erie Parkway and CR 5	
H27 Birkenstocks and Beemers	0	0.0%	0	0.0%	70	0.1%
H28 Everyday Moderates	0	0.0%	0	0.0%	0	0.0%
H29 Destination Recreation	0	0.0%	0	0.0%	0	0.0%
<b>Group I: Family Union</b>						
I30 Stockcars and State Parks	0	0.0%	0	0.0%	0	0.0%
I31 Blue Collar Comfort	0	0.0%	0	0.0%	0	0.0%
I32 Steadfast Conventionalists	0	0.0%	0	0.0%	0	0.0%
I33 Balance and Harmony	0	0.0%	0	0.0%	0	0.0%
<b>Group J: Autumn Years</b>						
J34 Aging in Place	0	0.0%	0	0.0%	0	0.0%
J35 Rural Escape	0	0.0%	0	0.0%	0	0.0%
J36 Settled and Sensible	0	0.0%	0	0.0%	0	0.0%
<b>Group K: Significant Singles</b>						
K37 Wired for Success	0	0.0%	910	4.9%	1,139	3.0%
K38 Gotham Blend	0	0.0%	0	0.0%	0	0.0%
K39 Metro Fusion	0	0.0%	0	0.0%	0	0.0%
K40 Bohemian Groove	0	0.0%	0	0.0%	0	0.0%
<b>Group L: Blue Sky Boomers</b>						
L41 Booming and Consuming	0	0.0%	0	0.0%	0	0.0%
L42 Rooted Flower Power	0	0.0%	1,416	7.7%	2,358	6.2%
L43 Homemade Happiness	0	0.0%	0	0.0%	0	0.0%
<b>Group M: Families in Motion</b>						
M44 Red, White and Bluegrass	0	0.0%	0	0.0%	0	0.0%
M45 Diapers and Debit Cards	0	0.0%	0	0.0%	0	0.0%
<b>Group N: Pastoral Pride</b>						
N46 True Grit Americans	0	0.0%	0	0.0%	0	0.0%
N47 Countrified Pragmatics	0	0.0%	0	0.0%	0	0.0%
N48 Rural Southern Bliss	0	0.0%	0	0.0%	0	0.0%
N49 Touch of Tradition	0	0.0%	0	0.0%	0	0.0%
<b>Group O: Singles and Starters</b>						
O50 Full Steam Ahead	0	0.0%	0	0.0%	0	0.0%
O51 Digital Dependents	0	0.0%	0	0.0%	0	0.0%
O52 Urban Ambition	0	0.0%	0	0.0%	0	0.0%
O53 Colleges and Cafes	0	0.0%	0	0.0%	0	0.0%
O54 Striving Single Scene	0	0.0%	0	0.0%	0	0.0%
O55 Family Troopers	0	0.0%	0	0.0%	0	0.0%
<b>Group P: Cultural Connections</b>						
P56 Mid-scale Medley	0	0.0%	0	0.0%	0	0.0%

	1 Mile: Erie Parkway and CR 5		3 Miles: Erie Parkway and CR 5		5 Miles: Erie Parkway and CR 5	
P57 Modest Metro Means	0	0.0%	0	0.0%	0	0.0%
P58 Heritage Heights	0	0.0%	0	0.0%	0	0.0%
P59 Expanding Horizons	0	0.0%	0	0.0%	0	0.0%
P60 Striving Forward	0	0.0%	0	0.0%	0	0.0%
P61 Humble Beginnings	0	0.0%	0	0.0%	0	0.0%
<b>Group Q: Golden Year Guardians</b>						
Q62 Reaping Rewards	0	0.0%	0	0.0%	0	0.0%
Q63 Footloose and Family Tree	0	0.0%	0	0.0%	0	0.0%
Q64 Town Elders	0	0.0%	0	0.0%	0	0.0%
Q65 Senior Discounts	0	0.0%	0	0.0%	0	0.0%
<b>Group R: Aspirational Fusion</b>						
R66 Dare to Dream	0	0.0%	0	0.0%	0	0.0%
R67 Hope for Tomorrow	0	0.0%	0	0.0%	0	0.0%
<b>Group S: Economic Challenges</b>						
S68 Small Town Shallow Pockets	0	0.0%	0	0.0%	1,610	4.2%
S69 Urban Survivors	0	0.0%	0	0.0%	0	0.0%
S70 Tight Money	0	0.0%	0	0.0%	0	0.0%
S71 Tough Times	0	0.0%	0	0.0%	0	0.0%
U00 Unclassified	0	0.0%	0	0.0%	0	0.0%
<b>Total Population</b>	176	100.0%	18,263	100.0%	37,943	100.0%