Pop-Facts® Demographics | Population & Race

claritas

Trade Area: 9710 Scranton Rd - 1 mi.

POPULATION
679

HOUSEHOLDS
249

ETHNICITY
12.2%
Index:**61**

Hispanic/Latino

HISPANIC ORIGIN*
54.2%
Index:**89**

Mexican

HOME LANGUAGE*
57.0%
Index:**73**

Only English

MARITAL STATUS

Status	Trade Area	Benchmark
Never Married	34.6%	33.8%
Married, Spouse Present	44.6%	45.0%
Married, Spouse Absent	8.4%	4.6%
Divorced	7.0%	10.9%
Widowed	5.2%	5.7%

■ Trade Area ■ Benchmark
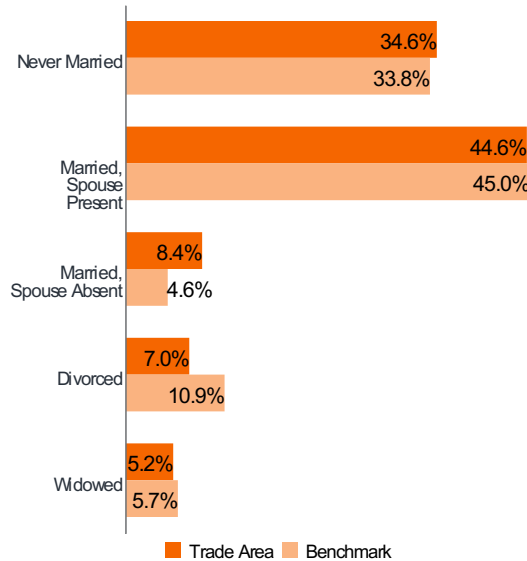
POPULATION BY AGE

Age	Count	%	Index
0 - 4	37	5.4	94
5 - 9	41	6.0	101
10 - 14	43	6.3	102
15 - 17	25	3.7	96
18 - 20	20	2.9	72
21 - 24	27	4.0	77
25 - 34	69	10.2	76
35 - 44	131	19.3	149
45 - 54	101	14.9	123
55 - 64	91	13.4	106
65 - 74	61	9.0	84
75 - 84	25	3.7	70
85+	6	0.9	43

POPULATION BY RACE**

Race	Trade Area	Benchmark
White	41.5%	60.1%
Asian	35.5%	6.2%
Two or More Races	14.4%	10.9%
Some Other Race	5.7%	9.0%
African American	1.6%	12.5%

■ Trade Area ■ Benchmark

Index Colors: | <80 | 80 - 110 | 110+ |

Pop-Facts® Demographics | Housing & Household

claritas

Trade Area: 9710 Scranton Rd - 1 mi.

Population: 679 | **Households:** 249

MEDIAN AGE OF HOUSEHOLDER

49

Index:92

PRESENCE OF CHILDREN*

33.3%

Index: 99

HOUSEHOLD TYPE

NonFamily HHs 27.7%

Family HHs 72.3%

HOUSING TENURE

Own 63.9% Index: 99

Rent 36.1% Index:102

AGE OF HOUSING**

19 - 28 years old

% Comp:71.2   Index:519

HOUSEHOLD SIZE
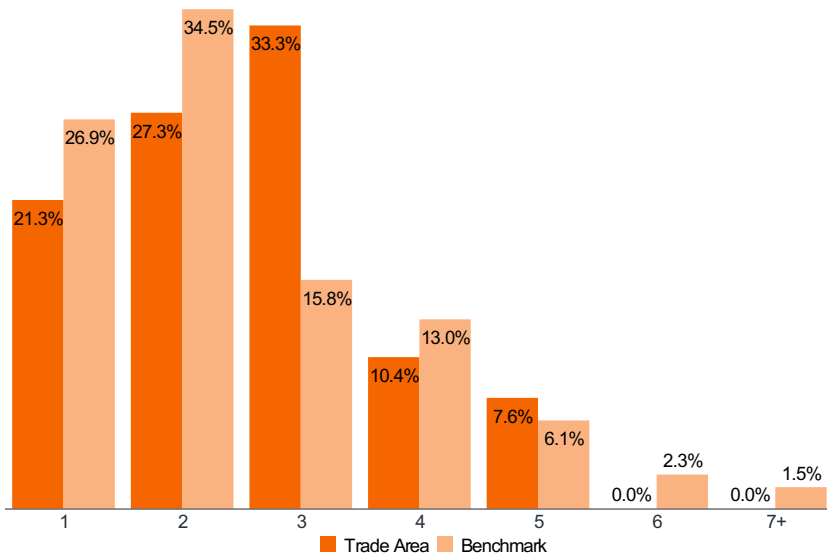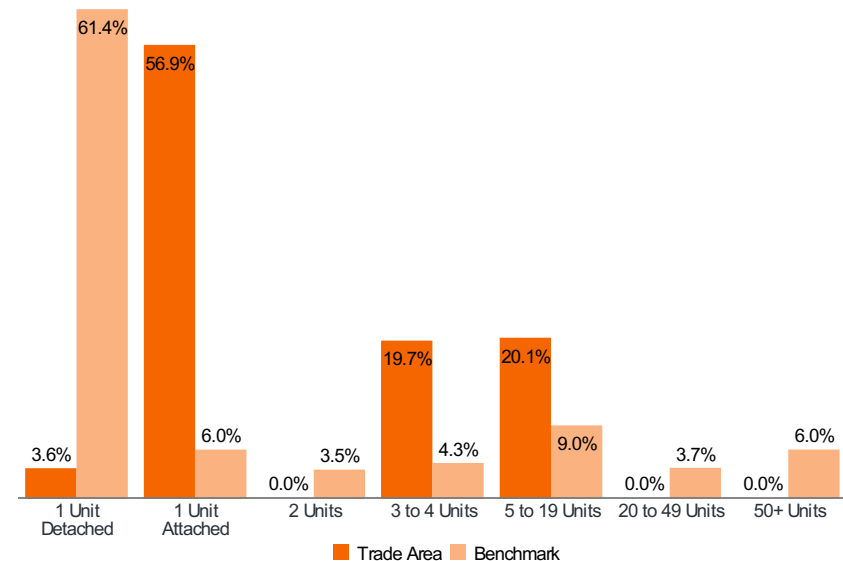
	1	2	3	4	5	6	7+
Trade Area	21.3%	27.3%	33.3%	10.4%	7.6%	0.0%	0.0%
Benchmark	26.9%	34.5%	15.8%	13.0%	6.1%	2.3%	1.5%

■ Trade Area ■ Benchmark

HOUSING UNITS IN STRUCTURE

	1 Unit Detached	1 Unit Attached	2 Units	3 to 4 Units	5 to 19 Units	20 to 49 Units	50+ Units
Trade Area	3.6%	56.9%	0.0%	19.7%	20.1%	0.0%	0.0%
Benchmark	61.4%	6.0%	3.5%	4.3%	9.0%	3.7%	6.0%

■ Trade Area ■ Benchmark

*Uses the variable "Households with people under age 18"

**Chosen from percent composition ranking

Index Colors:	<80	80 - 110	110+

Pop-Facts® Demographics | Affluence & Education

Trade Area: 9710 Scranton Rd - 1 mi.

Population: 679 | **Households:** 249

claritas

EDUCATIONAL ATTAINMENT: TOP 2*

37.1%
Index: 184
Bachelor's Degree

18.8%
Index: 207
Master's Degree

EDUCATION: HISPANIC/LATINO

8.2%
Index: 290
Bachelor's degree or higher

POVERTY STATUS

98.3%
Index: 108
At or above poverty

HOUSEHOLD INCOME
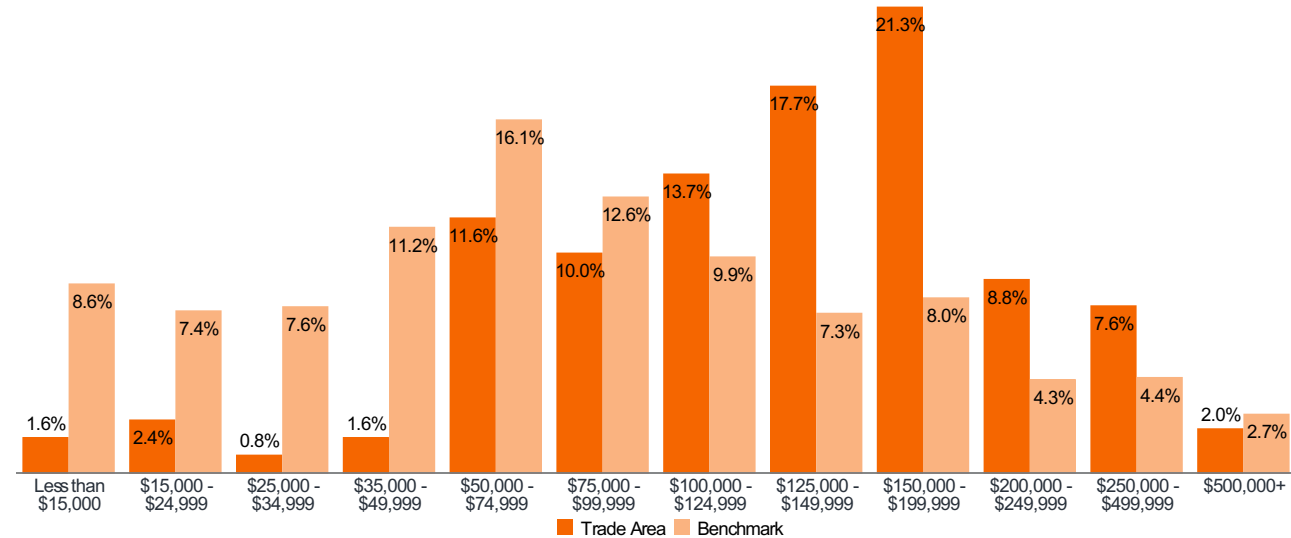
Median Household Income
$136,099
Index: 186

Average Household Income
$152,700
Index: 145

HOUSEHOLD INCOME DISTRIBUTION

Income Range	Trade Area	Benchmark
Less than $15,000	1.6%	8.6%
$15,000 - $24,999	2.4%	7.4%
$25,000 - $34,999	0.8%	7.6%
$35,000 - $49,999	1.6%	11.2%
$50,000 - $74,999	11.6%	16.1%
$75,000 - $99,999	10.0%	12.6%
$100,000 - $124,999	13.7%	9.9%
$125,000 - $149,999	17.7%	7.3%
$150,000 - $199,999	21.3%	8.0%
$200,000 - $249,999	8.8%	4.3%
$250,000 - $499,999	7.6%	4.4%
$500,000+	2.0%	2.7%

Trade Area   Benchmark

*Ranked by percent composition

Index Colors:	<80	80 - 110	110+

Pop-Facts® Demographics | Employment & Occupation

claritas

OCCUPATIONAL CLASS*

89.0%
Index:**147**

White Collar

UNEMPLOYMENT RATE

4.2%
Index:**89**

Percent of civilian labor force unemployed

METHOD OF TRAVEL TO WORK: TOP 2*

75.0%
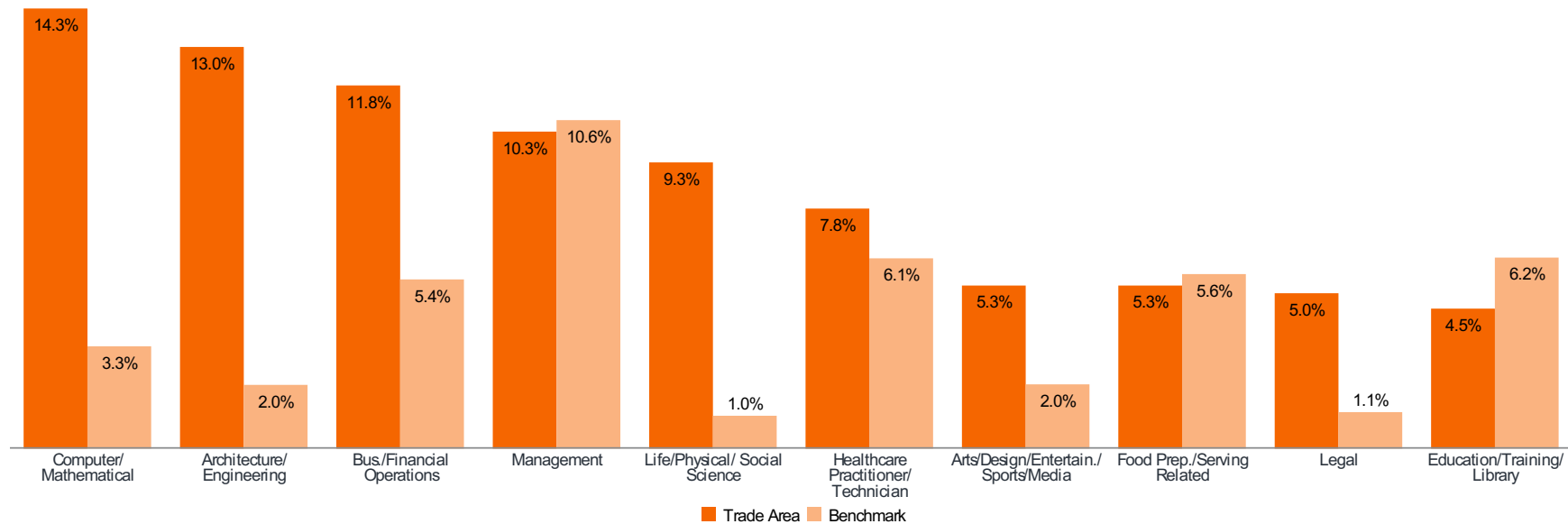Index:**99**

Travel to work by **Driving Alone**

15.8%
Index:**178**

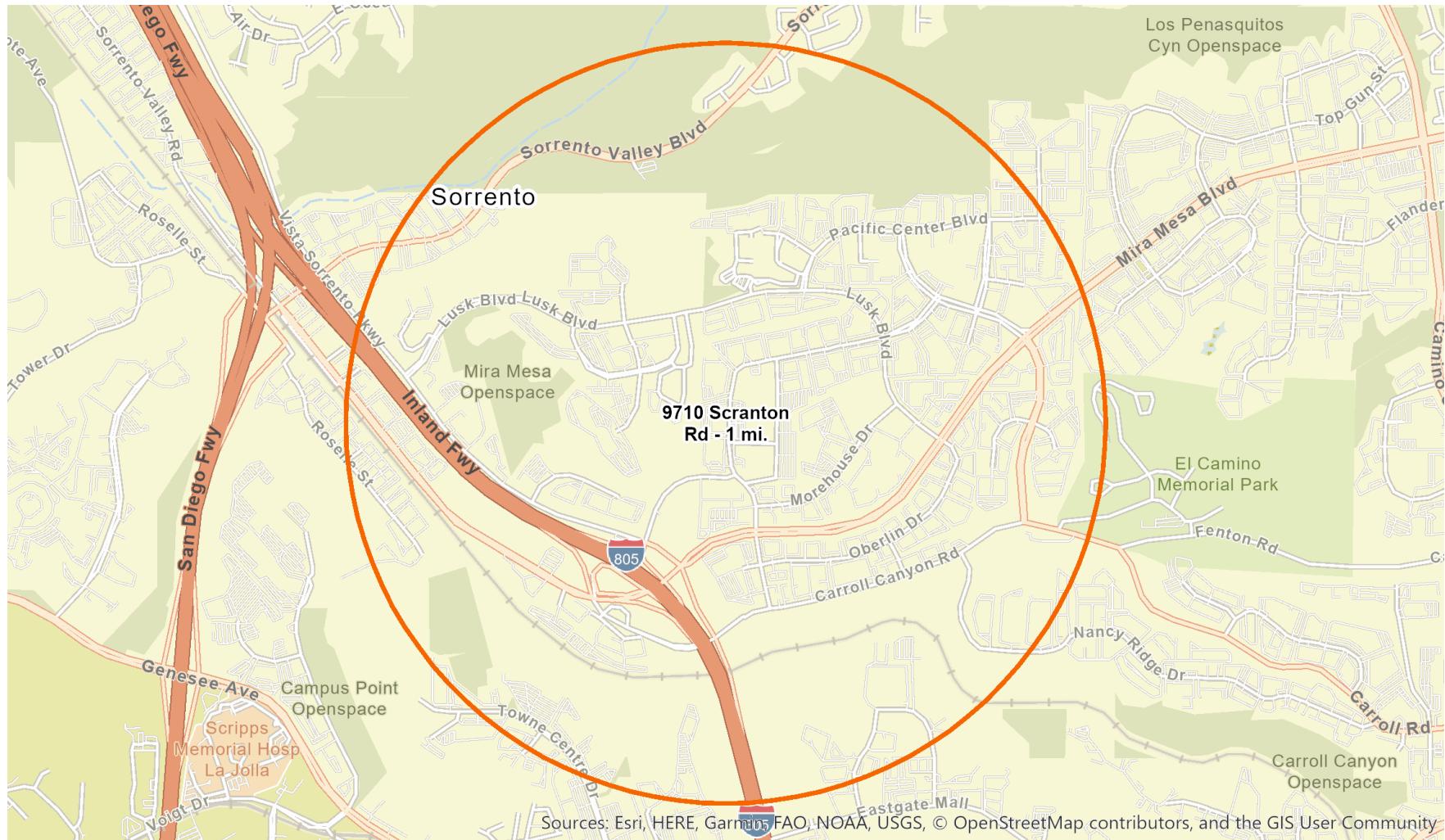Travel to work by **Carpooling**

OCCUPATION: TOP 10*

Occupation	Trade Area	Benchmark
Computer/Mathematical	14.3%	3.3%
Architecture/Engineering	13.0%	2.0%
Bus./Financial Operations	11.8%	5.4%
Management	10.3%	10.6%
Life/Physical/Social Science	9.3%	1.0%
Healthcare Practitioner/Technician	7.8%	6.1%
Arts/Design/Entertain./Sports/Media	5.3%	2.0%
Food Prep./Serving Related	5.3%	5.6%
Legal	5.0%	1.1%
Education/Training/Library	4.5%	6.2%

■ Trade Area ■ Benchmark

Chosen from percent composition ranking

Index Colors:	<80	80 - 110	110+

claritas

Pop-Facts® Demographics | Population & Race

claritas

Trade Area: 9710 Scranton Rd - 3 mi.

POPULATION
93,228

HOUSEHOLDS
33,076

ETHNICITY
13.6%
Index:**68**

Hispanic/Latino

HISPANIC ORIGIN*
77.3%
Index:**127**

Mexican

HOME LANGUAGE*
54.6%
Index:**70**

Only English

MARITAL STATUS

	Trade Area	Benchmark
Never Married	43.9%	33.8%
Married, Spouse Present	41.7%	45.0%
Married, Spouse Absent	4.9%	4.6%
Divorced	6.2%	10.9%
Widowed	3.3%	5.7%

■ Trade Area ■ Benchmark
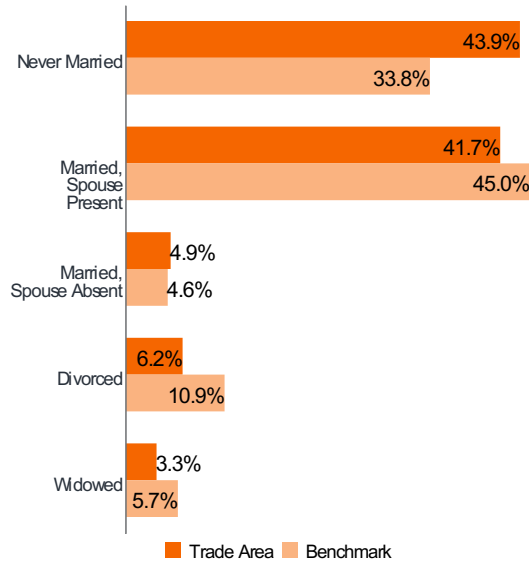
POPULATION BY AGE

Age	Count	%	Index
0 - 4	3,822	4.1	70
5 - 9	4,538	4.9	82
10 - 14	4,453	4.8	77
15 - 17	2,838	3.0	80
18 - 20	11,704	12.6	308
21 - 24	10,852	11.6	225
25 - 34	14,450	15.5	115
35 - 44	13,454	14.4	112
45 - 54	10,406	11.2	93
55 - 64	7,628	8.2	65
65 - 74	5,586	6.0	56
75 - 84	2,440	2.6	50
85+	1,056	1.1	55

POPULATION BY RACE**
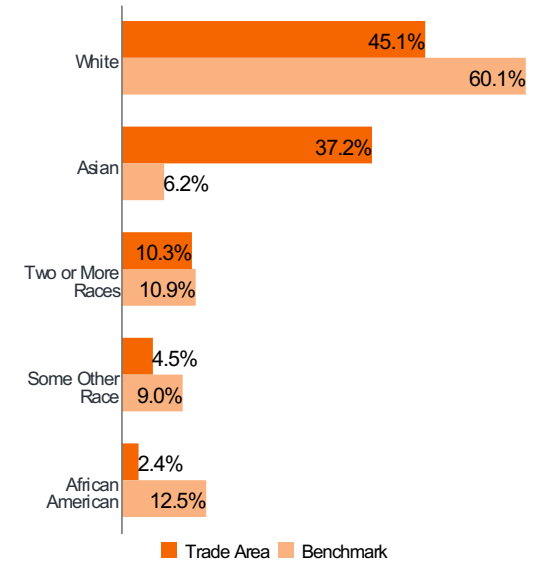
	Trade Area	Benchmark
White	45.1%	60.1%
Asian	37.2%	6.2%
Two or More Races	10.3%	10.9%
Some Other Race	4.5%	9.0%
African American	2.4%	12.5%

■ Trade Area ■ Benchmark

Index Colors:	<80	80 - 110	110+

Pop-Facts® Demographics | Housing & Household

claritas

Trade Area: 9710 Scranton Rd - 3 mi.

Population: 93,228 | **Households:** 33,076

MEDIAN AGE OF HOUSEHOLDER

43

Index:81

PRESENCE OF CHILDREN*

26.8%

Index: 79

HOUSEHOLD TYPE

Family HHs 53.3%

NonFamily HHs 46.7%
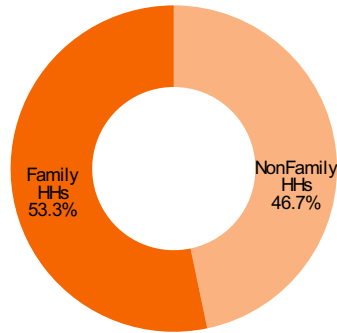
HOUSING TENURE

Own 39.9% Index: 62

Rent 60.1% Index:169

AGE OF HOUSING**

19 - 28 years old

% Comp:25.2   Index:184

HOUSEHOLD SIZE
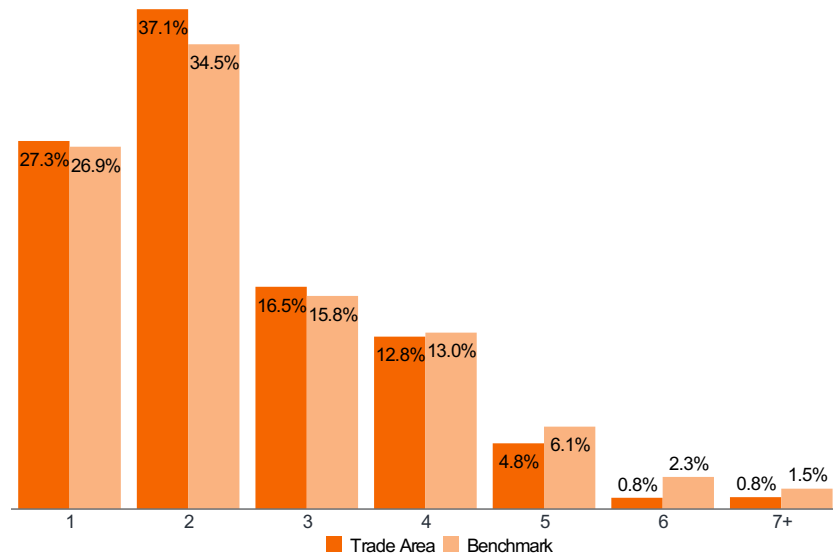
Household Size	Trade Area	Benchmark
1	27.3%	26.9%
2	37.1%	34.5%
3	16.5%	15.8%
4	12.8%	13.0%
5	4.8%	6.1%
6	0.8%	2.3%
7+	0.8%	1.5%
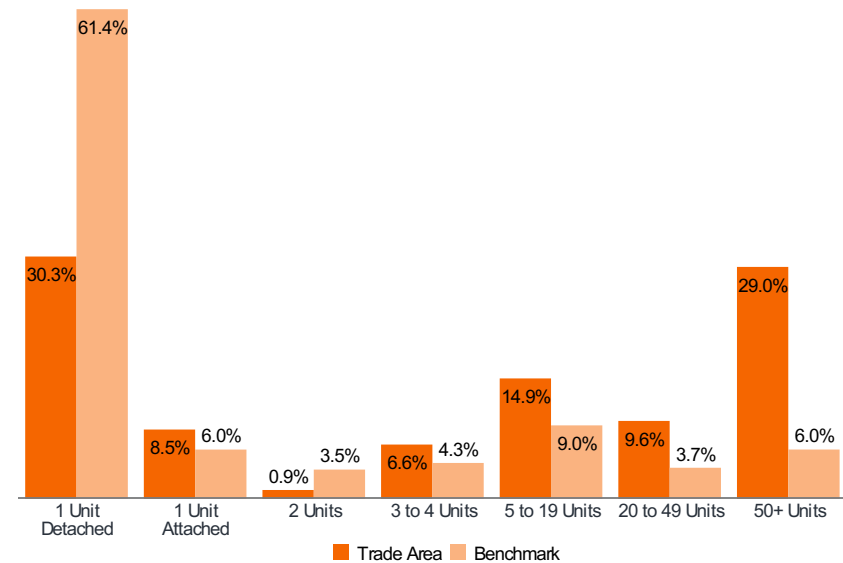
HOUSING UNITS IN STRUCTURE

Units in Structure	Trade Area	Benchmark
1 Unit Detached	30.3%	61.4%
1 Unit Attached	8.5%	6.0%
2 Units	0.9%	3.5%
3 to 4 Units	6.6%	4.3%
5 to 19 Units	14.9%	9.0%
20 to 49 Units	9.6%	3.7%
50+ Units	29.0%	6.0%

Benchmark: USA

*Uses the variable "Households with people under age 18"

**Chosen from percent composition ranking

Index Colors:	<80	80 - 110	110+

Pop-Facts® Demographics | Affluence & Education

claritas

Trade Area: 9710 Scranton Rd - 3 mi.

Population: 93,228 | **Households:** 33,076

EDUCATIONAL ATTAINMENT: TOP 2*

34.9%
Index: **173**
Bachelor's Degree

19.8%
Index: **218**
Master's Degree

EDUCATION: HISPANIC/LATINO

5.3%
Index: **185**
Bachelor's degree or higher

POVERTY STATUS

95.2%
Index: **104**
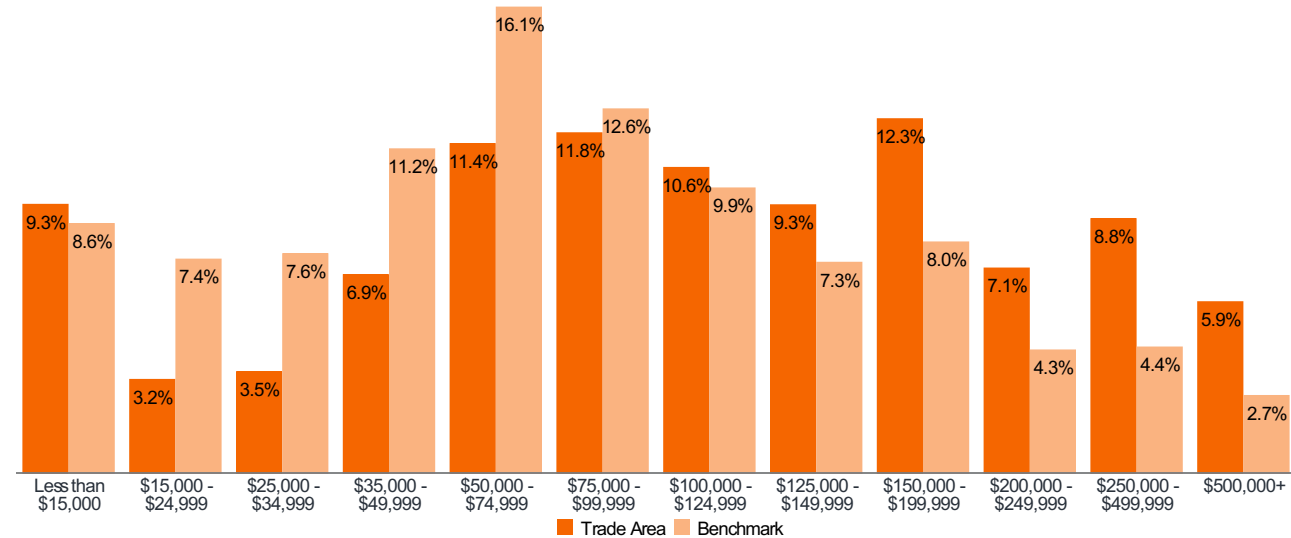At or above poverty

HOUSEHOLD INCOME

Median Household Income
$108,962
Index: **149**

Average Household Income
$148,417
Index: **141**

HOUSEHOLD INCOME DISTRIBUTION

Income Range	Trade Area	Benchmark
Less than $15,000	9.3%	8.6%
$15,000 - $24,999	3.2%	7.4%
$25,000 - $34,999	3.5%	7.6%
$35,000 - $49,999	6.9%	11.2%
$50,000 - $74,999	11.4%	16.1%
$75,000 - $99,999	11.8%	12.6%
$100,000 - $124,999	10.6%	9.9%
$125,000 - $149,999	9.3%	7.3%
$150,000 - $199,999	12.3%	8.0%
$200,000 - $249,999	7.1%	4.3%
$250,000 - $499,999	8.8%	4.4%
$500,000+	5.9%	2.7%

■ Trade Area ■ Benchmark

Index Colors:	<80	80 - 110	110+

Pop-Facts® Demographics | Employment & Occupation

claritas

Population: 93,228 | **Households:** 33,076

OCCUPATIONAL CLASS*

82.5%

Index:**136**

White Collar

UNEMPLOYMENT RATE

4.4%

Index:**93**

Percent of civilian labor force unemployed

METHOD OF TRAVEL TO WORK: TOP 2*

68.5%

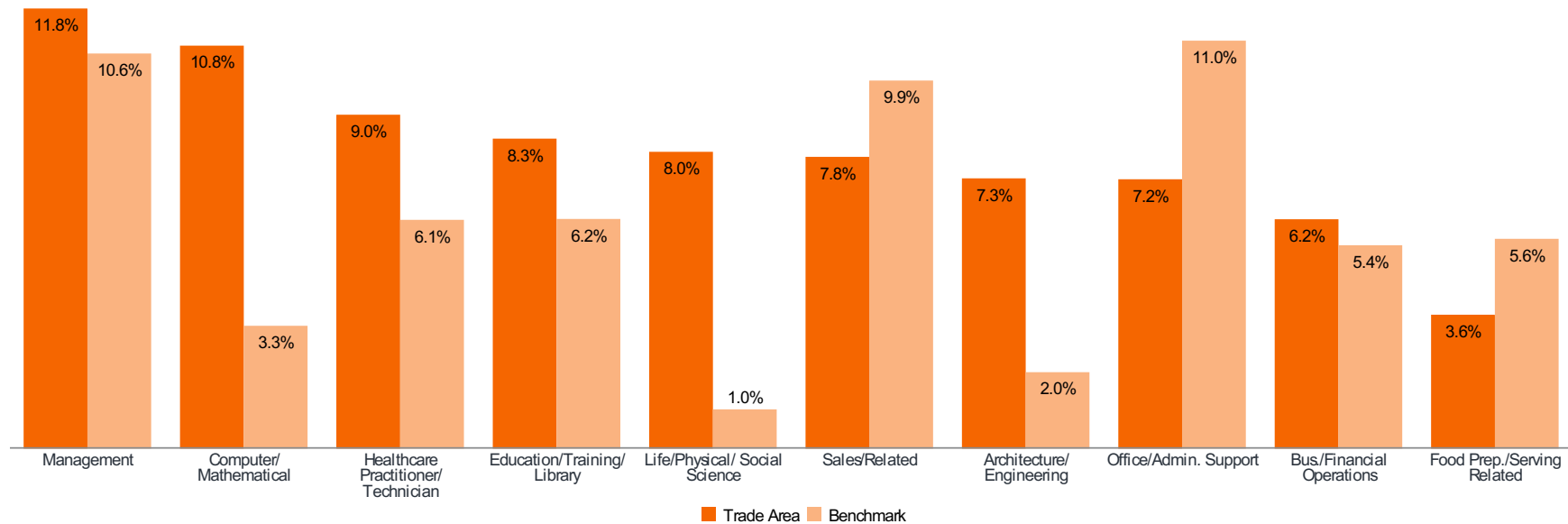Index:**91**

Travel to work by **Driving Alone**

8.0%

Index:**91**

Travel to work by **Carpooling**
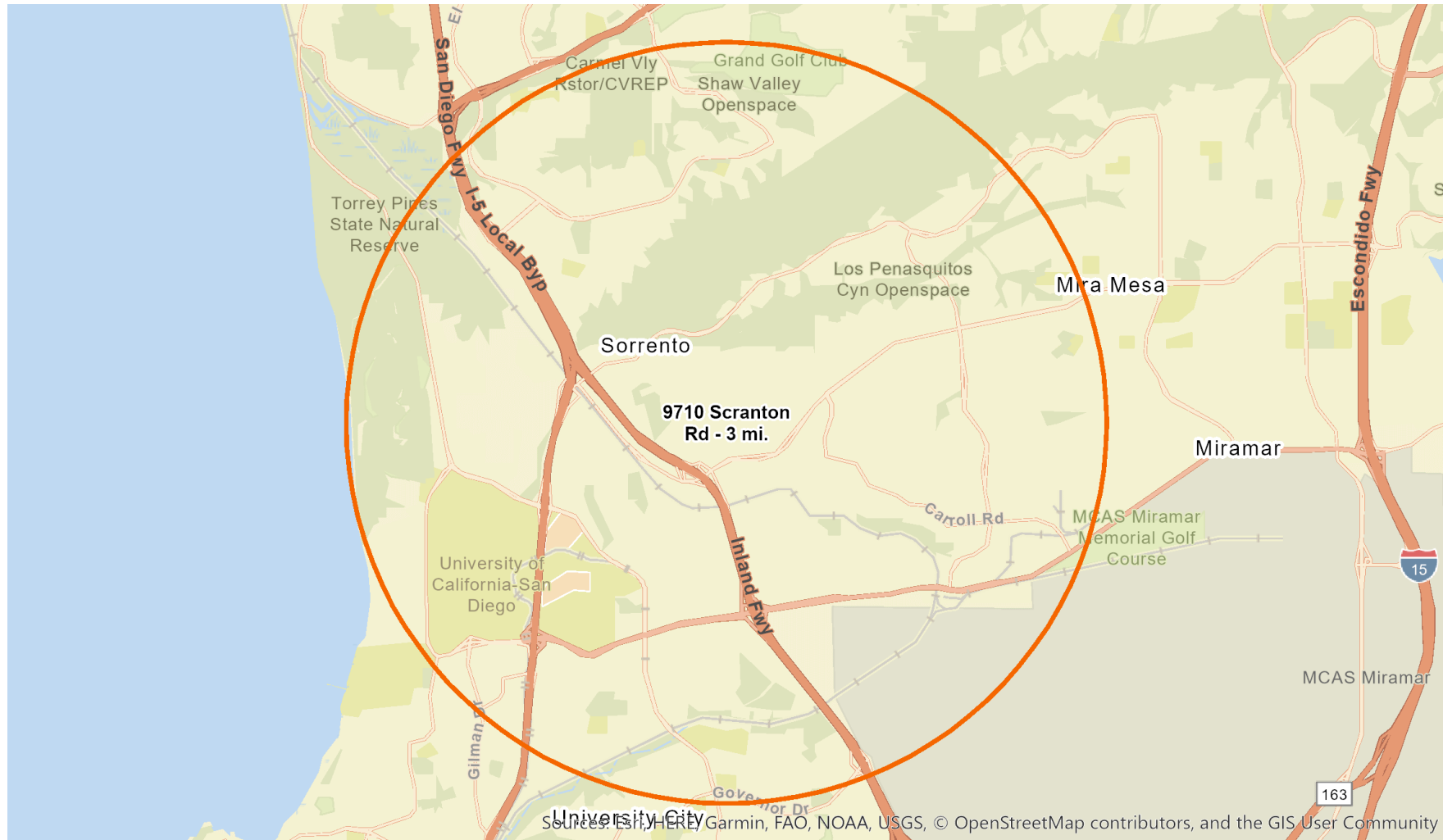
OCCUPATION: TOP 10*

Occupation	Trade Area	Benchmark
Management	11.8%	10.6%
Computer/Mathematical	10.8%	3.3%
Healthcare Practitioner/Technician	9.0%	6.1%
Education/Training/Library	8.3%	6.2%
Life/Physical/Social Science	8.0%	1.0%
Sales/Related	7.8%	9.9%
Architecture/Engineering	7.3%	2.0%
Office/Admin. Support	7.2%	11.0%
Bus./Financial Operations	6.2%	5.4%
Food Prep./Serving Related	3.6%	5.6%

■ Trade Area ■ Benchmark

Index Colors:	<80	80 - 110	110+

Pop-Facts® Demographics | Population & Race

Trade Area: 9710 Scranton Rd - 5 mi.

POPULATION
247,260

HOUSEHOLDS
86,186

ETHNICITY
15.3%
Index:77
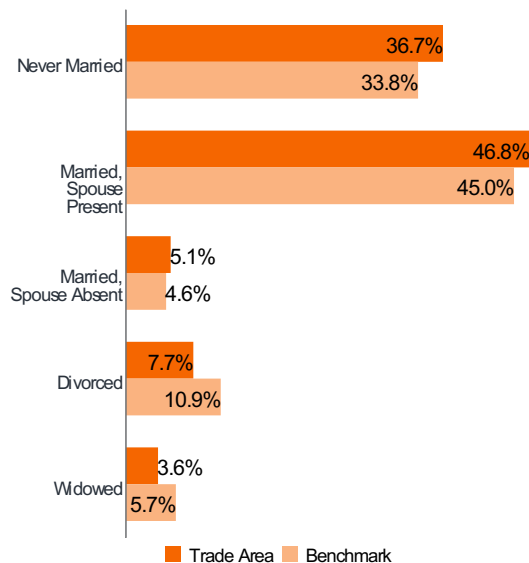Hispanic/Latino

HISPANIC ORIGIN*
72.3%
Index:119
Mexican

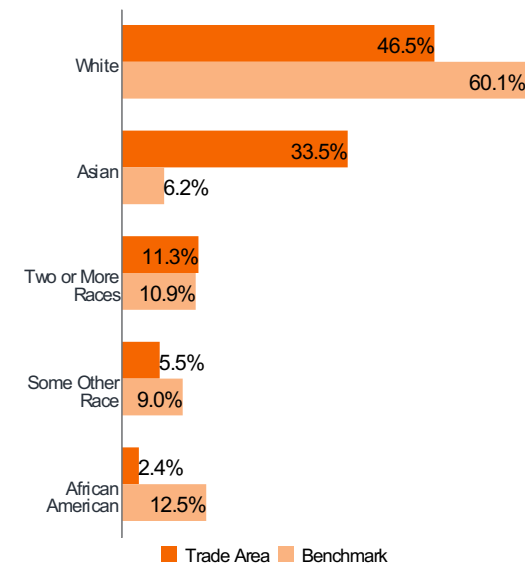## HOME LANGUAGE*
59.8%
Index:76
Only English

MARITAL STATUS

Status	Trade Area	Benchmark
Never Married	36.7%	33.8%
Married, Spouse Present	46.8%	45.0%
Married, Spouse Absent	5.1%	4.6%
Divorced	7.7%	10.9%
Widowed	3.6%	5.7%

■ Trade Area ■ Benchmark

POPULATION BY AGE

Age	Count	%	Index
0 - 4	11,535	4.7	80
5 - 9	12,859	5.2	87
10 - 14	13,270	5.4	87
15 - 17	7,895	3.2	83
18 - 20	17,859	7.2	177
21 - 24	20,482	8.3	160
25 - 34	37,432	15.1	113
35 - 44	33,826	13.7	106
45 - 54	29,960	12.1	101
55 - 64	26,753	10.8	86
65 - 74	21,634	8.8	82
75 - 84	10,017	4.1	77
85+	3,738	1.5	73

POPULATION BY RACE**

Race	Trade Area	Benchmark
White	46.5%	60.1%
Asian	33.5%	6.2%
Two or More Races	11.3%	10.9%
Some Other Race	5.5%	9.0%
African American	2.4%	12.5%

■ Trade Area ■ Benchmark

Benchmark:USA

*Top variable chosen from percent composition ranking

**Top 5 variables chosen from percent composition ranking

Index Colors:	<80	80 - 110	110+

Pop-Facts® Demographics | Housing & Household

Trade Area: 9710 Scranton Rd - 5 mi.

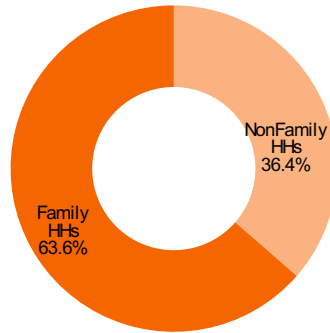**Population:** 247,260 | **Households:** 86,186

MEDIAN AGE OF HOUSEHOLDER

49

Index:92

PRESENCE OF CHILDREN*

32.4%

Index: 96

HOUSEHOLD TYPE

NonFamily HHs
36.4%

Family HHs
63.6%

HOUSING TENURE

53.8%

Own   Index: 84

46.2%

RENT

Rent   Index:130

AGE OF HOUSING**

39 - 48 years old

% Comp:**24.5**   Index:**168**

HOUSEHOLD SIZE
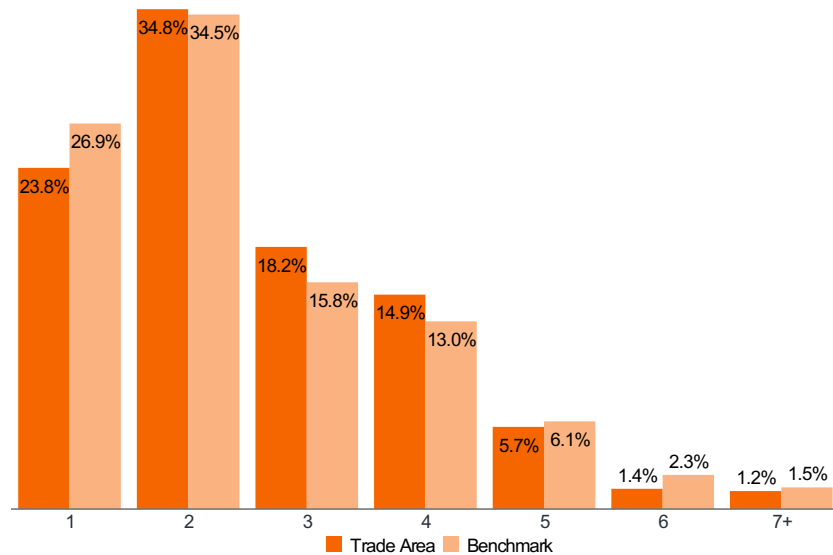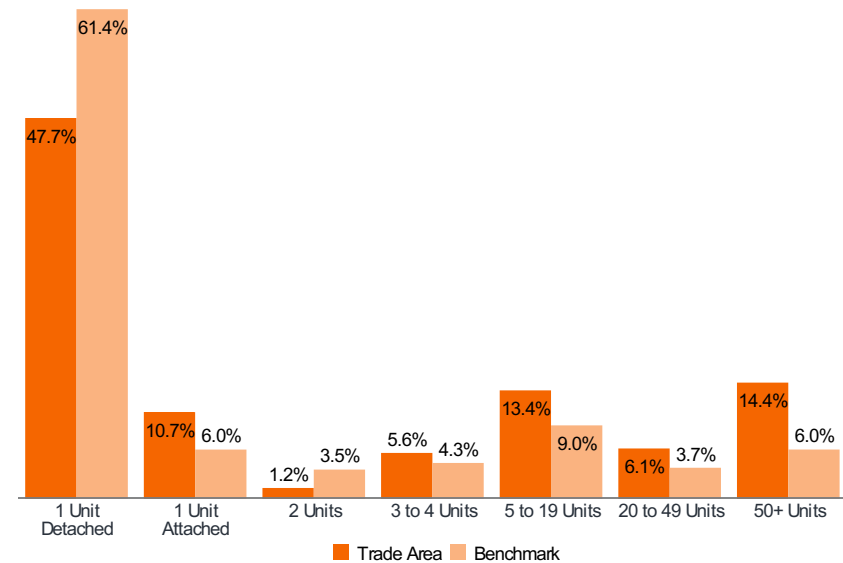
Size	Trade Area	Benchmark
1	23.8%	26.9%
2	34.8%	34.5%
3	18.2%	15.8%
4	14.9%	13.0%
5	5.7%	6.1%
6	1.4%	2.3%
7+	1.2%	1.5%

Trade Area   Benchmark

HOUSING UNITS IN STRUCTURE

Units	Trade Area	Benchmark
1 Unit Detached	47.7%	61.4%
1 Unit Attached	10.7%	6.0%
2 Units	1.2%	3.5%
3 to 4 Units	5.6%	4.3%
5 to 19 Units	13.4%	9.0%
20 to 49 Units	6.1%	3.7%
50+ Units	14.4%	6.0%

Trade Area   Benchmark

Benchmark: USA

*Uses the variable "Households with people under age 18"

**Chosen from percent composition ranking

Index Colors:	<80	80 - 110	110+

Pop-Facts® Demographics | Affluence & Education

Trade Area: 9710 Scranton Rd - 5 mi.

Population: 247,260 | **Households:** 86,186

EDUCATIONAL ATTAINMENT: TOP 2*

31.5%
Index: 156

Bachelor's Degree

17.8%
Index: 197

Master's Degree

EDUCATION: HISPANIC/LATINO

4.8%
Index: 169

Bachelor's degree or higher

POVERTY STATUS

95.5%
Index: 105

At or above poverty

HOUSEHOLD INCOME
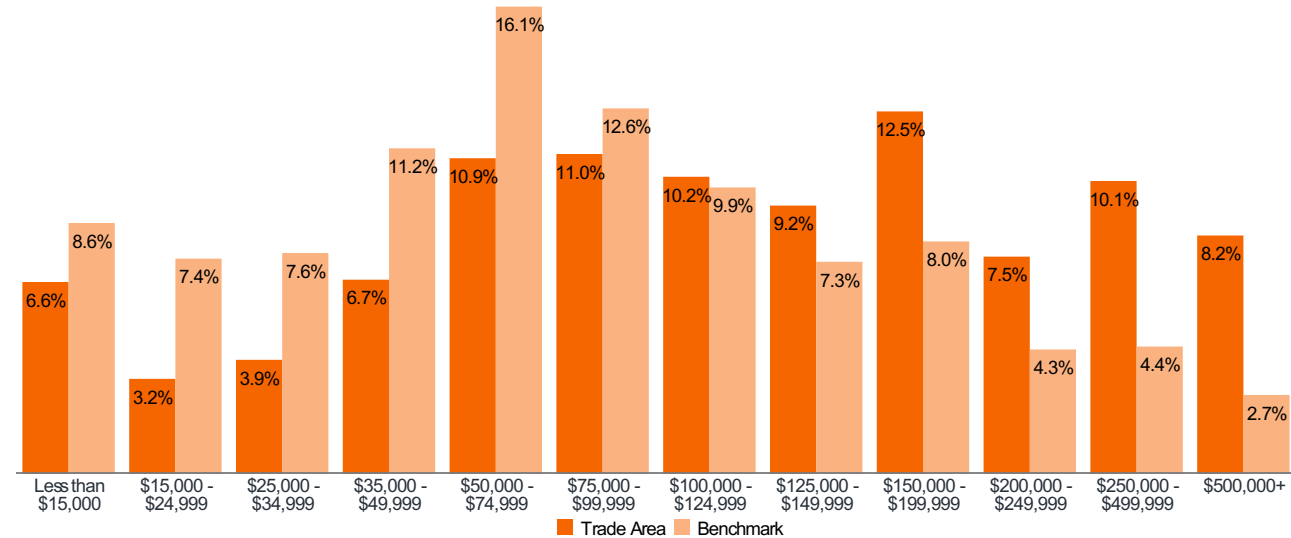
Median Household Income
$118,655
Index: 162

Average Household Income
$165,336
Index: 158

HOUSEHOLD INCOME DISTRIBUTION

Income Range	Trade Area	Benchmark
Less than $15,000	6.6%	8.6%
$15,000 - $24,999	3.2%	7.4%
$25,000 - $34,999	3.9%	7.6%
$35,000 - $49,999	6.7%	11.2%
$50,000 - $74,999	10.9%	16.1%
$75,000 - $99,999	11.0%	12.6%
$100,000 - $124,999	10.2%	9.9%
$125,000 - $149,999	9.2%	7.3%
$150,000 - $199,999	12.5%	8.0%
$200,000 - $249,999	7.5%	4.3%
$250,000 - $499,999	10.1%	4.4%
$500,000+	8.2%	2.7%

■ Trade Area ■ Benchmark

Pop-Facts® Demographics | Employment & Occupation

claritas

Population: 247,260 | **Households:** 86,186

OCCUPATIONAL CLASS*

78.2%
Index:**129**

White Collar

UNEMPLOYMENT RATE

4.8%
Index:**103**

Percent of civilian labor force unemployed

METHOD OF TRAVEL TO WORK: TOP 2*

70.7%
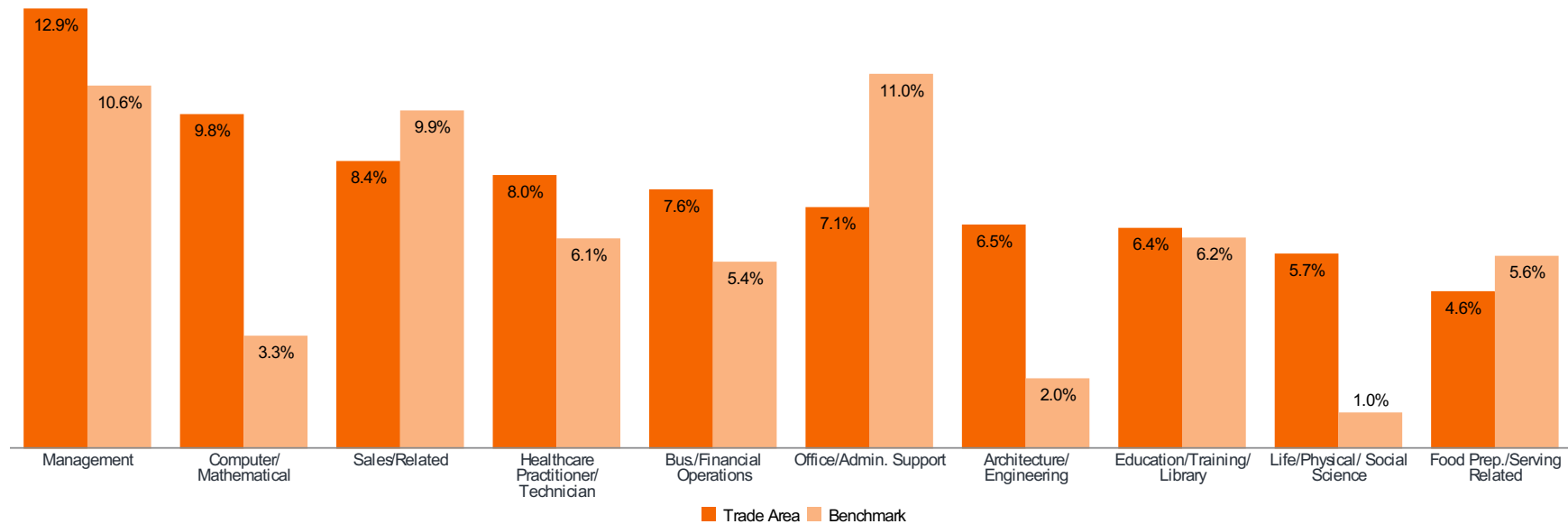Index:**94**

Travel to work by **Driving Alone**

8.1%
Index:**92**

Travel to work by **Carpooling**
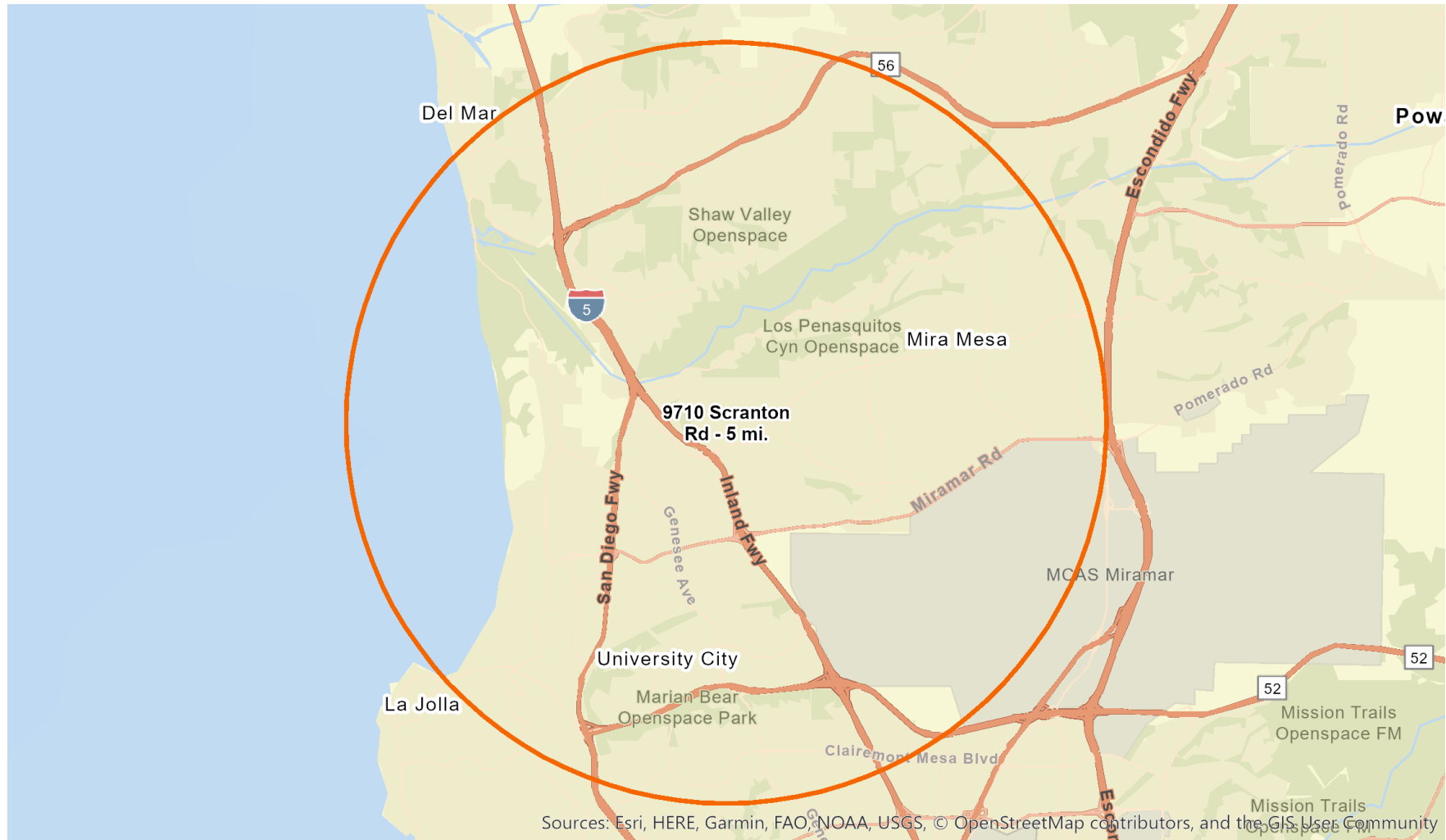
OCCUPATION: TOP 10*

Occupation	Trade Area	Benchmark
Management	12.9%	10.6%
Computer/Mathematical	9.8%	3.3%
Sales/Related	8.4%	9.9%
Healthcare Practitioner/Technician	8.0%	6.1%
Bus./Financial Operations	7.6%	5.4%
Office/Admin. Support	7.1%	11.0%
Architecture/Engineering	6.5%	2.0%
Education/Training/Library	6.4%	6.2%
Life/Physical/Social Science	5.7%	1.0%
Food Prep./Serving Related	4.6%	5.6%

■ Trade Area ■ Benchmark

Chosen from percent composition ranking

Index Colors:	<80	80 - 110	110+

Pop-Facts® Demographics | Map

Trade Area: 9710 Scranton Rd - 5 mi.   **Population:** 247,260 | **Households:** 86,186

Sources: Esri, HERE, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

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Report Details

Name: Pop-Facts® Demographic Executive Report 2023
Date / Time: 1/6/2023 11:03:36 AM
Workspace Vintage: 2023

Trade Area

Name	Level	Geographies
9710 Scranton Rd - 1 mi.		N/A
9710 Scranton Rd - 3 mi.		N/A
9710 Scranton Rd - 5 mi.		N/A

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

Product	Provider	Copyright
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