**Executive Summary | Population & Household**

**Trade Area:** 9710 Scranton Rd - 1 mi Radius

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### POPULATION

The population in this area is estimated to change from 864 to 940, resulting in a growth of 8.8% between 2010 and the current year. Over the next five years, the population is projected to grow by 3.8%.

The population in the base area is estimated to change from 308,745,538 to 330,846,040, resulting in a growth of 7.2% between 2010 and the current year. Over the next five years, the population is projected to grow by 2.9%.

The current year median age for this area is 41.3, while the average age is 39.7. Five years from now, the median age is projected to be 43.0.

The current year median age for the base area is 38.8, while the average age is 39.8. Five years from now, the median age is projected to be 39.8.

Of this area's current year estimated population:
- 61.6% are White Alone,
- 0.9% are Black or African American Alone,
- 0.2% are American Indian and Alaska Nat. Alone,
- 30.2% are Asian Alone,
- 0.1% are Nat. Hawaiian and Other Pacific Isl. Alone,
- 2.0% are Some Other Race, and
- 5.1% are Two or More Races.

Of the base area's current year estimated population:
- 69.2% are White Alone,
- 12.9% are Black or African American Alone,
- 1.0% are American Indian and Alaska Nat. Alone,
- 5.9% are Asian Alone,
- 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone,
- 7.2% are Some Other Race, and
- 3.6% are Two or More Races.

This area's current estimated Hispanic or Latino population is 9.1%, while the base area's current estimated Hispanic or Latino population is 19.2%.

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### HOUSEHOLD

The number of households in this area is estimated to change from 321 to 364, resulting in an increase of 13.4% between 2010 and the current year. Over the next five years, the number of households is projected to increase by 5.2%.

The number of household in the base area is estimated to change from 116,716,292 to 125,732,798, resulting in an increase of 7.7% between 2010 and the current year. Over the next five years, the number of households is projected to increase by 3.1%.
Currently, it is estimated that 23.3% of the population age 25 and over in this area had earned a Master's Degree, 6.1% had earned a Professional School Degree, 13.1% had earned a Doctorate Degree and 34.0% had earned a Bachelor's Degree.

In comparison, for the base area, it is estimated that for the population over age 25, 8.9% had earned a Master's Degree, 2.1% had earned a Professional School Degree, 1.4% had earned a Doctorate Degree and 19.8% had earned a Bachelor's Degree.

The average household income is estimated to be $230,863 for the current year, while the average household income for the base area is estimated to be $96,765 for the same time frame.

The average household income in this area is projected to change over the next five years, from $230,863 to $249,624.

The average household income in the base area is projected to change over the next five years, from $96,765 to $107,191.

Most of the dwellings in this area (77.2%) are estimated to be Owner-Occupied for the current year. For the base area the majority of the housing units are Owner-Occupied (65.2%).

The majority of dwellings in this area (54.8%) are estimated to be structures of 1 Unit Detached for the current year. The majority of the dwellings in the base area (61.5%) are estimated to be structure of 1 Unit Detached for the same year.

The majority of housing units in this area (80.2%) are estimated to have been Built 1990 to 1999 for the current year.

The majority of housing units in the base area (14.3%) are estimated to have been Built 1970 to 1979 for the current year.
For this area, 9710 Scranton Rd - 1 mi Radius, 96.1% of the labor force is estimated to be employed for the current year.

The employment status of the population age 16 and over is as follows: 0.1% are in the Armed Forces, 70.9% are employed civilians, 2.9% are unemployed civilians, and 25.9% are not in the labor force.

The occupational classification for this area are as follows: 5.6% hold blue collar occupations, 89.7% hold white collar occupations, and 4.7% are occupied as service & farm workers.

For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories: 11.8% are in Architecture and Engineering, 4.5% are in Arts, Entertainment and Sports, 11.1% are in Business and Financial Operations, 11.2% are in Computers and Mathematics, 6.3% are in Education, Training and Libraries, 11.8% are in Healthcare Practitioners and Technicians, 0.7% are in Healthcare Support, 7.6% are in Life, Physical and Social Sciences, 16.3% are in Management, 2.5% are in Office and Administrative Support.

0.0% are in Community and Social Services, 1.4% are in Food Preparation and Serving, 2.7% are in Legal Services, 1.4% are in Protective Services, 3.6% are in Sales and Related Services, 1.1% are in Personal Care Services.

0.0% are in Building and Grounds Maintenance, 1.1% are in Construction and Extraction, 0.0% are in Farming, Fishing and Forestry, 0.0% are in Maintenance and Repair, 2.5% are in Production, 2.0% are in Transportation and Moving.

For the base area, USA, 94.9% of the labor force is estimated to be employed for the current year.

The employment status of the population age 16 and over is as follows: 0.4% are in the Armed Forces, 59.6% are employed civilians, 3.2% are unemployed civilians, and 36.8% are not in the labor force.

The occupational classification for the base area are as follows: 21.5% hold blue collar occupations, 60.0% hold white collar occupations, and 18.5% are occupied as service & farm workers.

For the civilian employed population age 16 and over in the base area, it is estimated that they are employed in the following occupational categories: 1.9% are in Architecture and Engineering, 2.0% are in Arts, Entertainment and Sports, 5.4% are in Business and Financial Operations, 3.1% are in Computers and Mathematics, 6.0% are in Education, Training and Libraries, 6.0% are in Healthcare Practitioners and Technicians, 3.3% are in Healthcare Support, 0.9% are in Life, Physical and Social Sciences, 10.1% are in Management, 11.5% are in Office and Administrative Support.

1.7% are in Community and Social Services, 5.7% are in Food Preparation and Serving, 1.1% are in Legal Services, 2.1% are in Protective Services, 10.3% are in Sales and Related Services, 2.8% are in Personal Care Services.

3.9% are in Building and Grounds Maintenance, 5.1% are in Construction and Extraction, 0.7% are in Farming, Fishing and Forestry, 3.0% are in Maintenance and Repair, 5.7% are in Production, 7.6% are in Transportation and Moving.
**Executive Summary | Population & Household**

**Trade Area:** 9710 Scranton Rd - 3 mi Radius

### POPULATION

The population in this area is estimated to change from 82,671 to 94,239, resulting in a growth of 14.0% between 2010 and the current year. Over the next five years, the population is projected to grow by 4.6%.

The population in the base area is estimated to change from 308,745,538 to 330,946,040, resulting in a growth of 7.2% between 2010 and the current year. Over the next five years, the population is projected to grow by 2.9%.

The current year median age for this area is 31.2, while the average age is 34.8. Five years from now, the median age is projected to be 33.5.

The current year median age for the base area is 38.8, while the average age is 39.8. Five years from now, the median age is projected to be 39.8.

**Of this area's current year estimated population:**
- 44.7% are White Alone,
- 2.0% are Black or African American Alone,
- 0.2% are American Indian and Alaska Nat. Alone,
- 43.9% are Asian Alone,
- 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone,
- 3.8% are Some Other Race,
- 5.2% are Two or More Races.

**Of the base area's current year estimated population:**
- 69.2% are White Alone,
- 12.9% are Black or African American Alone,
- 1.0% are American Indian and Alaska Nat. Alone,
- 5.9% are Asian Alone,
- 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone,
- 7.2% are Some Other Race,
- 3.6% are Two or More Races.

This area's current estimated Hispanic or Latino population is 11.0%, while the base area's current estimated Hispanic or Latino population is 19.2%.

### HOUSEHOLD

The number of households in this area is estimated to change from 30,251 to 33,658, resulting in an increase of 11.3% between 2010 and the current year. Over the next five years, the number of households is projected to increase by 4.2%.

The number of households in the base area is estimated to change from 116,716,292 to 125,732,798, resulting in an increase of 7.7% between 2010 and the current year. Over the next five years, the number of households is projected to increase by 3.1%.
Currently, it is estimated that 22.6% of the population age 25 and over in this area had earned a Master's Degree, 5.8% had earned a Professional School Degree, 9.3% had earned a Doctorate Degree and 33.2% had earned a Bachelor's Degree.

In comparison, for the base area, it is estimated that for the population over age 25, 8.9% had earned a Master's Degree, 2.1% had earned a Professional School Degree, 1.4% had earned a Doctorate Degree and 19.8% had earned a Bachelor's Degree.

The average household income is estimated to be $137,637 for the current year, while the average household income for the base area is estimated to be $96,765 for the same time frame.

The average household income in this area is projected to change over the next five years, from $137,637 to $152,507.

The average household income in the base area is projected to change over the next five years, from $96,765 to $107,191.

Most of the dwellings in this area (62.2%) are estimated to be Renter-Occupied for the current year. For the base area the majority of the housing units are Renter-Occupied (34.8%).

The majority of dwellings in this area (29.2%) are estimated to be structures of 1 Unit Detached for the current year. The majority of the dwellings in the base area (61.5%) are estimated to be structure of 1 Unit Detached for the same year.

The majority of housing units in this area (23.8%) are estimated to have been Built 1990 to 1999 for the current year.

The majority of housing units in the base area (14.3%) are estimated to have been Built 1970 to 1979 for the current year.
For this area, 9710 Scranton Rd - 3 mi Radius, 95.8% of the labor force is estimated to be employed for the current year.

The employment status of the population age 16 and over is as follows: 0.4% are in the Armed Forces, 63.7% are employed civilians, 2.8% are unemployed civilians, and 33.1% are not in the labor force.

The occupational classification for this area are as follows: 7.1% hold blue collar occupations, 82.7% hold white collar occupations, and 10.3% are occupied as service & farm workers.

For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories: 6.6% are in Architecture and Engineering, 2.4% are in Arts, Entertainment and Sports, 7.2% are in Business and Financial Operations, 11.3% are in Computers and Mathematics, 6.8% are in Education, Training and Libraries, 8.5% are in Healthcare Practitioners and Technicians, 2.0% are in Healthcare Support, 8.8% are in Life, Physical and Social Sciences, 11.9% are in Management, 7.6% are in Office and Administrative Support.

1.0% are in Community and Social Services, 4.5% are in Food Preparation and Serving, 1.8% are in Legal Services, 0.5% are in Protective Services, 8.7% are in Sales and Related Services, 2.3% are in Personal Care Services.

0.9% are in Building and Grounds Maintenance, 1.0% are in Construction and Extraction, 0.1% are in Farming, Fishing and Forestry, 0.9% are in Maintenance and Repair, 2.3% are in Production, 2.9% are in Transportation and Moving.

For the base area, USA, 94.9% of the labor force is estimated to be employed for the current year.

The employment status of the population age 16 and over is as follows: 0.4% are in the Armed Forces, 59.6% are employed civilians, 3.2% are unemployed civilians, and 36.8% are not in the labor force.

The occupational classification for the base area are as follows: 21.5% hold blue collar occupations, 60.0% hold white collar occupations, and 18.5% are occupied as service & farm workers.

For the civilian employed population age 16 and over in the base area, it is estimated that they are employed in the following occupational categories: 1.9% are in Architecture and Engineering, 2.0% are in Arts, Entertainment and Sports, 5.4% are in Business and Financial Operations, 3.1% are in Computers and Mathematics, 6.0% are in Education, Training and Libraries, 6.0% are in Healthcare Practitioners and Technicians, 3.3% are in Healthcare Support, 8.9% are in Life, Physical and Social Sciences, 10.1% are in Management, 11.5% are in Office and Administrative Support.

1.7% are in Community and Social Services, 5.7% are in Food Preparation and Serving, 1.1% are in Legal Services, 2.1% are in Protective Services, 10.3% are in Sales and Related Services, 2.8% are in Personal Care Services.

3.9% are in Building and Grounds Maintenance, 5.1% are in Construction and Extraction, 0.7% are in Farming, Fishing and Forestry, 3.0% are in Maintenance and Repair, 5.7% are in Production, 7.6% are in Transportation and Moving.
Pop-Facts® Executive Summary | Population & Household

Trade Area: 9710 Scranton Rd - 5 mi Radius

**POPULATION**

The population in this area is estimated to change from 225,183 to 245,637, resulting in a growth of 9.1% between 2010 and the current year. Over the next five years, the population is projected to grow by 3.3%.

The population in the base area is estimated to change from 308,745,538 to 330,946,040, resulting in a growth of 7.2% between 2010 and the current year. Over the next five years, the population is projected to grow by 2.9%.

The current year median age for this area is 36.3, while the average age is 38.3. Five years from now, the median age is projected to be 38.0.

The current year median age for the base area is 38.8, while the average age is 39.8. Five years from now, the median age is projected to be 39.8.

Of this area's current year estimated population:
- 50.9% are White Alone,
- 2.3% are Black or African American Alone,
- 0.3% are American Indian and Alaska Nat. Alone,
- 35.1% are Asian Alone,
- 0.3% are Nat. Hawaiian and Other Pacific Isl. Alone,
- 5.3% are Some Other Race, and
- 5.7% are Two or More Races.

Of the base area's current year estimated population:
- 69.2% are White Alone,
- 12.9% are Black or African American Alone,
- 1.0% are American Indian and Alaska Nat. Alone,
- 5.9% are Asian Alone,
- 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone,
- 7.2% are Some Other Race, and
- 3.6% are Two or More Races.

This area's current estimated Hispanic or Latino population is 13.7%, while the base area's current estimated Hispanic or Latino population is 19.2%.

**HOUSEHOLD**

The number of households in this area is estimated to change from 81,218 to 87,664, resulting in an increase of 7.9% between 2010 and the current year. Over the next five years, the number of households is projected to increase by 3.1%.

The number of household in the base area is estimated to change from 116,716,292 to 125,732,798, resulting in an increase of 7.7% between 2010 and the current year. Over the next five years, the number of households is projected to increase by 3.1%.
**EDUCATION**
Currently, it is estimated that 18.6% of the population age 25 and over in this area had earned a Master’s Degree, 5.5% had earned a Professional School Degree, 7.0% had earned a Doctorate Degree and 31.1% had earned a Bachelor’s Degree.

In comparison, for the base area, it is estimated that for the population over age 25, 8.9% had earned a Master’s Degree, 2.1% had earned a Professional School Degree, 1.4% had earned a Doctorate Degree and 19.8% had earned a Bachelor’s Degree.

**INCOME**
The average household income is estimated to be $151,346 for the current year, while the average household income for the base area is estimated to be $96,765 for the same time frame.

The average household income in this area is projected to change over the next five years, from $151,346 to $167,433.

The average household income in the base area is projected to change over the next five years, from $96,765 to $107,191.

**HOUSING**
Most of the dwellings in this area (54.6%) are estimated to be Owner-Occupied for the current year. For the base area, the majority of the housing units are Owner-Occupied (65.2%).

The majority of dwellings in this area (47.8%) are estimated to be structures of 1 Unit Detached for the current year. The majority of the dwellings in the base area (61.5%) are estimated to be structure of 1 Unit Detached for the same year.

The majority of housing units in this area (23.7%) are estimated to have been Built 1970 to 1979 for the current year.

The majority of housing units in the base area (14.3%) are estimated to have been Built 1970 to 1979 for the current year.
For this area, 9710 Scranton Rd - 5 mi Radius, 95.4% of the labor force is estimated to be employed for the current year.

The employment status of the population age 16 and over is as follows:
2.1% are in the Armed Forces, 62.7% are employed civilians, 3.0% are unemployed civilians, and 32.2% are not in the labor force.

The occupational classification for this area are as follows:
9.5% hold blue collar occupations, 77.7% hold white collar occupations, and 12.8% are occupied as service & farm workers.

For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:
6.1% are in Architecture and Engineering, 2.6% are in Arts, Entertainment and Sports, 7.6% are in Business and Financial Operations, 8.7% are in Computers and Mathematics, 5.9% are in Education, Training and Libraries, 7.3% are in Healthcare Practitioners and Technicians, 2.4% are in Healthcare Support, 6.1% are in Life, Physical and Social Sciences, 12.3% are in Management, 8.3% are in Office and Administrative Support.

1.1% are in Community and Social Services, 5.1% are in Food Preparation and Serving, 1.8% are in Legal Services, 0.8% are in Protective Services, 9.2% are in Sales and Related Services, 2.7% are in Personal Care Services.

1.7% are in Building and Grounds Maintenance, 1.6% are in Construction and Extraction, 0.1% are in Farming, Fishing and Forestry, 1.3% are in Maintenance and Repair, 3.4% are in Production, 3.2% are in Transportation and Moving.

For the base area, USA, 94.9% of the labor force is estimated to be employed for the current year.

The employment status of the population age 16 and over is as follows:
0.4% are in the Armed Forces, 59.6% are employed civilians, 3.2% are unemployed civilians, and 36.8% are not in the labor force.

The occupational classification for the base area are as follows:
21.5% hold blue collar occupations, 60.0% hold white collar occupations, and 18.5% are occupied as service & farm workers.

For the civilian employed population age 16 and over in the base area, it is estimated that they are employed in the following occupational categories:
1.9% are in Architecture and Engineering, 2.0% are in Arts, Entertainment and Sports, 5.4% are in Business and Financial Operations, 3.1% are in Computers and Mathematics, 6.0% are in Education, Training and Libraries, 6.0% are in Healthcare Practitioners and Technicians, 3.3% are in Healthcare Support, 0.9% are in Life, Physical and Social Sciences, 10.1% are in Management, 11.5% are in Office and Administrative Support.

1.7% are in Community and Social Services, 5.7% are in Food Preparation and Serving, 1.1% are in Legal Services, 2.1% are in Protective Services, 10.3% are in Sales and Related Services, 2.8% are in Personal Care Services.

3.9% are in Building and Grounds Maintenance, 5.1% are in Construction and Extraction, 0.7% are in Farming, Fishing and Forestry, 3.0% are in Maintenance and Repair, 5.7% are in Production, 7.6% are in Transportation and Moving.
### Trade Area

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