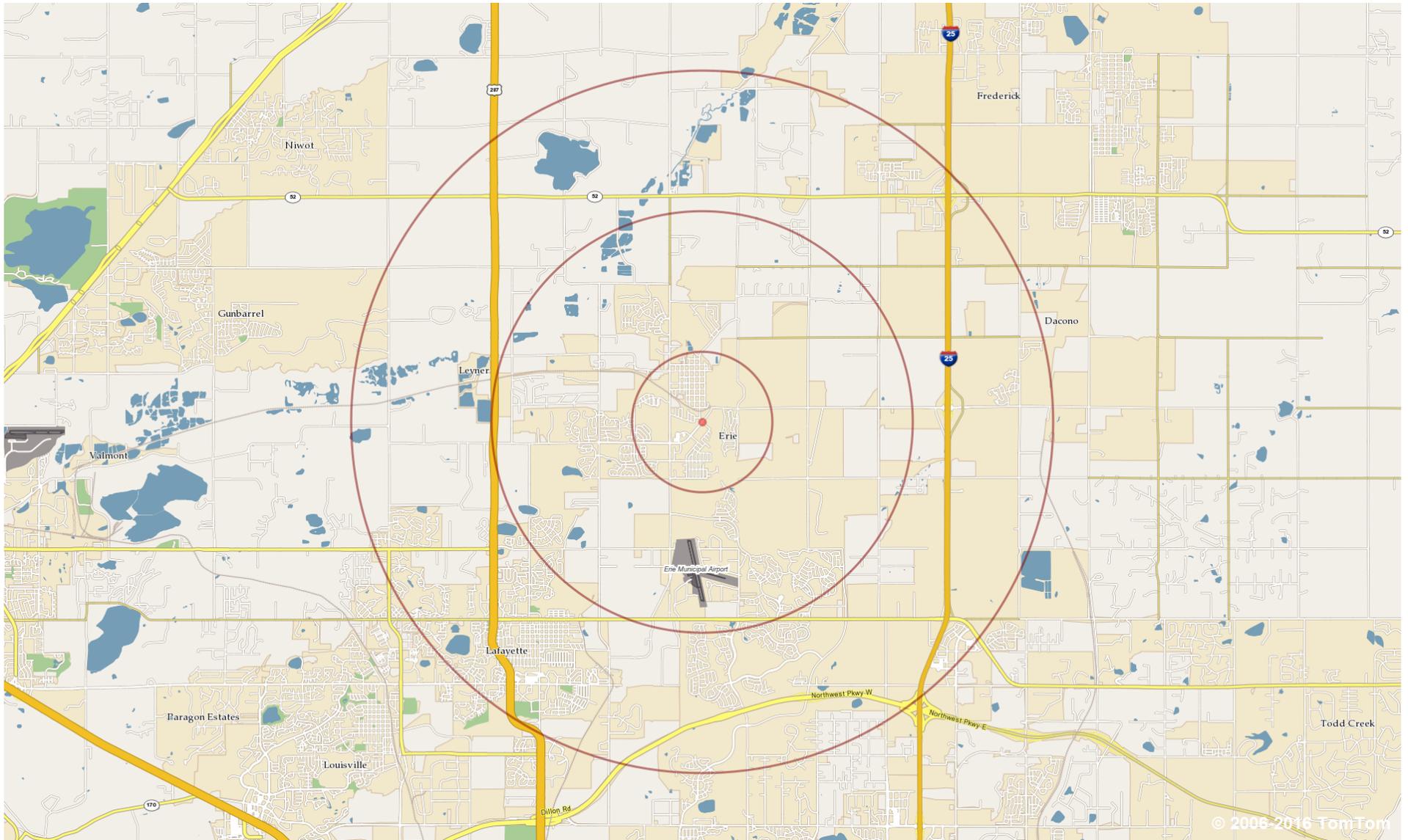


# Erie Parkway & Briggs Street 1, 3 5, Miles



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# Demographic Detail Comparison



**Geography:** 1 Mile: Erie Parkway & Briggs Street, 3 Miles: Erie Parkway & Briggs Street, 5 Miles: Erie Parkway & Briggs Street

	1 Mile: Erie Parkway & Briggs Street	3 Miles: Erie Parkway & Briggs Street	5 Miles: Erie Parkway & Briggs Street
<b>2015A Demographics:</b>			
Employees	844	3,564	13,823
Establishments*	192	814	2,266
Total Population	4,965	21,941	51,778
Total Households	1,796	7,735	19,365
Female Population	2,469	10,973	26,250
% Female	49.7%	50.0%	50.7%
Male Population	2,496	10,968	25,528
% Male	50.2%	49.9%	49.2%
Population Density (per Sq. Mi.)	1,576.81	774.25	657.76
<b>Employed Civilian Population 16+</b>			
Total	2,487	10,744	27,487
White Collar	74.6%	80.9%	73.3%
Blue Collar	25.3%	19.0%	26.6%
<b>Seasonal Population by Quarter:</b>			
Q4 2011	18	104	254
Q1 2012	18	102	252
Q2 2012	18	91	234
Q3 2012	17	85	224
Q4 2012	18	74	203
Q1 2013	18	71	192
Q2 2013	18	75	186
Q3 2013	18	75	176
Q4 2013	18	75	169
<b>Age:</b>			
Age 0 - 4	7.5%	7.8%	7.1%
Age 5 - 14	15.9%	17.4%	15.3%
Age 15 - 19	5.5%	5.6%	5.5%
Age 20 - 24	3.8%	3.4%	4.3%
Age 25 - 34	12.2%	10.4%	11.6%
Age 35 - 44	17.9%	18.6%	16.5%
Age 45 - 54	15.7%	15.9%	15.2%
Age 55 - 64	12.9%	12.0%	13.0%
Age 65 - 74	5.7%	6.0%	7.3%
Age 75 - 84	2.0%	2.0%	2.7%
Age 85 +	0.4%	0.3%	0.9%
Median Age	37.8	38.0	38.8
<b>Housing Units</b>			
Total Housing Units	1,823	7,849	19,779

	1 Mile: Erie Parkway & Briggs Street	3 Miles: Erie Parkway & Briggs Street	5 Miles: Erie Parkway & Briggs Street
Occupied Housing Units	98.5%	98.5%	97.9%
Vacant Housing Units	1.4%	1.4%	2.1%
<b>Housing Units by Tenure</b>			
Owner Occupied Housing Units	1,796	7,735	19,365
Owner Occupied free and clear	10.6%	10.6%	15.1%
Owner Occupied with a mortgage or loan	72.0%	76.3%	64.1%
Renter Occupied Housing Units	17.3%	13.0%	20.6%
<b>Race and Ethnicity</b>			
American Indian, Eskimo, Aleut	0.5%	0.4%	0.7%
Asian	4.0%	4.4%	4.0%
Black	0.8%	0.7%	1.0%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	85.4%	88.3%	86.7%
Other	4.9%	2.6%	4.2%
Multi-Race	4.0%	3.4%	3.3%
Hispanic Ethnicity	11.4%	8.9%	14.3%
Not of Hispanic Ethnicity	88.5%	91.0%	85.6%
<b>Race of Hispanics</b>			
Hispanics	570	1,961	7,405
American Indian	1.7%	1.5%	2.1%
Asian	0.1%	0.1%	0.2%
Black	0.3%	0.4%	0.7%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	43.1%	60.0%	60.7%
Other	42.5%	27.5%	28.5%
Multi-Race	12.1%	10.3%	7.5%
<b>Race of Non Hispanics</b>			
Non Hispanics	4,395	19,980	44,373
American Indian	0.3%	0.3%	0.4%
Asian	4.6%	4.9%	4.6%
Black	0.9%	0.7%	1.0%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	90.8%	91.0%	91.0%
Other	0.0%	0.1%	0.1%
Multi-Race	3.0%	2.7%	2.6%
<b>Marital Status:</b>			
Age 15 + Population	3,798	16,391	40,126
Divorced	8.7%	8.0%	10.3%
Never Married	26.3%	22.8%	24.6%
Now Married	62.8%	66.9%	61.4%
Now Married - Separated	0.6%	0.7%	0.9%
Widowed	2.0%	2.1%	3.5%

	1 Mile: Erie Parkway & Briggs Street	3 Miles: Erie Parkway & Briggs Street	5 Miles: Erie Parkway & Briggs Street
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**Educational Attainment:**

Total Population Age 25+	3,335	14,389	34,996
Grade K - 8	0.7%	0.5%	1.8%
Grade 9 - 12	3.0%	2.3%	3.5%
High School Graduate	20.9%	15.4%	16.6%
Associates Degree	8.7%	9.0%	7.5%
Bachelor's Degree	27.2%	31.5%	30.5%
Graduate Degree	15.6%	18.8%	18.5%
Some College, No Degree	23.2%	21.9%	20.8%
No Schooling Completed	0.2%	0.3%	0.4%

**Household Income:**

Income \$ 0 - \$9,999	4.8%	2.0%	3.7%
Income \$ 10,000 - \$14,999	1.2%	1.0%	1.8%
Income \$ 15,000 - \$24,999	3.7%	2.5%	4.8%
Income \$ 25,000 - \$34,999	3.5%	2.6%	4.9%
Income \$ 35,000 - \$49,999	5.5%	5.0%	9.0%
Income \$ 50,000 - \$74,999	21.7%	17.3%	17.6%
Income \$ 75,000 - \$99,999	17.3%	19.6%	17.0%
Income \$100,000 - \$124,999	14.1%	15.5%	12.6%
Income \$125,000 - \$149,999	10.0%	12.5%	9.0%
Income \$150,000 +	17.7%	21.5%	19.1%

Average Household Income	\$107,444	\$122,545	\$111,107
Median Household Income	\$87,455	\$99,520	\$86,072
Per Capita Income	\$38,871	\$43,203	\$41,575

**Vehicles Available**

0 Vehicles Available	0.7%	0.9%	2.3%
1 Vehicle Available	18.5%	17.3%	22.6%
2+ Vehicles Available	80.6%	81.7%	74.9%
Average Vehicles Per Household	2.38	2.36	2.19
Total Vehicles Available	4,281	18,268	42,566

**2020 Demographics:**

Total Population	5,789	26,454	58,200
Total Households	2,082	9,328	21,790
Female Population	2,845	13,186	29,431
% Female	49.1%	49.8%	50.5%
Male Population	2,944	13,269	28,768
% Male	50.8%	50.1%	49.4%
Population Density (per Sq. Mi.)	1,404.00	695.97	569.30

**Employed Civilian Population 16+**

	1 Mile: Erie Parkway & Briggs Street	3 Miles: Erie Parkway & Briggs Street	5 Miles: Erie Parkway & Briggs Street
Total	2,954	13,317	31,809
% White Collar	75.7%	81.2%	74.3%
% Blue Collar	24.2%	18.7%	25.6%
<b>Age:</b>			
Age 0 - 4	7.2%	7.4%	6.7%
Age 5 - 14	15.6%	17.0%	15.0%
Age 15 - 19	5.4%	5.8%	5.5%
Age 20 - 24	4.1%	4.0%	4.4%
Age 25 - 34	11.2%	9.4%	10.9%
Age 35 - 44	17.2%	17.4%	15.9%
Age 45 - 54	14.4%	15.0%	14.1%
Age 55 - 64	13.6%	12.6%	13.6%
Age 65 - 74	7.9%	7.8%	9.2%
Age 75 - 84	2.5%	2.5%	3.2%
Age 85 +	0.5%	0.5%	0.9%
Median Age	38.7	38.7	39.5
<b>Housing Units Trend</b>			
Total Housing Units	2,108	9,472	22,304
Owner Occupied Housing Units	98.7%	98.4%	97.6%
Renter Occupied Housing Units	16.1%	12.9%	19.9%
Vacant Housing Units	1.2%	1.5%	2.3%
<b>Race and Ethnicity</b>			
American Indian, Eskimo, Aleut	0.4%	0.4%	0.6%
Asian	4.9%	5.2%	4.6%
Black	0.9%	0.7%	1.0%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	83.7%	86.6%	85.4%
Other	5.1%	2.8%	4.3%
Multi-Race	4.6%	4.0%	3.8%
Hispanic Ethnicity	12.1%	9.7%	14.7%
Not of Hispanic Ethnicity	87.8%	90.2%	85.2%
<b>Race of Hispanics</b>			
Hispanics	703	2,588	8,612
American Indian	1.5%	1.4%	2.0%
Asian	0.1%	0.0%	0.2%
Black	0.3%	0.4%	0.6%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	43.3%	59.7%	60.4%
Other	41.8%	27.2%	28.4%
Multi-Race	12.8%	10.9%	8.1%
<b>Race of Non Hispanics</b>			
Non Hispanics	5,086	23,866	49,587

	1 Mile: Erie Parkway & Briggs Street	3 Miles: Erie Parkway & Briggs Street	5 Miles: Erie Parkway & Briggs Street
American Indian	0.3%	0.3%	0.4%
Asian	5.6%	5.8%	5.3%
Black	1.0%	0.8%	1.0%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	89.3%	89.5%	89.7%
Other	0.1%	0.1%	0.1%
Multi-Race	3.5%	3.2%	3.1%
<b>Marital Status:</b>			
Age 15 + Population	4,466	19,974	45,469
Divorced	8.4%	8.0%	10.1%
Never Married	25.7%	23.0%	24.5%
Now Married	63.7%	66.7%	61.7%
Now Married - Separated	0.7%	0.7%	0.9%
Widowed	2.0%	2.1%	3.5%
<b>Educational Attainment:</b>			
Total Population Age 25+	3,914	17,361	39,630
Grade K - 9	0.6%	0.4%	1.6%
Grade 9 - 12	2.9%	2.3%	3.4%
High School Graduate	19.9%	15.0%	16.2%
Associates Degree	8.6%	8.9%	7.5%
Bachelor's Degree	27.7%	31.7%	30.8%
Graduate Degree	16.3%	19.2%	18.9%
Some College, No Degree	23.3%	21.9%	20.7%
No Schooling Completed	0.3%	0.3%	0.5%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	3.0%	1.2%	2.6%
Income \$ 10,000 - \$14,999	1.3%	0.9%	1.7%
Income \$ 15,000 - \$24,999	2.8%	1.9%	3.9%
Income \$ 25,000 - \$34,999	2.8%	2.1%	4.1%
Income \$ 35,000 - \$49,999	4.5%	4.0%	7.5%
Income \$ 50,000 - \$74,999	16.9%	13.3%	14.1%
Income \$ 75,000 - \$99,999	18.3%	19.0%	16.3%
Income \$100,000 - \$124,999	16.3%	17.4%	14.5%
Income \$125,000 - \$149,999	12.0%	14.0%	11.0%
Income \$150,000 +	21.8%	25.6%	23.9%
Average Household Income	\$121,576	\$135,882	\$127,769
Median Household Income	\$100,274	\$109,918	\$99,359
Per Capita Income	\$43,719	\$47,914	\$47,857
<b>Vehicles Available</b>			
0 Vehicles Available	0.7%	0.9%	2.3%
1 Vehicle Available	18.1%	17.2%	21.9%
2+ Vehicles Available	81.0%	81.8%	75.6%
Average Vehicles Per Household	2.38	2.35	2.21
Total Vehicles Available	4,960	22,010	48,183

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1 Mile: Erie Parkway & Briggs Street    3 Miles: Erie Parkway & Briggs Street    5 Miles: Erie Parkway & Briggs Street

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**2010 Demographics:**

Total Population	4,421	19,723	44,815
Total Households	1,598	6,941	16,708
Female Population	2,208	9,895	22,758
% Female	49.9%	50.1%	50.7%
Male Population	2,213	9,828	22,057
% Male	50.0%	49.8%	49.2%
Population Density (per Sq. Mi.)	1,404.00	695.97	569.30

**Employed Civilian Population 16+**

Total	2,268	9,828	23,329
% White Collar	74.5%	80.8%	73.5%
% Blue Collar	25.4%	19.1%	26.4%

**Age:**

Age 0 - 4	8.1%	8.8%	7.8%
Age 5 - 14	16.0%	17.0%	15.4%
Age 15 - 19	5.8%	5.5%	5.6%
Age 20 - 24	3.5%	2.8%	3.7%
Age 25 - 34	13.7%	12.2%	12.8%
Age 35 - 44	17.6%	19.1%	16.9%
Age 45 - 54	16.8%	16.2%	16.2%
Age 55 - 64	11.2%	11.0%	12.2%
Age 65 - 74	4.5%	4.7%	5.7%
Age 75 - 84	2.0%	1.8%	2.4%
Age 85 +	0.3%	0.3%	0.8%
Median Age	36.4	36.8	37.6

**Housing Units**

Total Housing Units	1,684	7,270	17,588
Occupied Housing Units	94.8%	95.4%	95.0%
Vacant Housing Units	5.1%	4.5%	5.0%

**Housing Units by Tenure**

Owner Occupied Housing Units	1,598	6,941	16,708
Owner Occupied free and clear	9.1%	9.6%	13.4%
Owner Occupied with a mortgage or loan	74.2%	78.5%	66.8%
Renter Occupied Housing Units	16.5%	11.8%	19.7%

**Race and Ethnicity**

American Indian, Eskimo, Aleut	0.5%	0.4%	0.6%
Asian	3.4%	3.8%	3.6%
Black	0.6%	0.6%	0.8%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	86.9%	89.6%	87.7%

	1 Mile: Erie Parkway & Briggs Street	3 Miles: Erie Parkway & Briggs Street	5 Miles: Erie Parkway & Briggs Street
Other	4.8%	2.5%	4.1%
Multi-Race	3.5%	2.8%	2.9%
Hispanic Ethnicity	11.3%	8.7%	13.9%
Not of Hispanic Ethnicity	88.6%	91.2%	86.0%
<b>Race of Hispanics</b>			
Hispanics	504	1,720	6,237
American Indian	1.9%	1.6%	2.0%
Asian	0.1%	0.1%	0.2%
Black	0.2%	0.3%	0.6%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	45.0%	61.2%	61.3%
Other	41.3%	27.4%	28.7%
Multi-Race	11.2%	9.1%	6.9%
<b>Race of Non Hispanics</b>			
Non Hispanics	3,917	18,003	38,579
American Indian	0.3%	0.2%	0.4%
Asian	3.8%	4.2%	4.2%
Black	0.7%	0.6%	0.8%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	92.3%	92.3%	91.9%
Other	0.1%	0.1%	0.1%
Multi-Race	2.5%	2.3%	2.3%
<b>Marital Status:</b>			
Age 15 + Population	3,351	14,617	34,364
Divorced	9.1%	8.3%	10.9%
Never Married	22.8%	21.4%	25.6%
Now Married	65.6%	68.0%	60.3%
Now Married - Separated	1.2%	1.4%	1.2%
Widowed	2.3%	2.1%	3.0%
<b>Educational Attainment:</b>			
Total Population Age 25+	2,936	12,962	30,173
Grade K - 8	1.0%	0.6%	1.8%
Grade 9 - 12	2.6%	2.4%	3.4%
High School Graduate	21.6%	16.1%	17.2%
Associates Degree	9.3%	9.5%	7.8%
Bachelor's Degree	27.1%	31.1%	30.2%
Graduate Degree	15.0%	18.1%	17.6%
Some College, No Degree	22.8%	21.6%	21.2%
No Schooling Completed	0.2%	0.2%	0.3%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	5.0%	2.1%	4.0%

	1 Mile: Erie Parkway & Briggs Street	3 Miles: Erie Parkway & Briggs Street	5 Miles: Erie Parkway & Briggs Street
Income \$ 10,000 - \$14,999	1.0%	1.0%	2.0%
Income \$ 15,000 - \$24,999	4.7%	3.1%	5.2%
Income \$ 25,000 - \$34,999	3.2%	2.8%	5.2%
Income \$ 35,000 - \$49,999	7.8%	6.5%	10.5%
Income \$ 50,000 - \$74,999	22.5%	18.7%	19.6%
Income \$ 75,000 - \$99,999	17.4%	19.4%	16.3%
Income \$100,000 - \$124,999	14.0%	15.7%	12.5%
Income \$125,000 - \$149,999	9.5%	12.3%	8.6%
Income \$150,000 +	14.3%	17.9%	15.5%
Average Household Income	\$102,757	\$117,676	\$104,234
Median Household Income	\$82,220	\$94,621	\$79,441
Per Capita Income	\$37,139	\$41,416	\$38,883

#### Vehicles Available

0 Vehicles Available	0.7%	0.8%	2.2%
1 Vehicle Available	18.2%	17.0%	22.8%
2+ Vehicles Available	81.0%	82.1%	74.9%
Average Vehicles Per Household	2.41	2.39	2.20
Total Vehicles Available	3,866	16,637	36,863

#### 2000 Census Demographics:

Total Population	2,320	8,156	29,008
Total Households	846	2,883	10,619
Female Population	1,179	4,081	14,701
% Female	50.8%	50.0%	50.6%
Male Population	1,141	4,075	14,306
% Male	49.1%	49.9%	49.3%

#### Employed Civilian Population 16+

Total	1,267	4,467	16,106
% White Collar	35.6%	27.1%	29.9%
% Blue Collar	64.3%	72.8%	70.0%

#### Age:

Age 0 - 4	9.2%	10.0%	8.2%
Age 5 - 14	16.5%	15.3%	15.7%
Age 15 - 19	7.5%	5.5%	6.4%
Age 20 - 24	4.0%	3.2%	4.5%
Age 25 - 34	15.9%	16.8%	16.8%
Age 35 - 44	22.6%	23.2%	20.8%
Age 45 - 54	13.9%	14.2%	14.6%
Age 55 - 64	4.6%	6.8%	6.6%
Age 65 - 74	2.8%	3.0%	3.6%
Age 75 - 84	1.3%	1.0%	1.7%
Age 85 +	1.3%	0.6%	0.6%
Median Age	33.0	34.5	34.1

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1 Mile: Erie Parkway & Briggs Street    3 Miles: Erie Parkway & Briggs Street    5 Miles: Erie Parkway & Briggs Street

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**Housing Units**

Total Housing Units	895	2,991	10,999
Owner Occupied Housing Units	75.5%	85.9%	76.3%
Renter Occupied Housing Units	19.0%	10.4%	20.2%
Vacant Housing Units	5.4%	3.6%	3.4%

**Race and Ethnicity**

American Indian, Eskimo, Aleut	1.7%	0.6%	1.5%
Asian	1.3%	2.6%	3.0%
Hawaiian or other Pacific Islander	0.0%	0.0%	0.0%
Black	0.3%	0.3%	0.3%
White	87.2%	90.9%	86.5%
Other	7.0%	3.6%	6.1%
Two or More Races	2.2%	1.8%	2.3%
Hispanic Ethnicity	15.0%	9.5%	15.0%
Not of Hispanic Ethnicity	84.9%	90.4%	84.9%

**Marital Status:**

Age 15 + Population	1,721	6,083	22,038
Divorced	11.4%	10.0%	11.1%
Never Married	22.6%	18.1%	23.8%
Now Married	59.2%	67.4%	58.5%
Separated	1.4%	1.4%	3.2%
Widowed	4.0%	2.7%	3.1%

**Educational Attainment:**

Total Population Age 25+	1,438	5,345	18,805
Grade K - 8	5.0%	2.3%	3.3%
Grade 9 - 11, No diploma	4.2%	2.8%	4.2%
High School Graduate	24.0%	16.9%	19.6%
Associates Degree	8.1%	8.7%	6.7%
Bachelor's Degree	24.4%	31.0%	28.0%
Graduate Degree	10.8%	15.5%	15.1%
Some College, No Degree	22.2%	22.1%	21.5%
No Schooling Completed	0.9%	0.3%	1.2%
Public School Enrollment	87.5%	79.6%	84.4%
Private School Enrollment	12.4%	20.3%	15.5%

**Household Income:**

Income \$ 0 - \$9,999	2.8%	1.9%	4.5%
Income \$ 10,000 - \$14,999	4.1%	2.2%	3.1%
Income \$ 15,000 - \$24,999	8.0%	4.2%	7.1%
Income \$ 25,000 - \$34,999	12.1%	6.7%	9.7%
Income \$ 35,000 - \$49,999	15.9%	10.2%	12.8%
Income \$ 50,000 - \$74,999	22.7%	24.5%	25.3%
Income \$ 75,000 - \$99,999	15.1%	22.2%	15.5%

	1 Mile: Erie Parkway & Briggs Street	3 Miles: Erie Parkway & Briggs Street	5 Miles: Erie Parkway & Briggs Street
Income \$100,000 - \$124,999	7.1%	11.7%	8.8%
Income \$125,000 - \$149,999	3.0%	4.8%	4.0%
Income \$150,000 - \$199,999	2.2%	5.1%	4.2%
Income \$200,000 or More	2.4%	4.9%	4.4%
Average Household Income	\$62,396	\$84,054	\$75,918
Median Household Income	\$56,609	\$74,507	\$61,186
Per Capita Income	\$22,763	\$29,714	\$27,792

#### Vehicles Available

0 Vehicles Available	1.9%	1.2%	3.2%
1 Vehicle Available	22.5%	15.9%	25.1%
2 Vehicles Available	42.7%	47.4%	44.8%
3+ Vehicles Available	32.8%	35.3%	26.7%
Average Vehicles Per Household	2.10	2.20	2.00
Total Vehicles Available	1,885	6,677	21,834

#### Population Trend

2000	2,320	8,156	29,008
2010	4,421	19,723	44,815
Change 2000 to 2010	90.5%	141.8%	54.4%
2015A	4,965	21,941	51,778
2020	5,789	26,454	58,200
Change 2015A to 2020	16.5%	20.5%	12.4%

#### Household Trend

2000	846	2,883	10,619
2010	1,598	6,941	16,708
Change 2000 to 2010	112.2%	168.2%	82.3%
2015A	1,796	7,735	19,365
2020	2,082	9,328	21,790
Change 2015A to 2020	15.8%	20.5%	12.5%

#### Average Household Size Trend

2000	2.7	2.8	2.7
2010	2.7	2.8	2.6
Change 2000 to 2010	2.7%	0.5%	-1.9%
2015A	2.7	2.8	2.6
2020	2.7	2.8	2.6
Change 2015A to 2020	0.7%	0.0%	0.0%

#### Median Age Trend

2000	33.0	34.5	34.1
2010	36.4	36.8	37.6
2015A	37.8	38.0	38.8
2020	38.7	38.7	39.5

### Housing Units Trend

#### Total Housing Units

Change 2000 to 2010	88.1%	143.0%	59.9%
Change 2015A to 2020	15.6%	20.6%	12.7%

#### Owner Occupied Housing Units

Change 2000 to 2010	97.1%	137.8%	59.7%
Change 2015A to 2020	17.5%	20.6%	13.5%

#### Renter Occupied Housing Units

Change 2000 to 2010	55.4%	164.3%	48.1%
Change 2015A to 2020	7.8%	20.1%	8.7%

#### Vacant Housing Units

Change 2000 to 2010	77.9%	204.9%	131.6%
Change 2015A to 2020	-2.4%	26.6%	24.1%

### Race and Ethnicity Trend

#### American Indian, Eskimo, Aleut

Change 2000 to 2010	-38.6%	58.1%	-34.8%
Change 2015A to 2020	9.3%	19.7%	9.9%

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

Change 2000 to 2010	376.1%	254.9%	84.5%
Change 2015A to 2020	40.1%	41.8%	29.8%

#### Black

Change 2000 to 2010	276.1%	327.2%	239.7%
Change 2015A to 2020	25.0%	27.0%	14.4%

#### White

Change 2000 to 2010	89.8%	138.3%	56.6%
Change 2015A to 2020	14.3%	18.3%	10.7%

#### Other

Change 2000 to 2010	29.6%	69.5%	4.3%
Change 2015A to 2020	21.5%	30.3%	15.6%

#### Two or More Races

Change 2000 to 2010	202.6%	288.8%	95.7%
Change 2015A to 2020	33.8%	41.6%	30.5%

#### Hispanic Ethnicity

Change 2000 to 2010	43.9%	120.2%	42.4%
Change 2015A to 2020	23.4%	31.9%	16.3%

#### Not of Hispanic Ethnicity

Change 2000 to 2010	98.7%	144.0%	56.6%
Change 2015A to 2020	15.7%	19.4%	11.7%

\*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 & Briggs Street, 3 Miles: Erie Parkway & Briggs Street, 5 Miles: Erie Parkway & Briggs Street

	1 Mile: Erie Parkway & Briggs Street	3 Miles: Erie Parkway & Briggs Street	5 Miles: Erie Parkway & Briggs Street
<b>2015A Population &amp; Household Overview</b>			
Population	4,965	21,941	51,778
Household Population	4,965	21,940	51,697
Family Population	88.6%	89.9%	86.2%
Non-family Population	11.3%	10.0%	13.7%
Group Quarters Population	0	2	82
Households	1,796	7,735	19,365
Family Households	81.3%	83.9%	81.1%
Non-family Households	18.6%	16.0%	18.8%
<b>2015A Daytime Population</b>			
Total Daytime Population	2,832	10,688	35,267
Population aged 16 and under (Children)	1,533	4,526	11,040
Daytime Population Age 16+	1,299	6,161	24,227
Civilian 16+, at Workplace	453	2,127	13,026
Civilian 16+, Unemployed	77	328	1,078
Civilian 16+, Work at home	177	973	2,327
Homemakers Age 16+	493	2,201	4,574
Retired population Age 65+	299	1,318	4,397
Student popn: Pre-kindergarten to 8th	1,303	3,082	7,393
Student popn: 9th grade-12th grade	20	701	2,324
Student popn: Post-secondary students	128	719	1,830

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# Consumer Expenditure Comparison



**Geography:** 1 Mile: Erie Parkway & Briggs Street, 3 Miles: Erie Parkway & Briggs Street, 5 Miles: Erie Parkway & Briggs Street

	1 Mile: Erie Parkway & Briggs Street	3 Miles: Erie Parkway & Briggs Street	5 Miles: Erie Parkway & Briggs Street
<b>2015A Consumer Expenditures (Average Household Annual Expenditures):</b>			
Total Households	1,796	7,735	19,365
Median Household Income	\$87,455	\$99,520	\$86,072
<b>Total Average Household Expenditure</b>	<b>\$65,656</b>	<b>\$69,600</b>	<b>\$63,953</b>
Airline Fares	\$564	\$632	\$537
Alcoholic beverages purchased on trips	\$69	\$76	\$70
Alimony Expenditures	\$36	\$40	\$37
Alteration, Repair and Tailoring of Apparel and Accessories	\$11	\$12	\$11
Apparel and Services for Children Under 2	\$103	\$108	\$96
Apparel Laundry and Dry Cleaning not coin-operated	\$181	\$197	\$165
Audio Equipment and Sound Components	\$0	\$0	\$0
Books thru book clubs	\$4	\$4	\$4
Books not thru book clubs	\$38	\$40	\$40
Boys' active sportswear	\$4	\$5	\$4
Cash contributions to charities, church, religious, educational, political and other organizations	\$1,714	\$1,820	\$1,778
CDs, Records, Audio Tapes	\$17	\$18	\$16
Cellular Phone Service	\$1,056	\$1,085	\$1,031
Child Support Expenditures	\$118	\$125	\$110
College Tuition	\$558	\$584	\$569
Computers and Computer Hardware for nonbusiness use	\$172	\$185	\$171
Computer information services	\$310	\$313	\$305
Coolant, brake fluid, transmission fluid, and other additives	\$7	\$7	\$7
Cosmetics, perfume, bath preparations	\$229	\$240	\$220
Deodorants, feminine hygiene, miscellaneous personal care	\$44	\$46	\$42
Electricity	\$1,273	\$1,303	\$1,272
Fees for Recreational Lessons	\$356	\$401	\$303
Finance Charges Excluding Mortgage And Vehicle	\$26	\$27	\$24
Floor Coverings, Nonpermanent	\$26	\$28	\$25
Food or Board at School	\$42	\$48	\$42
Food on out-of-town trips	\$548	\$618	\$518
Funeral Expenses	\$71	\$71	\$78
Furniture	\$473	\$503	\$462
Gasoline And Motor Oil	\$2,445	\$2,489	\$2,357
Girls' Active Sportswear	\$18	\$20	\$16
Hair Care Products	\$102	\$110	\$96
Hospital Room and Services	\$260	\$268	\$232
Health Care Insurance	\$455	\$477	\$441

	1 Mile: Erie Parkway & Briggs Street	3 Miles: Erie Parkway & Briggs Street	5 Miles: Erie Parkway & Briggs Street
Health Maintenance Organization (not BCBS)	\$925	\$993	\$875
Housekeeping Services	\$186	\$204	\$193
Household Textiles	\$176	\$190	\$174
Intracity Bus Fares	\$12	\$13	\$12
Intracity Mass Transit Fares	\$41	\$41	\$41
Jewelry	\$132	\$135	\$123
Legal fees	\$174	\$184	\$167
Life and Other Personal Insurance	\$396	\$438	\$408
Maintenance and Repair Services	\$1,182	\$1,269	\$1,231
Medical equipment for general use	\$4	\$4	\$4
Men's Suits	\$41	\$44	\$39
Miscellaneous fees	\$4	\$4	\$4
Mortgage interest and charges owned dwellings	\$5,853	\$6,457	\$5,510
Mortgage interest and charges owned vacation homes	\$444	\$498	\$431
Movie, Theater, Amusement parks, and Other	\$18	\$20	\$17
Natural Gas	\$593	\$632	\$582
New Cars	\$799	\$849	\$781
New Trucks	\$1,038	\$1,134	\$978
New Motorcycle	\$28	\$32	\$27
Newspaper, Magazine by Subscription	\$28	\$29	\$30
Oral Hygiene Products, Articles	\$51	\$56	\$52
Other Household Products	\$552	\$598	\$536
Other Home Services	\$27	\$29	\$27
Other Tobacco Products	\$270	\$268	\$270
Personal Care Services	\$402	\$432	\$388
Pet Purchase, Supplies, Medicine	\$177	\$185	\$177
Photo Processing	\$14	\$16	\$14
Portable Heating and Cooling Equipment	\$13	\$13	\$13
Property taxes owned dwellings	\$1,822	\$1,980	\$1,793
Property taxes owned vacation homes	\$70	\$74	\$74
Rent	\$3,472	\$3,272	\$3,525
Satellite Dishes	\$1	\$2	\$1
Shaving Needs	\$37	\$40	\$34
Small Electric Kitchen Appliances	\$49	\$50	\$48
Residential Telephone/Pay Phones	\$225	\$241	\$234
Televisions	\$83	\$86	\$77
Tobacco Products and Smoking supplies	\$270	\$268	\$270
Tolls or Electronic Toll Passes	\$38	\$41	\$36
Toys, Games, Arts and Crafts, and Tricycles	\$212	\$217	\$198
Used Cars	\$978	\$1,024	\$926
Used Trucks	\$1,080	\$1,127	\$1,005
VCR's and Video Disc Players	\$8	\$8	\$7
Vehicle Insurance	\$1,262	\$1,288	\$1,188
Vehicle Air Conditioning Repair	\$0	\$0	\$0
Vehicle Inspection	\$14	\$15	\$14
Video Game Hardware And Software	\$136	\$148	\$116
Watches	\$45	\$45	\$40
Women's Suits	\$15	\$17	\$16

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	1 Mile: Erie Parkway & Briggs Street	3 Miles: Erie Parkway & Briggs Street	5 Miles: Erie Parkway & Briggs Street
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	1 Mile: Erie Parkway & Briggs Street	3 Miles: Erie Parkway & Briggs Street	5 Miles: Erie Parkway & Briggs Street
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**2020 Consumer Expenditures (Average Household Annual Expenditures):**

Total Households	2,082	9,328	21,790
Median Household Income	\$100,274	\$109,918	\$99,359
Total Average Household Expenditure	\$80,377	\$83,729	\$77,592
Airline Fares	\$710	\$768	\$670
Alcoholic beverages purchased on trips	\$94	\$99	\$93
Alimony Expenditures	\$55	\$59	\$55
Alteration, Repair and Tailoring of Apparel and Accessories	\$16	\$16	\$15
Apparel and Services for Children Under 2	\$141	\$146	\$133
Apparel Laundry and Dry Cleaning not coin-operated	\$263	\$275	\$235
Audio Equipment and Sound Components	\$1	\$1	\$1
Books thru book clubs	\$2	\$2	\$2
Books not thru book clubs	\$22	\$23	\$23
Boys' active sportswear	\$6	\$7	\$5
Cash contributions to charities, church, religious, educational, political and other organizations	\$2,661	\$2,754	\$2,689
CDs, Records, Audio Tapes	\$22	\$23	\$20
Cellular Phone Service	\$1,261	\$1,285	\$1,229
Child Support Expenditures	\$164	\$172	\$152
College Tuition	\$693	\$706	\$679
Computers and Computer Hardware for nonbusiness use	\$225	\$236	\$221
Computer information services	\$354	\$357	\$347
Coolant, brake fluid, transmission fluid, and other additives	\$8	\$8	\$8
Cosmetics, perfume, bath preparations	\$282	\$290	\$269
Deodorants, feminine hygiene, miscellaneous personal care	\$53	\$55	\$51
Electricity	\$1,453	\$1,476	\$1,442
Fees for Recreational Lessons	\$419	\$458	\$357
Finance Charges Excluding Mortgage And Vehicle	\$28	\$29	\$26
Floor Coverings, Nonpermanent	\$32	\$34	\$31
Food or Board at School	\$58	\$62	\$55
Food on out-of-town trips	\$739	\$798	\$682
Funeral Expenses	\$88	\$89	\$95
Furniture	\$584	\$609	\$565
Gasoline And Motor Oil	\$2,943	\$2,993	\$2,866
Girls' Active Sportswear	\$25	\$28	\$23
Hair Care Products	\$125	\$131	\$116
Hospital Room and Services	\$256	\$262	\$233
Health Care Insurance	\$492	\$508	\$472

	1 Mile: Erie Parkway & Briggs Street	3 Miles: Erie Parkway & Briggs Street	5 Miles: Erie Parkway & Briggs Street
Health Maintenance Organization (not BCBS)	\$1,026	\$1,078	\$966
Housekeeping Services	\$240	\$255	\$243
Household Textiles	\$221	\$234	\$215
Intracity Bus Fares	\$15	\$17	\$16
Intracity Mass Transit Fares	\$44	\$45	\$44
Jewelry	\$196	\$196	\$181
Legal fees	\$205	\$214	\$196
Life and Other Personal Insurance	\$514	\$551	\$518
Maintenance and Repair Services	\$1,182	\$1,269	\$1,231
Medical equipment for general use	\$4	\$5	\$4
Men's Suits	\$62	\$65	\$57
Miscellaneous fees	\$5	\$5	\$5
Mortgage interest and charges owned dwellings	\$6,998	\$7,504	\$6,491
Mortgage interest and charges owned vacation homes	\$525	\$568	\$494
Movie, Theater, Amusement parks, and Other	\$22	\$23	\$20
Natural Gas	\$679	\$707	\$655
New Cars	\$970	\$1,016	\$948
New Trucks	\$1,268	\$1,348	\$1,188
New Motorcycle	\$38	\$41	\$36
Newspaper, Magazine by Subscription	\$17	\$17	\$18
Oral Hygiene Products, Articles	\$69	\$74	\$69
Other Household Products	\$689	\$728	\$663
Other Home Services	\$33	\$35	\$32
Other Tobacco Products	\$264	\$261	\$263
Personal Care Services	\$515	\$541	\$496
Pet Purchase, Supplies, Medicine	\$236	\$243	\$231
Photo Processing	\$18	\$19	\$17
Portable Heating and Cooling Equipment	\$16	\$17	\$17
Property taxes owned dwellings	\$2,243	\$2,372	\$2,162
Property taxes owned vacation homes	\$81	\$84	\$85
Rent	\$4,114	\$3,953	\$4,216
Satellite Dishes	\$2	\$2	\$2
Shaving Needs	\$46	\$49	\$42
Small Electric Kitchen Appliances	\$60	\$62	\$59
Residential Telephone/Pay Phones	\$288	\$302	\$294
Televisions	\$121	\$124	\$113
Tobacco Products and Smoking supplies	\$264	\$261	\$263
Tolls or Electronic Toll Passes	\$45	\$47	\$43
Toys, Games, Arts and Crafts, and Tricycles	\$294	\$301	\$277
Used Cars	\$1,191	\$1,239	\$1,135
Used Trucks	\$1,298	\$1,347	\$1,223
VCR's and Video Disc Players	\$10	\$10	\$9
Vehicle Insurance	\$1,465	\$1,495	\$1,403
Vehicle Air Conditioning Repair	\$0	\$0	\$0
Vehicle Inspection	\$17	\$17	\$16
Video Game Hardware And Software	\$168	\$180	\$146
Watches	\$60	\$60	\$55
Women's Suits	\$23	\$24	\$23

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1 Mile: Erie Parkway & Briggs Street    3 Miles: Erie Parkway & Briggs Street    5 Miles: Erie Parkway & Briggs Street

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*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 & Briggs Street, 3 Miles: Erie Parkway & Briggs Street, 5 Miles: Erie Parkway & Briggs Street

1 Mile: Erie Parkway & Briggs Street    3 Miles: Erie Parkway & Briggs Street    5 Miles: Erie Parkway & Briggs Street

## Average Annual Household Dollars 2015A

Automotive Dealers	\$3,986	\$4,231	\$3,781
Automotive Parts, Accessories, & Tire Stores	\$233	\$240	\$228
Beer, Wine, & Liquor Stores	\$183	\$192	\$181
Book Stores	\$79	\$84	\$78
Childrens and Infants Clothing Stores	\$55	\$59	\$51
Clothing Accessories Stores	\$33	\$35	\$32
Convenience Stores	\$134	\$139	\$132
Cosmetics, Beauty Supplies and Perfume Stores	\$32	\$33	\$31
Department Stores excluding leased depts	\$1,201	\$1,288	\$1,167
Drinking Place - Alcoholic Beverages	\$112	\$120	\$110
Family Clothing Stores	\$535	\$580	\$526
Florists	\$28	\$31	\$29
Full-service Restaurants	\$1,806	\$1,946	\$1,777
Furniture Stores	\$26	\$28	\$25
Gasoline Stations	\$2,819	\$2,879	\$2,732
Gift, Novelty, and Souvenir Stores	\$85	\$91	\$83
Hardware Stores	\$51	\$55	\$52
Hobby, Toys and Games Stores	\$79	\$83	\$74
Home Centers	\$482	\$521	\$498
Home Furnishing Stores	\$151	\$162	\$149
Household Appliances Stores	\$117	\$126	\$114
Jewelry Stores	\$100	\$102	\$93
Limited-service Eating Places	\$1,875	\$2,020	\$1,846
Luggage & Leather Goods Stores	\$11	\$11	\$10
Mens Clothing Stores	\$56	\$60	\$54
Musical Instrument and Supplies Stores	\$14	\$15	\$12
News Dealers and Newsstands	\$6	\$6	\$6
Nonstore retailers	\$1,167	\$1,237	\$1,149
Nursery and Garden centers	\$158	\$174	\$163
Office Supplies and Stationery Stores	\$98	\$105	\$97
Optical Goods Stores	\$62	\$66	\$59
Other Building Materials Dealers	\$402	\$432	\$423

Other Clothing Stores	\$68	\$74	\$67
Other General Merchandise Stores	\$2,299	\$2,416	\$2,232
Other Health and Personal Care Stores	\$43	\$45	\$43
Other Miscellaneous Store Retailers	\$376	\$399	\$362
Other Motor Vehicle Dealers	\$382	\$429	\$379
Outdoor Power Equipment Stores	\$25	\$28	\$26
Paint and Wallpaper Stores	\$41	\$44	\$42
Pharmacies and Drug Stores	\$681	\$712	\$669
Radio, Television and Other Electronics Stores	\$236	\$251	\$228
Sew/Needlework/Piece Goods Stores	\$8	\$8	\$7
Shoe Stores	\$260	\$282	\$248
Special Foodservices	\$19	\$21	\$19
Specialty Food Stores	\$131	\$136	\$129
Sporting Goods Stores	\$216	\$240	\$215
Supermarkets and Other Grocery (except Convenience) Stores	\$3,375	\$3,506	\$3,319
Used Merchandise Stores	\$44	\$48	\$43
Womens Clothing Stores	\$251	\$273	\$250
Total Avg Annual Retail Sales	\$30,766	\$32,605	\$30,015

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

Automotive Dealers	\$7,160,696	\$32,733,959	\$73,235,736
Automotive Parts, Accessories, & Tire Stores	\$418,827	\$1,863,221	\$4,420,777
Beer, Wine, & Liquor Stores	\$330,065	\$1,492,422	\$3,505,705
Book Stores	\$143,474	\$652,330	\$1,529,707
Childrens and Infants Clothing Stores	\$98,947	\$460,338	\$1,001,262
Clothing Accessories Stores	\$59,719	\$276,554	\$631,390
Convenience Stores	\$241,213	\$1,078,958	\$2,565,011
Cosmetics, Beauty Supplies and Perfume Stores	\$58,168	\$262,390	\$617,381
Department Stores excluding leased depts	\$2,159,002	\$9,970,520	\$22,614,045
Drinking Place - Alcoholic Beverages	\$201,321	\$934,433	\$2,131,470
Family Clothing Stores	\$962,088	\$4,488,469	\$10,204,494
Florists	\$51,201	\$244,986	\$578,994
Full-service Restaurants	\$3,244,247	\$15,054,388	\$34,414,538
Furniture Stores	\$47,577	\$219,483	\$496,659
Gasoline Stations	\$5,064,468	\$22,273,577	\$52,904,154
Gift, Novelty, and Souvenir Stores	\$154,449	\$707,166	\$1,621,781
Hardware Stores	\$92,265	\$429,074	\$1,016,081
Hobby, Toys and Games Stores	\$142,375	\$649,679	\$1,446,086

Home Centers	\$866,662	\$4,034,129	\$9,653,597
Home Furnishing Stores	\$272,900	\$1,254,563	\$2,902,574
Household Appliances Stores	\$211,336	\$981,488	\$2,220,665
Jewelry Stores	\$180,890	\$793,685	\$1,802,307
Limited-service Eating Places	\$3,369,460	\$15,632,373	\$35,752,893
Luggage & Leather Goods Stores	\$20,032	\$91,976	\$211,537
Mens Clothing Stores	\$100,997	\$468,350	\$1,064,379
Musical Instrument and Supplies Stores	\$25,369	\$116,531	\$251,694
News Dealers and Newsstands	\$11,065	\$50,348	\$117,063
Nonstore retailers	\$2,097,890	\$9,573,199	\$22,258,442
Nursery and Garden centers	\$284,567	\$1,349,872	\$3,167,864
Office Supplies and Stationery Stores	\$177,655	\$815,432	\$1,883,461
Optical Goods Stores	\$111,951	\$515,160	\$1,155,014
Other Building Materials Dealers	\$722,741	\$3,348,126	\$8,195,023
Other Clothing Stores	\$122,304	\$572,747	\$1,312,920
Other General Merchandise Stores	\$4,131,133	\$18,691,377	\$43,227,575
Other Health and Personal Care Stores	\$78,756	\$355,167	\$835,337
Other Miscellaneous Store Retailers	\$677,124	\$3,089,903	\$7,009,976
Other Motor Vehicle Dealers	\$686,786	\$3,323,299	\$7,348,195
Outdoor Power Equipment Stores	\$45,762	\$220,534	\$521,423
Paint and Wallpaper Stores	\$74,569	\$347,985	\$818,201
Pharmacies and Drug Stores	\$1,223,407	\$5,515,165	\$12,965,717
Radio, Television and Other Electronics Stores	\$424,382	\$1,942,907	\$4,422,673
Sew/Needlework/Piece Goods Stores	\$14,455	\$66,197	\$152,449
Shoe Stores	\$467,039	\$2,183,860	\$4,815,591
Special Foodservices	\$35,311	\$163,752	\$374,122
Specialty Food Stores	\$236,491	\$1,057,263	\$2,510,883
Sporting Goods Stores	\$388,101	\$1,857,886	\$4,176,353
Supermarkets and Other Grocery (except Convenience) Stores	\$6,064,016	\$27,121,369	\$64,285,948
Used Merchandise Stores	\$80,643	\$371,807	\$848,207
Womens Clothing Stores	\$451,151	\$2,113,106	\$4,844,546
<b>Total Aggregate Annual Retail Sales</b>	<b>\$55,264,231</b>	<b>\$252,209,051</b>	<b>\$581,241,204</b>

# Mosaic Population Comparison



**Geography:** 1 Mile: Erie Parkway & Briggs Street, 3 Miles: Erie Parkway & Briggs Street, 5 Miles: Erie Parkway & Briggs Street

	1 Mile: Erie Parkway & Briggs Street		3 Miles: Erie Parkway & Briggs Street		5 Miles: Erie Parkway & Briggs Street	
	2015 Pop Count	%	2015 Pop Count	%	2015 Pop Count	%
<b>Group A: Power Elite</b>						
A01 American Royalty	0	0.0%	0	0.0%	1,313	2.5%
A02 Platinum Prosperity	0	0.0%	0	0.0%	0	0.0%
A03 Kids and Cabernet	0	0.0%	0	0.0%	689	1.3%
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	1,304	26.2%	7,901	36.0%	8,513	16.4%
B08 Babies and Bliss	0	0.0%	3,375	15.3%	5,980	11.5%
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	0	0.0%	3,025	13.7%	7,815	15.0%
C12 Golf Carts and Gourmets	0	0.0%	88	0.4%	1,697	3.2%
C13 Silver Sophisticates	0	0.0%	0	0.0%	2,666	5.1%
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	1.5%
E21 Unspoiled Splendor	0	0.0%	0	0.0%	0	0.0%
<b>Group F: Promising Families</b>						
F22 Fast Track Couples	2,260	45.5%	4,997	22.7%	6,645	12.8%
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%	4,178	8.0%

	1 Mile: Erie Parkway & Briggs Street		3 Miles: Erie Parkway & Briggs Street		5 Miles: Erie Parkway & Briggs Street	
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%
H27 Birkenstocks and Beemers	0	0.0%	0	0.0%	0	0.0%
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%	1,139	5.1%	1,139	2.2%
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	1,400	28.2%	1,416	6.4%	6,969	13.4%
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%

	1 Mile: Erie Parkway & Briggs Street		3 Miles: Erie Parkway & Briggs Street		5 Miles: Erie Parkway & Briggs Street	
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%
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%	3,375	6.5%
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>	4,965	100.0%	21,941	100.0%	51,778	100.0%