**Executive Summary | Population & Household**

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

**POPULATION**
The population in this area is estimated to change from 695 to 679, resulting in a growth of -2.3% between 2020 and the current year. Over the next five years, the population is projected to grow by -1.5%.

The population in the base area is estimated to change from 331,449,281 to 334,500,069, resulting in a growth of 0.9% between 2020 and the current year. Over the next five years, the population is projected to grow by 2.1%.

The current year median age for this area is 40.9, while the average age is 39.8. Five years from now, the median age is projected to be 42.2.

The current year median age for the base area is 39.2, while the average age is 40.2. Five years from now, the median age is projected to be 40.3.

Of this area's current year estimated population:
- 41.5% are White Alone,
- 1.6% are Black or African American Alone,
- 1.0% are American Indian and Alaska Nat. Alone,
- 35.5% are Asian Alone,
- 0.1% are Nat. Hawaiian and Other Pacific Isl. Alone,
- 5.7% are Some Other Race,
- and 14.4% are Two or More Races.

Of the base area's current year estimated population:
- 60.1% are White Alone,
- 12.5% are Black or African American Alone,
- 1.2% are American Indian and Alaska Nat. Alone,
- 6.2% are Asian Alone,
- 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone,
- 9.0% are Some Other Race,
- and 10.9% are Two or More Races.

This area's current estimated Hispanic or Latino population is 12.2%, while the base area's current estimated Hispanic or Latino population is 19.9%.

**HOUSEHOLD**
The number of households in this area is estimated to change from 252 to 249, resulting in an increase of -1.2% between 2020 and the current year. Over the next five years, the number of households is projected to increase by 0.0%.

The number of households in the base area is estimated to change from 126,817,580 to 128,298,155, resulting in an increase of 1.2% between 2020 and the current year. Over the next five years, the number of households is projected to increase by 2.4%.
EDUCATION

Currently, it is estimated that 18.8% of the population age 25 and over in this area had earned a Master’s Degree, 7.2% had earned a Professional School Degree, 15.5% had earned a Doctorate Degree and 37.1% had earned a Bachelor’s Degree.

In comparison, for the base area, it is estimated that for the population over age 25, 9.1% had earned a Master’s Degree, 2.2% had earned a Professional School Degree, 1.5% had earned a Doctorate Degree and 20.2% had earned a Bachelor’s Degree.

INCOME

The average household income is estimated to be $152,700 for the current year, while the average household income for the base area is estimated to be $104,972 for the same time frame.

The average household income in this area is projected to change over the next five years, from $152,700 to $165,946.

The average household income in the base area is projected to change over the next five years, from $104,972 to $118,758.

HOUSING

Most of the dwellings in this area (63.9%) are estimated to be Owner-Occupied for the current year. For the base area the majority of the housing units are Owner-Occupied (64.4%).

The majority of dwellings in this area (56.9%) are estimated to be structures of 1 Unit Attached for the current year. The majority of the dwellings in the base area (61.4%) are estimated to be structure of 1 Unit Detached for the same year.

The majority of housing units in this area (71.2%) are estimated to have been Built 1990 to 1999 for the current year.

The majority of housing units in the base area (14.6%) are estimated to have been Built 1970 to 1979 for the current year.
For this area, 9710 Scranton Rd - 1 mi., 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:

- 0.2% are in the Armed Forces,
- 70.3% are employed civilians,
- 3.1% are unemployed civilians, and
- 26.4% are not in the labor force.

The occupational classification for this area are as follows:

- 3.3% hold blue collar occupations,
- 89.0% hold white collar occupations, and
- 7.8% 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:

- 13.0% are in Architecture and Engineering,
- 5.3% are in Arts, Entertainment and Sports,
- 11.8% are in Business and Financial Operations,
- 14.3% are in Computers and Mathematics,
- 4.5% are in Education, Training and Libraries,
- 7.8% are in Healthcare Practitioners and Technicians,
- 0.5% are in Healthcare Support,
- 9.3% are in Life, Physical and Social Sciences,
- 10.3% are in Management,
- 0.6% are in Office and Administrative Support,
- 0.3% are in Community and Social Services,
- 5.3% are in Food Preparation and Serving,
- 5.0% are in Legal Services,
- 0.5% are in Protective Services,
- 3.8% are in Sales and Related Services,
- 1.3% are in Personal Care Services.

For the base area, USA, 95.3% 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,
- 60.1% are employed civilians,
- 3.0% are unemployed civilians, and
- 36.5% are not in the labor force.

The occupational classification for the base area are as follows:

- 21.3% hold blue collar occupations,
- 60.5% hold white collar occupations, and
- 18.2% 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:

- 2.0% are in Architecture and Engineering,
- 2.0% are in Arts, Entertainment and Sports,
- 5.4% are in Business and Financial Operations,
- 3.3% are in Computers and Mathematics,
- 6.2% are in Education, Training and Libraries,
- 6.1% are in Healthcare Practitioners and Technicians,
- 3.3% are in Healthcare Support,
- 1.0% are in Life, Physical and Social Sciences,
- 10.6% are in Management,
- 11.0% are in Office and Administrative Support,
- 1.8% are in Community and Social Services,
- 5.6% are in Food Preparation and Serving,
- 1.1% are in Legal Services,
- 2.2% are in Protective Services,
- 9.9% are in Sales and Related Services,
- 2.7% are in Personal Care Services.

For the base area, USA, 95.3% 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,
- 60.1% are employed civilians,
- 3.0% are unemployed civilians, and
- 36.5% are not in the labor force.

The occupational classification for the base area are as follows:

- 21.3% hold blue collar occupations,
- 60.5% hold white collar occupations, and
- 18.2% 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:

- 2.0% are in Architecture and Engineering,
- 2.0% are in Arts, Entertainment and Sports,
- 5.4% are in Business and Financial Operations,
- 3.3% are in Computers and Mathematics,
- 6.2% are in Education, Training and Libraries,
- 6.1% are in Healthcare Practitioners and Technicians,
- 3.3% are in Healthcare Support,
- 1.0% are in Life, Physical and Social Sciences,
- 10.6% are in Management,
- 11.0% are in Office and Administrative Support,
- 1.8% are in Community and Social Services,
- 5.6% are in Food Preparation and Serving,
- 1.1% are in Legal Services,
- 2.2% are in Protective Services,
- 9.9% are in Sales and Related Services,
- 2.7% are in Personal Care Services.

For the base area, USA, 95.3% 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,
- 60.1% are employed civilians,
- 3.0% are unemployed civilians, and
- 36.5% are not in the labor force.

The occupational classification for the base area are as follows:

- 21.3% hold blue collar occupations,
- 60.5% hold white collar occupations, and
- 18.2% are occupied as service & farm workers.
Trade Area: 9710 Scranton Rd - 1 mi.

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

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Population & Household

Trade Area: 9710 Scranton Rd - 3 mi.

**Population**

The population in this area is estimated to change from **92,254** to **93,228**, resulting in a growth of **1.1%** between 2020 and the current year. Over the next five years, the population is projected to grow by **2.3%**.

The population in the base area is estimated to change from **331,449,281** to **334,500,069**, resulting in a growth of **0.9%** between 2020 and the current year. Over the next five years, the population is projected to grow by **2.1%**.

The current year median age for this area is **30.1**, while the average age is **34.8**. Five years from now, the median age is projected to be **32.1**.

The current year median age for the base area is **39.2**, while the average age is **40.2**. Five years from now, the median age is projected to be **40.3**.

Of this area's current year estimated population:
- **45.1%** are White Alone,
- **2.4%** are Black or African American Alone,
- **0.3%** are American Indian and Alaska Nat. Alone,
- **37.2%** are Asian Alone,
- **0.2%** are Nat. Hawaiian and Other Pacific Isl. Alone,
- **4.5%** are Some Other Race,
- **10.3%** are Two or More Races.

Of the base area's current year estimated population:
- **60.1%** are White Alone,
- **12.5%** are Black or African American Alone,
- **1.2%** are American Indian and Alaska Nat. Alone,
- **6.2%** are Asian Alone,
- **0.2%** are Nat. Hawaiian and Other Pacific Isl. Alone,
- **9.0%** are Some Other Race,
- **10.9%** are Two or More Races.

This area's current estimated Hispanic or Latino population is **13.6%**, while the base area's current estimated Hispanic or Latino population is **19.9%**.

**Household**

The number of households in this area is estimated to change from **32,837** to **33,076**, resulting in an increase of **0.7%** between 2020 and the current year. Over the next five years, the number of households is projected to increase by **2.7%**.

The number of households in the base area is estimated to change from **126,817,580** to **128,298,155**, resulting in an increase of **1.2%** between 2020 and the current year. Over the next five years, the number of households is projected to increase by **2.4%**.
**Executive Summary | Education, Income & Housing**

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

**EDUCATION**
Currently, it is estimated that 19.8% of the population age 25 and over in this area had earned a Master's Degree, 6.9% had earned a Professional School Degree, 9.9% had earned a Doctorate Degree and 34.9% had earned a Bachelor's Degree.

In comparison, for the base area, it is estimated that for the population over age 25, 9.1% had earned a Master's Degree, 2.2% had earned a Professional School Degree, 1.5% had earned a Doctorate Degree and 20.2% had earned a Bachelor's Degree.

**INCOME**
The average household income is estimated to be $148,417 for the current year, while the average household income for the base area is estimated to be $104,972 for the same time frame.

The average household income in this area is projected to change over the next five years, from $148,417 to $165,721.

The average household income in the base area is projected to change over the next five years, from $104,972 to $118,758.

**HOUSING**
Most of the dwellings in this area (60.1%) are estimated to be Renter-Occupied for the current year. For the base area the majority of the housing units are Renter-Occupied (35.6%).

The majority of dwellings in this area (30.3%) are estimated to be structures of 1 Unit Detached for the current year. The majority of the dwellings in the base area (61.4%) are estimated to be structure of 1 Unit Detached for the same year.

The majority of housing units in this area (25.2%) are estimated to have been Built 1990 to 1999 for the current year.

The majority of housing units in the base area (14.6%) are estimated to have been Built 1970 to 1979 for the current year.
Executive Summary | Labor

For this area, 9710 Scranton Rd - 3 mi., 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:
0.3% are in the Armed Forces, 63.5% are employed civilians, 2.8% are unemployed civilians, and 33.5% are not in the labor force.

The occupational classification for this area are as follows:
7.9% hold blue collar occupations, 82.5% hold white collar occupations, and 9.6% 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:
7.3% are in Architecture and Engineering, 21.3% are in Community and Social Services, 1.2% are in Construction and Extraction, 0.1% are in Farming, Fishing and Forestry, 1.1% are in Maintenance and Repair, 2.6% are in Production, 3.1% are in Transportation and Moving.

For the base area, USA, 95.3% 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, 60.1% are employed civilians, 3.0% are unemployed civilians, and 36.5% are not in the labor force.

The occupational classification for the base area are as follows:
21.3% hold blue collar occupations, 60.5% hold white collar occupations, and 18.2% 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:
2.0% are in Architecture and Engineering, 20.0% are in Arts, Entertainment and Sports, 5.4% are in Business and Financial Operations, 3.3% are in Computers and Mathematics, 6.2% are in Education, Training and Libraries, 6.1% are in Healthcare Practitioners and Technicians, 3.3% are in Healthcare Support, 1.0% are in Management, 11.0% are in Office and Administrative Support.

1.8% are in Community and Social Services, 5.6% are in Food Preparation and Serving, 1.1% are in Healthcare Support, 9.9% are in Sales and Related Services, 2.7% are in Personal Care Services.

0.8% are in Building and Grounds Maintenance, 1.2% are in Construction and Extraction, 0.1% are in Farming, Fishing and Forestry, 1.1% are in Maintenance and Repair, 2.6% are in Production, 3.1% are in Transportation and Moving.

For the base area, USA, 95.3% 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, 60.1% are employed civilians, 3.0% are unemployed civilians, and 36.5% are not in the labor force.

The occupational classification for the base area are as follows:
21.3% hold blue collar occupations, 60.5% hold white collar occupations, and 18.2% 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:
2.0% are in Architecture and Engineering, 20.0% are in Arts, Entertainment and Sports, 5.4% are in Business and Financial Operations, 3.3% are in Computers and Mathematics, 6.2% are in Education, Training and Libraries, 6.1% are in Healthcare Practitioners and Technicians, 3.3% are in Healthcare Support, 1.0% are in Management, 11.0% are in Office and Administrative Support.

1.8% are in Community and Social Services, 5.6% are in Food Preparation and Serving, 1.1% are in Healthcare Support, 9.9% are in Sales and Related Services, 2.7% are in Personal Care Services.

0.8% are in Building and Grounds Maintenance, 1.2% are in Construction and Extraction, 0.1% are in Farming, Fishing and Forestry, 1.1% are in Maintenance and Repair, 2.6% are in Production, 3.1% are in Transportation and Moving.
Trade Area: 9710 Scranton Rd - 3 mi.
The population in this area is estimated to change from 246,501 to 247,260, resulting in a growth of 0.3% between 2020 and the current year. Over the next five years, the population is projected to grow by 1.5%.

The population in the base area is estimated to change from 331,449,281 to 334,500,069, resulting in a growth of 0.9% between 2020 and the current year. Over the next five years, the population is projected to grow by 2.1%.

The current year median age for this area is 35.6, while the average age is 38.2. Five years from now, the median age is projected to be 37.3.

The current year median age for the base area is 39.2, while the average age is 40.2. Five years from now, the median age is projected to be 40.3.

Of this area's current year estimated population:
- 46.5% are White Alone,
- 2.4% are Black or African American Alone,
- 0.4% are American Indian and Alaska Nat. Alone,
- 33.5% are Asian Alone,
- 0.3% are Nat. Hawaiian and Other Pacific Isl. Alone,
- 5.5% are Some Other Race, and
- 11.3% are Two or More Races.

Of the base area's current year estimated population:
- 60.1% are White Alone,
- 12.5% are Black or African American Alone,
- 1.2% are American Indian and Alaska Nat. Alone,
- 6.2% are Asian Alone,
- 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone,
- 9.0% are Some Other Race, and
- 10.9% are Two or More Races.

This area's current estimated Hispanic or Latino population is 15.3%, while the base area's current estimated Hispanic or Latino population is 19.9%.

The number of households in this area is estimated to change from 86,139 to 86,186, resulting in an increase of 0.1% between 2020 and the current year. Over the next five years, the number of households is projected to increase by 1.6%.

The number of households in the base area is estimated to change from 126,817,580 to 128,298,155, resulting in an increase of 1.2% between 2020 and the current year. Over the next five years, the number of households is projected to increase by 2.4%.
EDUCATION
Currently, it is estimated that 17.8% of the population age 25 and over in this area had earned a Master's Degree, 6.0% had earned a Professional School Degree, 7.1% had earned a Doctorate Degree and 31.5% had earned a Bachelor's Degree.

In comparison, for the base area, it is estimated that for the population over age 25, 9.1% had earned a Master's Degree, 2.2% had earned a Professional School Degree, 1.5% had earned a Doctorate Degree and 20.2% had earned a Bachelor's Degree.

INCOME
The average household income is estimated to be $165,336 for the current year, while the average household income for the base area is estimated to be $104,972 for the same time frame.

The average household income in this area is projected to change over the next five years, from $165,336 to $184,197.

The average household income in the base area is projected to change over the next five years, from $104,972 to $118,758.

HOUSING
Most of the dwellings in this area (53.8%) are estimated to be Owner-Occupied for the current year. For the base area the majority of the housing units are Owner-Occupied (64.4%).

The majority of dwellings in this area (47.7%) are estimated to be structures of 1 Unit Detached for the current year. The majority of the dwellings in the base area (61.4%) are estimated to be structure of 1 Unit Detached for the same year.

The majority of housing units in this area (24.5%) are estimated to have been Built 1970 to 1979 for the current year.

The majority of housing units in the base area (14.6%) are estimated to have been Built 1970 to 1979 for the current year.
For this area, 9710 Scranton Rd - 5 mi., 95.5% 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:
3.2% are in the Armed Forces, 62.3% are employed civilians, 2.9% are unemployed civilians, and 31.5% are not in the labor force.

The occupational classification for this area are as follows:
9.4% hold blue collar occupations, 78.2% hold white collar occupations, and 12.4% 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:
6.5% are in Architecture and Engineering, 2.8% are in Arts, Entertainment and Sports, 7.6% are in Business and Financial Operations, 9.8% are in Computers and Mathematics, 6.4% are in Education, Training and Libraries, 8.0% are in Healthcare Practitioners and Technicians, 2.0% are in Healthcare Support, 5.7% are in Life, Physical and Social Sciences, 12.9% are in Management, 7.1% are in Office and Administrative Support.

1.0% are in Community and Social Services, 4.6% are in Food Preparation and Serving, 2.0% are in Legal Services, 0.8% are in Protective Services, 8.4% are in Sales and Related Services, 3.0% are in Personal Care Services.

1.8% are in Building and Grounds Maintenance, 1.6% are in Construction and Extraction, 0.1% are in Farming, Fishing and Forestry, 1.5% are in Maintenance and Repair, 3.0% are in Production, 3.3% are in Transportation and Moving.

For the base area, USA, 95.3% 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, 60.1% are employed civilians, 3.0% are unemployed civilians, and 36.5% are not in the labor force.

The occupational classification for the base area are as follows:
21.3% hold blue collar occupations, 60.5% hold white collar occupations, and 18.2% 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:
2.0% are in Architecture and Engineering, 2.0% are in Arts, Entertainment and Sports, 5.4% are in Business and Financial Operations, 3.3% are in Computers and Mathematics, 6.2% are in Education, Training and Libraries, 6.1% are in Healthcare Practitioners and Technicians, 3.3% are in Healthcare Support, 1.0% are in Life, Physical and Social Sciences, 10.6% are in Management, 11.0% are in Office and Administrative Support.

1.8% are in Community and Social Services, 5.6% are in Food Preparation and Serving, 1.1% are in Legal Services, 2.2% are in Protective Services, 9.9% are in Sales and Related Services, 2.7% are in Personal Care Services.

3.7% are in Building and Grounds Maintenance, 5.1% are in Construction and Extraction, 0.6% are in Farming, Fishing and Forestry, 3.1% are in Maintenance and Repair, 5.6% are in Production, 7.6% are in Transportation and Moving.
## Trade Area

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