

# Demographic Detail Comparison

Geography: City - Erie

Erie

## 2015A Demographics:

Employees	2,820
Establishments*	686
Total Population	20,099
Total Households	6,978
Female Population	10,073
% Female	50.1%
Male Population	10,026
% Male	49.8%
Population Density (per Sq. Mi.)	1,150.42

## Employed Civilian Population 16+

Total	9,697
White Collar	81.0%
Blue Collar	18.9%

## Seasonal Population by Quarter:

Q4 2011	93
Q1 2012	91
Q2 2012	80
Q3 2012	73
Q4 2012	61
Q1 2013	58
Q2 2013	63
Q3 2013	63
Q4 2013	63

## Age:

Age 0 - 4	8.3%
Age 5 - 14	18.0%
Age 15 - 19	5.5%
Age 20 - 24	3.3%
Age 25 - 34	10.8%
Age 35 - 44	19.4%
Age 45 - 54	15.6%
Age 55 - 64	11.1%
Age 65 - 74	5.4%
Age 75 - 84	1.6%
Age 85 +	0.3%
Median Age	37.2

## Housing Units

Total Housing Units	7,084
Occupied Housing Units	98.5%

	Erie
Vacant Housing Units	1.5%
<b>Housing Units by Tenure</b>	
Owner Occupied Housing Units	6,978
Owner Occupied free and clear	9.1%
Owner Occupied with a mortgage or loan	77.7%
Renter Occupied Housing Units	13.1%
<b>Race and Ethnicity</b>	
American Indian, Eskimo, Aleut	0.4%
Asian	4.8%
Black	0.7%
Hawaiian/Pacific Islander	0.0%
White	87.7%
Other	2.7%
Multi-Race	3.5%
Hispanic Ethnicity	9.0%
Not of Hispanic Ethnicity	90.9%
<b>Race of Hispanics</b>	
Hispanics	1,827
American Indian	1.5%
Asian	0.1%
Black	0.4%
Hawaiian/Pacific Islander	0.0%
White	58.7%
Other	28.2%
Multi-Race	10.8%
<b>Race of Non Hispanics</b>	
Non Hispanics	18,272
American Indian	0.3%
Asian	5.2%
Black	0.8%
Hawaiian/Pacific Islander	0.0%
White	90.6%
Other	0.1%
Multi-Race	2.7%
<b>Marital Status:</b>	
Age 15 + Population	14,794
Divorced	8.1%
Never Married	22.5%
Now Married	67.3%
Now Married - Separated	0.6%
Widowed	1.9%
<b>Educational Attainment:</b>	
Total Population Age 25+	13,000

	Erie
Grade K - 8	0.4%
Grade 9 - 12	2.3%
High School Graduate	15.1%
Associates Degree	9.1%
Bachelor's Degree	31.7%
Graduate Degree	19.0%
Some College, No Degree	21.7%
No Schooling Completed	0.3%

**Household Income:**

Income \$ 0 - \$9,999	2.0%
Income \$ 10,000 - \$14,999	1.0%
Income \$ 15,000 - \$24,999	2.4%
Income \$ 25,000 - \$34,999	2.5%
Income \$ 35,000 - \$49,999	4.8%
Income \$ 50,000 - \$74,999	17.3%
Income \$ 75,000 - \$99,999	19.7%
Income \$100,000 - \$124,999	15.5%
Income \$125,000 - \$149,999	12.4%
Income \$150,000 +	21.9%

Average Household Income	\$123,058
Median Household Income	\$99,922
Per Capita Income	\$42,720

**Vehicles Available**

0 Vehicles Available	0.9%
1 Vehicle Available	17.2%
2+ Vehicles Available	81.7%
Average Vehicles Per Household	2.35
Total Vehicles Available	16,402

**2020 Demographics:**

Total Population	24,535
Total Households	8,526
Female Population	12,250
% Female	49.9%
Male Population	12,285
% Male	50.0%
Population Density (per Sq. Mi.)	1,037.75

**Employed Civilian Population 16+**

Total	12,159
% White Collar	81.3%
% Blue Collar	18.6%

<b>Age:</b>	
Age 0 - 4	7.8%
Age 5 - 14	17.7%
Age 15 - 19	5.7%
Age 20 - 24	3.9%
Age 25 - 34	9.6%
Age 35 - 44	18.2%
Age 45 - 54	14.8%
Age 55 - 64	11.9%
Age 65 - 74	7.2%
Age 75 - 84	2.2%
Age 85 +	0.4%
Median Age	37.9

**Housing Units Trend**

Total Housing Units	8,663
Owner Occupied Housing Units	98.4%
Renter Occupied Housing Units	13.0%
Vacant Housing Units	1.5%

**Race and Ethnicity**

American Indian, Eskimo, Aleut	0.4%
Asian	5.6%
Black	0.8%
Hawaiian/Pacific Islander	0.0%
White	86.0%
Other	2.9%
Multi-Race	4.1%
Hispanic Ethnicity	9.9%
Not of Hispanic Ethnicity	90.0%

**Race of Hispanics**

Hispanics	2,436
American Indian	1.4%
Asian	0.0%
Black	0.4%
Hawaiian/Pacific Islander	0.0%
White	58.7%
Other	27.9%
Multi-Race	11.3%

**Race of Non Hispanics**

Non Hispanics	22,099
American Indian	0.3%
Asian	6.2%
Black	0.8%
Hawaiian/Pacific Islander	0.0%
White	89.0%
Other	0.1%

	Erie
Multi-Race	3.3%
<b>Marital Status:</b>	
Age 15 + Population	18,264
Divorced	8.1%
Never Married	22.7%
Now Married	67.1%
Now Married - Separated	0.7%
Widowed	1.9%
<b>Educational Attainment:</b>	
Total Population Age 25+	15,883
Grade K - 9	0.4%
Grade 9 - 12	2.3%
High School Graduate	14.6%
Associates Degree	9.0%
Bachelor's Degree	32.0%
Graduate Degree	19.3%
Some College, No Degree	21.8%
No Schooling Completed	0.3%
<b>Household Income:</b>	
Income \$ 0 - \$9,999	1.2%
Income \$ 10,000 - \$14,999	0.9%
Income \$ 15,000 - \$24,999	1.8%
Income \$ 25,000 - \$34,999	2.0%
Income \$ 35,000 - \$49,999	3.8%
Income \$ 50,000 - \$74,999	13.3%
Income \$ 75,000 - \$99,999	19.2%
Income \$100,000 - \$124,999	17.5%
Income \$125,000 - \$149,999	13.9%
Income \$150,000 +	25.9%
Average Household Income	\$136,098
Median Household Income	\$110,102
Per Capita Income	\$47,296
<b>Vehicles Available</b>	
0 Vehicles Available	0.9%
1 Vehicle Available	17.1%
2+ Vehicles Available	81.8%
Average Vehicles Per Household	2.34
Total Vehicles Available	20,024

---

### 2010 Demographics:

Total Population	18,131
Total Households	6,287
Female Population	9,109

	Erie
% Female	50.2%
Male Population	9,022
% Male	49.7%
Population Density (per Sq. Mi.)	1,037.75
<b>Employed Civilian Population 16+</b>	
Total	8,930
% White Collar	80.8%
% Blue Collar	19.1%
<b>Age:</b>	
Age 0 - 4	9.3%
Age 5 - 14	17.3%
Age 15 - 19	5.4%
Age 20 - 24	2.7%
Age 25 - 34	12.8%
Age 35 - 44	19.9%
Age 45 - 54	15.7%
Age 55 - 64	10.3%
Age 65 - 74	4.2%
Age 75 - 84	1.5%
Age 85 +	0.3%
Median Age	36.1
<b>Housing Units</b>	
Total Housing Units	6,578
Occupied Housing Units	95.5%
Vacant Housing Units	4.4%
<b>Housing Units by Tenure</b>	
Owner Occupied Housing Units	6,287
Owner Occupied free and clear	8.1%
Owner Occupied with a mortgage or loan	79.8%
Renter Occupied Housing Units	11.9%
<b>Race and Ethnicity</b>	
American Indian, Eskimo, Aleut	0.4%
Asian	4.0%
Black	0.6%
Hawaiian/Pacific Islander	0.0%
White	89.2%
Other	2.6%
Multi-Race	2.9%
Hispanic Ethnicity	8.8%
Not of Hispanic Ethnicity	91.1%
<b>Race of Hispanics</b>	
Hispanics	1,603

	Erie
American Indian	1.6%
Asian	0.1%
Black	0.3%
Hawaiian/Pacific Islander	0.0%
White	60.2%
Other	28.1%
Multi-Race	9.5%

**Race of Non Hispanics**

Non Hispanics	16,528
American Indian	0.2%
Asian	4.4%
Black	0.6%
Hawaiian/Pacific Islander	0.0%
White	92.0%
Other	0.1%
Multi-Race	2.3%

**Marital Status:**

Age 15 + Population	13,278
Divorced	8.2%
Never Married	21.3%
Now Married	68.2%
Now Married - Separated	1.4%
Widowed	2.1%

**Educational Attainment:**

Total Population Age 25+	11,797
Grade K - 8	0.6%
Grade 9 - 12	2.3%
High School Graduate	16.0%
Associates Degree	9.7%
Bachelor's Degree	31.1%
Graduate Degree	18.2%
Some College, No Degree	21.5%
No Schooling Completed	0.2%

**Household Income:**

Income \$ 0 - \$9,999	2.2%
Income \$ 10,000 - \$14,999	1.0%
Income \$ 15,000 - \$24,999	3.0%
Income \$ 25,000 - \$34,999	2.8%
Income \$ 35,000 - \$49,999	6.3%
Income \$ 50,000 - \$74,999	18.7%
Income \$ 75,000 - \$99,999	19.5%
Income \$100,000 - \$124,999	15.8%
Income \$125,000 - \$149,999	12.3%
Income \$150,000 +	18.0%

Average Household Income	\$118,073
Median Household Income	\$95,021
Per Capita Income	\$40,943

### Vehicles Available

0 Vehicles Available	0.8%
1 Vehicle Available	17.0%
2+ Vehicles Available	82.1%
Average Vehicles Per Household	2.39
Total Vehicles Available	15,042

### 2000 Census Demographics:

Total Population	6,389
Total Households	2,205
Female Population	3,213
% Female	50.2%
Male Population	3,177
% Male	49.7%

### Employed Civilian Population 16+

Total	3,460
% White Collar	27.1%
% Blue Collar	72.8%

### Age:

Age 0 - 4	10.7%
Age 5 - 14	15.7%
Age 15 - 19	5.8%
Age 20 - 24	2.9%
Age 25 - 34	17.2%
Age 35 - 44	24.0%
Age 45 - 54	13.3%
Age 55 - 64	5.8%
Age 65 - 74	2.6%
Age 75 - 84	0.8%
Age 85 +	0.7%
Median Age	33.8

### Housing Units

Total Housing Units	2,296
Owner Occupied Housing Units	84.9%
Renter Occupied Housing Units	11.1%
Vacant Housing Units	3.9%

### Race and Ethnicity

American Indian, Eskimo, Aleut	0.7%
Asian	2.3%

	Erie
Hawaiian or other Pacific Islander	0.0%
Black	0.3%
White	90.8%
Other	3.8%
Two or More Races	1.7%
Hispanic Ethnicity	9.9%
Not of Hispanic Ethnicity	90.0%
<b>Marital Status:</b>	
Age 15 + Population	4,696
Divorced	9.9%
Never Married	18.0%
Now Married	67.2%
Separated	1.3%
Widowed	2.9%
<b>Educational Attainment:</b>	
Total Population Age 25+	4,110
Grade K - 8	2.6%
Grade 9 - 11, No diploma	2.7%
High School Graduate	16.4%
Associates Degree	8.8%
Bachelor's Degree	32.3%
Graduate Degree	15.6%
Some College, No Degree	20.9%
No Schooling Completed	0.3%
Public School Enrollment	78.6%
Private School Enrollment	21.3%
<b>Household Income:</b>	
Income \$ 0 - \$9,999	1.7%
Income \$ 10,000 - \$14,999	2.5%
Income \$ 15,000 - \$24,999	4.3%
Income \$ 25,000 - \$34,999	7.2%
Income \$ 35,000 - \$49,999	10.4%
Income \$ 50,000 - \$74,999	23.5%
Income \$ 75,000 - \$99,999	22.0%
Income \$100,000 - \$124,999	11.7%
Income \$125,000 - \$149,999	4.1%
Income \$150,000 - \$199,999	5.4%
Income \$200,000 or More	4.7%
Average Household Income	\$83,099
Median Household Income	\$74,259
Per Capita Income	\$28,679

#### **Vehicles Available**

	Erie
0 Vehicles Available	1.3%
1 Vehicle Available	17.1%
2 Vehicles Available	48.9%
3+ Vehicles Available	32.5%
Average Vehicles Per Household	2.20
Total Vehicles Available	4,976

### Population Trend

2000	6,389
2010	18,131
Change 2000 to 2010	183.7%
2015A	20,099
2020	24,535
Change 2015A to 2020	22.0%

### Household Trend

2000	2,205
2010	6,287
Change 2000 to 2010	216.4%
2015A	6,978
2020	8,526
Change 2015A to 2020	22.1%

### Average Household Size Trend

2000	2.8
2010	2.8
Change 2000 to 2010	0.8%
2015A	2.8
2020	2.8
Change 2015A to 2020	0.0%

### Median Age Trend

2000	33.8
2010	36.1
2015A	37.2
2020	37.9

### Housing Units Trend

#### Total Housing Units

Change 2000 to 2010	186.5%
Change 2015A to 2020	22.2%

#### Owner Occupied Housing Units

Change 2000 to 2010	183.9%
Change 2015A to 2020	22.3%

#### Renter Occupied Housing Units

Change 2000 to 2010	193.6%
Change 2015A to 2020	21.5%

**Vacant Housing Units**

Change 2000 to 2010	220.6%
Change 2015A to 2020	28.3%

**Race and Ethnicity Trend****American Indian, Eskimo, Aleut**

Change 2000 to 2010	42.2%
Change 2015A to 2020	22.3%

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

Change 2000 to 2010	399.4%
Change 2015A to 2020	42.8%

**Black**

Change 2000 to 2010	428.1%
Change 2015A to 2020	28.2%

**White**

Change 2000 to 2010	178.6%
Change 2015A to 2020	19.7%

**Other**

Change 2000 to 2010	92.4%
Change 2015A to 2020	31.2%

**Two or More Races**

Change 2000 to 2010	379.1%
Change 2015A to 2020	43.0%

**Hispanic Ethnicity**

Change 2000 to 2010	151.7%
Change 2015A to 2020	33.3%

**Not of Hispanic Ethnicity**

Change 2000 to 2010	187.3%
Change 2015A to 2020	20.9%

*\*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: City - Erie

Erie

## 2015A Population & Household Overview

Population	20,099
Household Population	20,099
Family Population	90.1%
Non-family Population	9.8%
Group Quarters Population	0
Households	6,978
Family Households	83.8%
Non-family Households	16.1%

## 2015A Daytime Population

Total Daytime Population	9,043
Population aged 16 and under (Children)	4,040
Daytime Population Age 16+	5,003
Civilian 16+, at Workplace	1,696
Civilian 16+, Unemployed	293
Civilian 16+, Work at home	857
Homemakers Age 16+	2,030
Retired population Age 65+	1,029
Student popn: Pre-kindergarten to 8th	2,989
Student popn: 9th grade-12th grade	150
Student popn: Post-secondary students	641

© 2016, by Experian

© 2016 Alteryx, Inc. Irvine, CA | 888-836-4274 | [www.alteryx.com](http://www.alteryx.com) | Powered by Alteryx®

# Consumer Expenditure Comparison

Geography: City - Erie

Erie

## 2015A Consumer Expenditures (Average Household Annual Expenditures):

Total Households	6,978
Median Household Income	\$99,922
Total Average Household Expenditure	\$69,738
Airline Fares	\$641
Alcoholic beverages purchased on trips	\$74
Alimony Expenditures	\$38
Alteration, Repair and Tailoring of Apparel and Accessories	\$12
Apparel and Services for Children Under 2	\$110
Apparel Laundry and Dry Cleaning not coin-operated	\$200
Audio Equipment and Sound Components	\$0
Books thru book clubs	\$4
Books not thru book clubs	\$39
Boys' active sportswear	\$5
Cash contributions to charities, church, religious, educational, political and other organizations	\$1,753
CDs, Records, Audio Tapes	\$19
Cellular Phone Service	\$1,088
Child Support Expenditures	\$125
College Tuition	\$566
Computers and Computer Hardware for nonbusiness use	\$186
Computer information services	\$313
Coolant, brake fluid, transmission fluid, and other additives	\$7
Cosmetics, perfume, bath preparations	\$243
Deodorants, feminine hygiene, miscellaneous personal care	\$47
Electricity	\$1,297
Fees for Recreational Lessons	\$422
Finance Charges Excluding Mortgage And Vehicle	\$28
Floor Coverings, Nonpermanent	\$28
Food or Board at School	\$47
Food on out-of-town trips	\$624
Funeral Expenses	\$68
Furniture	\$502
Gasoline And Motor Oil	\$2,524
Girls' Active Sportswear	\$21
Hair Care Products	\$112
Hospital Room and Services	\$277
Health Care Insurance	\$475
Health Maintenance Organization (not BCBS)	\$990
Housekeeping Services	\$199
Household Textiles	\$191
Intracity Bus Fares	\$13
Intracity Mass Transit Fares	\$41
Jewelry	\$135

	Erie
Legal fees	\$188
Life and Other Personal Insurance	\$425
Maintenance and Repair Services	\$1,227
Medical equipment for general use	\$4
Men's Suits	\$44
Miscellaneous fees	\$4
Mortgage interest and charges owned dwellings	\$6,571
Mortgage interest and charges owned vacation homes	\$493
Movie, Theater, Amusement parks, and Other	\$20
Natural Gas	\$633
New Cars	\$851
New Trucks	\$1,150
New Motorcycle	\$31
Newspaper, Magazine by Subscription	\$28
Oral Hygiene Products, Articles	\$55
Other Household Products	\$602
Other Home Services	\$29
Other Tobacco Products	\$268
Personal Care Services	\$435
Pet Purchase, Supplies, Medicine	\$183
Photo Processing	\$16
Portable Heating and Cooling Equipment	\$13
Property taxes owned dwellings	\$1,978
Property taxes owned vacation homes	\$70
Rent	\$3,269
Satellite Dishes	\$2
Shaving Needs	\$41
Small Electric Kitchen Appliances	\$50
Residential Telephone/Pay Phones	\$235
Televisions	\$88
Tobacco Products and Smoking supplies	\$268
Tolls or Electronic Toll Passes	\$42
Toys, Games, Arts and Crafts, and Tricycles	\$221
Used Cars	\$1,049
Used Trucks	\$1,154
VCR's and Video Disc Players	\$8
Vehicle Insurance	\$1,302
Vehicle Air Conditioning Repair	\$0
Vehicle Inspection	\$15
Video Game Hardware And Software	\$155
Watches	\$46
Women's Suits	\$16

Erie

**2020 Consumer Expenditures (Average Household Annual Expenditures):**

Total Households	8,526
------------------	-------

---

Median Household Income	\$110,102
Total Average Household Expenditure	\$83,888
Airline Fares	\$778
Alcoholic beverages purchased on trips	\$98
Alimony Expenditures	\$57
Alteration, Repair and Tailoring of Apparel and Accessories	\$16
Apparel and Services for Children Under 2	\$150
Apparel Laundry and Dry Cleaning not coin-operated	\$278
Audio Equipment and Sound Components	\$1
Books thru book clubs	\$2
Books not thru book clubs	\$22
Boys' active sportswear	\$7
Cash contributions to charities, church, religious, educational, political and other organizations	\$2,665
CDs, Records, Audio Tapes	\$24
Cellular Phone Service	\$1,287
Child Support Expenditures	\$173
College Tuition	\$688
Computers and Computer Hardware for nonbusiness use	\$236
Computer information services	\$356
Coolant, brake fluid, transmission fluid, and other additives	\$8
Cosmetics, perfume, bath preparations	\$293
Deodorants, feminine hygiene, miscellaneous personal care	\$56
Electricity	\$1,469
Fees for Recreational Lessons	\$482
Finance Charges Excluding Mortgage And Vehicle	\$30
Floor Coverings, Nonpermanent	\$34
Food or Board at School	\$61
Food on out-of-town trips	\$807
Funeral Expenses	\$86
Furniture	\$608
Gasoline And Motor Oil	\$3,029
Girls' Active Sportswear	\$29
Hair Care Products	\$134
Hospital Room and Services	\$270
Health Care Insurance	\$506
Health Maintenance Organization (not BCBS)	\$1,079
Housekeeping Services	\$248
Household Textiles	\$235
Intracity Bus Fares	\$16
Intracity Mass Transit Fares	\$45
Jewelry	\$196
Legal fees	\$218
Life and Other Personal Insurance	\$536
Maintenance and Repair Services	\$1,227
Medical equipment for general use	\$5
Men's Suits	\$64
Miscellaneous fees	\$5

---

	Erie
Mortgage interest and charges owned dwellings	\$7,635
Mortgage interest and charges owned vacation homes	\$565
Movie, Theater, Amusement parks, and Other	\$24
Natural Gas	\$709
New Cars	\$1,017
New Trucks	\$1,364
New Motorcycle	\$41
Newspaper, Magazine by Subscription	\$16
Oral Hygiene Products, Articles	\$73
Other Household Products	\$730
Other Home Services	\$35
Other Tobacco Products	\$261
Personal Care Services	\$543
Pet Purchase, Supplies, Medicine	\$240
Photo Processing	\$19
Portable Heating and Cooling Equipment	\$17
Property taxes owned dwellings	\$2,370
Property taxes owned vacation homes	\$81
Rent	\$3,940
Satellite Dishes	\$2
Shaving Needs	\$50
Small Electric Kitchen Appliances	\$62
Residential Telephone/Pay Phones	\$296
Televisions	\$127
Tobacco Products and Smoking supplies	\$261
Tolls or Electronic Toll Passes	\$48
Toys, Games, Arts and Crafts, and Tricycles	\$305
Used Cars	\$1,265
Used Trucks	\$1,377
VCR's and Video Disc Players	\$11
Vehicle Insurance	\$1,514
Vehicle Air Conditioning Repair	\$0
Vehicle Inspection	\$17
Video Game Hardware And Software	\$189
Watches	\$61
Women's Suits	\$23

---

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

© 2015 Experian Information Solutions, Inc. . All rights reserved

© 2015 Experian Marketing Solutions, Inc. . All rights reserved

---

© 2016,by Experian

© 2016 Alteryx, Inc. Irvine, CA | 888-836-4274 | [www.alteryx.com](http://www.alteryx.com) | Powered by Alteryx®

# Retail Sales Potential Comparison

Geography: City - Erie

Erie

---

## Average Annual Household Dollars 2015A

Automotive Dealers	\$4,299
Automotive Parts, Accessories, & Tire Stores	\$241
Beer, Wine, & Liquor Stores	\$192
Book Stores	\$83
Childrens and Infants Clothing Stores	\$60
Clothing Accessories Stores	\$35
Convenience Stores	\$139
Cosmetics, Beauty Supplies and Perfume Stores	\$33
Department Stores excluding leased depts	\$1,289
Drinking Place - Alcoholic Beverages	\$120
Family Clothing Stores	\$574
Florists	\$30
Full-service Restaurants	\$1,933
Furniture Stores	\$28
Gasoline Stations	\$2,911
Gift, Novelty, and Souvenir Stores	\$91
Hardware Stores	\$54
Hobby, Toys and Games Stores	\$85
Home Centers	\$509
Home Furnishing Stores	\$162
Household Appliances Stores	\$126
Jewelry Stores	\$103
Limited-service Eating Places	\$2,008
Luggage & Leather Goods Stores	\$11
Mens Clothing Stores	\$59
Musical Instrument and Supplies Stores	\$15
News Dealers and Newsstands	\$6
Nonstore retailers	\$1,234
Nursery and Garden centers	\$171
Office Supplies and Stationery Stores	\$105
Optical Goods Stores	\$66
Other Building Materials Dealers	\$418

Other Clothing Stores	\$72
Other General Merchandise Stores	\$2,434
Other Health and Personal Care Stores	\$45
Other Miscellaneous Store Retailers	\$403
Other Motor Vehicle Dealers	\$427
Outdoor Power Equipment Stores	\$27
Paint and Wallpaper Stores	\$43
Pharmacies and Drug Stores	\$711
Radio, Television and Other Electronics Stores	\$253
Sew/Needlework/Piece Goods Stores	\$8
Shoe Stores	\$283
Special Foodservices	\$21
Specialty Food Stores	\$137
Sporting Goods Stores	\$237
Supermarkets and Other Grocery (except Convenience) Stores	\$3,522
Used Merchandise Stores	\$47
Womens Clothing Stores	\$268
Total Avg Annual Retail Sales	\$32,680

**Aggregate Household Dollars 2015A**

Automotive Dealers	\$30,001,892
Automotive Parts, Accessories, & Tire Stores	\$1,684,847
Beer, Wine, & Liquor Stores	\$1,345,900
Book Stores	\$581,051
Childrens and Infants Clothing Stores	\$425,511
Clothing Accessories Stores	\$246,829
Convenience Stores	\$974,665
Cosmetics, Beauty Supplies and Perfume Stores	\$235,632
Department Stores excluding leased depts	\$9,000,591
Drinking Place - Alcoholic Beverages	\$837,784
Family Clothing Stores	\$4,010,591
Florists	\$215,650
Full-service Restaurants	\$13,494,612
Furniture Stores	\$199,071
Gasoline Stations	\$20,316,466
Gift, Novelty, and Souvenir Stores	\$639,248
Hardware Stores	\$380,794
Hobby, Toys and Games Stores	\$594,900

Home Centers	\$3,551,723
Home Furnishing Stores	\$1,130,469
Household Appliances Stores	\$883,484
Jewelry Stores	\$721,623
Limited-service Eating Places	\$14,012,765
Luggage & Leather Goods Stores	\$82,982
Mens Clothing Stores	\$418,621
Musical Instrument and Supplies Stores	\$107,675
News Dealers and Newsstands	\$45,416
Nonstore retailers	\$8,613,816
Nursery and Garden centers	\$1,195,755
Office Supplies and Stationery Stores	\$736,040
Optical Goods Stores	\$466,838
Other Building Materials Dealers	\$2,917,728
Other Clothing Stores	\$508,188
Other General Merchandise Stores	\$16,985,466
Other Health and Personal Care Stores	\$319,383
Other Miscellaneous Store Retailers	\$2,814,932
Other Motor Vehicle Dealers	\$2,984,145
Outdoor Power Equipment Stores	\$193,596
Paint and Wallpaper Stores	\$306,151
Pharmacies and Drug Stores	\$4,962,741
Radio, Television and Other Electronics Stores	\$1,767,757
Sew/Needlework/Piece Goods Stores	\$59,775
Shoe Stores	\$1,977,917
Special Foodservices	\$146,861
Specialty Food Stores	\$958,242
Sporting Goods Stores	\$1,655,783
Supermarkets and Other Grocery (except Convenience) Stores	\$24,576,029
Used Merchandise Stores	\$334,585
Womens Clothing Stores	\$1,874,037
Total Aggregate Annual Retail Sales	\$228,032,962

# Mosaic Population Comparison

Geography: City - Erie

---

Erie

---

	2015 Pop Count	%
<b>Group A: Power Elite</b>		
A01 American Royalty	3	0.0%
A02 Platinum Prosperity	0	0.0%
A03 Kids and Cabernet	0	0.0%
A04 Picture Perfect Families	0	0.0%
A05 Couples with Clout	0	0.0%
A06 Jet Set Urbanites	0	0.0%
<b>Group B: Flourishing Families</b>		
B07 Generational Soup	8,097	40.2%
B08 Babies and Bliss	3,525	17.5%
B09 Family Fun-tastic	0	0.0%
B10 Cosmopolitan Achievers	0	0.0%
<b>Group C: Booming with Confidence</b>		
C11 Aging of Aquarius	994	4.9%
C12 Golf Carts and Gourmets	0	0.0%
C13 Silver Sophisticates	0	0.0%
C14 Boomers and Boomerangs	0	0.0%
<b>Group D: Suburban Style</b>		
D15 Sports Utility Families	0	0.0%
D16 Settled in Suburbia	0	0.0%
D17 Cul de Sac Diversity	0	0.0%
D18 Suburban Attainment	0	0.0%
<b>Group E: Thriving Boomers</b>		
E19 Full Pockets, Empty Nests	0	0.0%
E20 No Place Like Home	0	0.0%
E21 Unspoiled Splendor	0	0.0%
<b>Group F: Promising Families</b>		
F22 Fast Track Couples	4,941	24.5%
F23 Families Matter Most	0	0.0%
<b>Group G: Young, City Solos</b>		
G24 Status Seeking Singles	0	0.0%
G25 Urban Edge	0	0.0%
<b>Group H: Middle-class Melting Pot</b>		
H26 Progressive Potpourri	0	0.0%
H27 Birkenstocks and Beemers	0	0.0%
H28 Everyday Moderates	0	0.0%
H29 Destination Recreation	0	0.0%

**Group I: Family Union**

I30 Stockcars and State Parks	0	0.0%
I31 Blue Collar Comfort	0	0.0%
I32 Steadfast Conventionalists	0	0.0%
I33 Balance and Harmony	0	0.0%

**Group J: Autumn Years**

J34 Aging in Place	0	0.0%
J35 Rural Escape	0	0.0%
J36 Settled and Sensible	0	0.0%

**Group K: Significant Singles**

K37 Wired for Success	1,139	5.6%
K38 Gotham Blend	0	0.0%
K39 Metro Fusion	0	0.0%
K40 Bohemian Groove	0	0.0%

**Group L: Blue Sky Boomers**

L41 Booming and Consuming	0	0.0%
L42 Rooted Flower Power	1,399	6.9%
L43 Homemade Happiness	0	0.0%

**Group M: Families in Motion**

M44 Red, White and Bluegrass	0	0.0%
M45 Diapers and Debit Cards	0	0.0%

**Group N: Pastoral Pride**

N46 True Grit Americans	0	0.0%
N47 Countrified Pragmatics	0	0.0%
N48 Rural Southern Bliss	0	0.0%
N49 Touch of Tradition	0	0.0%

**Group O: Singles and Starters**

O50 Full Steam Ahead	0	0.0%
O51 Digital Dependents	0	0.0%
O52 Urban Ambition	0	0.0%
O53 Colleges and Cafes	0	0.0%
O54 Striving Single Scene	0	0.0%
O55 Family Troopers	0	0.0%

**Group P: Cultural Connections**

P56 Mid-scale Medley	0	0.0%
P57 Modest Metro Means	0	0.0%
P58 Heritage Heights	0	0.0%
P59 Expanding Horizons	0	0.0%
P60 Striving Forward	0	0.0%
P61 Humble Beginnings	0	0.0%

**Group Q: Golden Year Guardians**

Q62 Reaping Rewards	0	0.0%
Q63 Footloose and Family Tree	0	0.0%

	Erie	
Q64 Town Elders	0	0.0%
Q65 Senior Discounts	0	0.0%
<b>Group R: Aspirational Fusion</b>		
R66 Dare to Dream	0	0.0%
R67 Hope for Tomorrow	0	0.0%
<b>Group S: Economic Challenges</b>		
S68 Small Town Shallow Pockets	0	0.0%
S69 Urban Survivors	0	0.0%
S70 Tight Money	0	0.0%
S71 Tough Times	0	0.0%
U00 Unclassified	0	0.0%
<b>Total Population</b>	20,099	100.0%

© 2016, by Experian

© 2016 Alteryx, Inc. Irvine, CA | 888-836-4274 | [www.alteryx.com](http://www.alteryx.com) | Powered by Alteryx®