Pop-Facts® Demographics | Population & Race

claritas

Trade Area: 9710 Scranton Rd - 1 mi.

POPULATION
676

HOUSEHOLDS
248

ETHNICITY
12.1%
Index:**61**
Hispanic/Latino

HISPANIC ORIGIN*
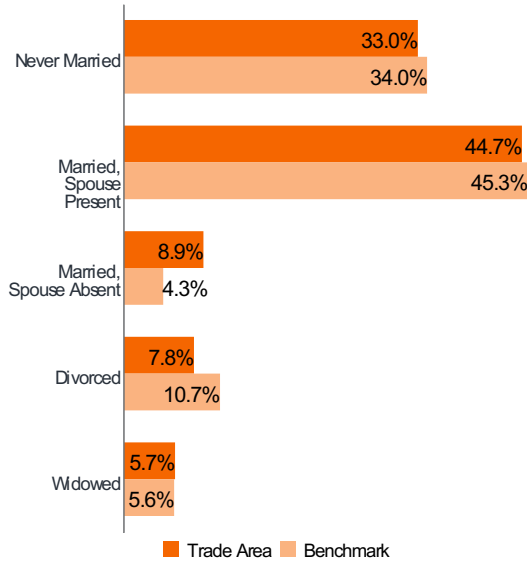65.9%
Index:**246**
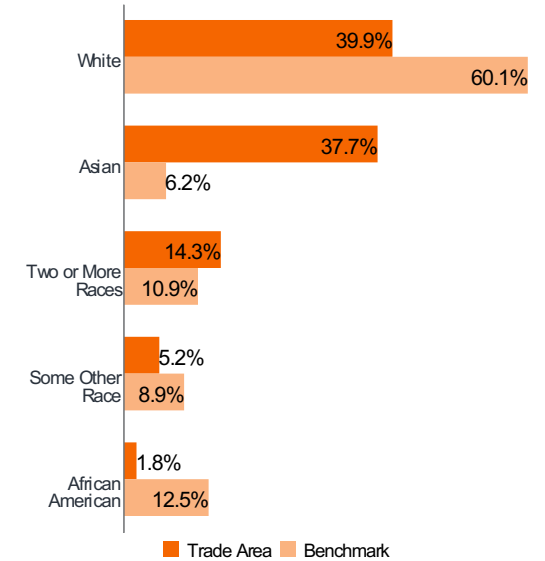Non Cuban/Mexican/Puerto Rican

HOME LANGUAGE*
58.7%
Index:**75**
Only English

MARITAL STATUS

Status	Trade Area	Benchmark
Never Married	33.0%	34.0%
Married, Spouse Present	44.7%	45.3%
Married, Spouse Absent	8.9%	4.3%
Divorced	7.8%	10.7%
Widowed	5.7%	5.6%

■ Trade Area ■ Benchmark

POPULATION BY AGE

Age	Count	%	Index
0 - 4	46	6.8	125
5 - 9	39	5.8	102
10 - 14	27	4.0	65
15 - 17	15	2.2	57
18 - 20	16	2.4	54
21 - 24	27	4.0	75
25 - 34	221	32.7	252
35 - 44	107	15.8	122
45 - 54	53	7.8	65
55 - 64	57	8.4	67
65 - 74	46	6.8	63
75 - 84	17	2.5	43
85+	5	0.7	37

POPULATION BY RACE**

Race	Trade Area	Benchmark
White	39.9%	60.1%
Asian	37.7%	6.2%
Two or More Races	14.3%	10.9%
Some Other Race	5.2%	8.9%
African American	1.8%	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 - 1 mi.

claritas

Population: 676 | **Households:** 248

MEDIAN AGE OF HOUSEHOLDER

47

Index:87

PRESENCE OF OWN CHILDREN*

23.4%

Index: 87

AGE OF HOUSING**

19 - 28 years old

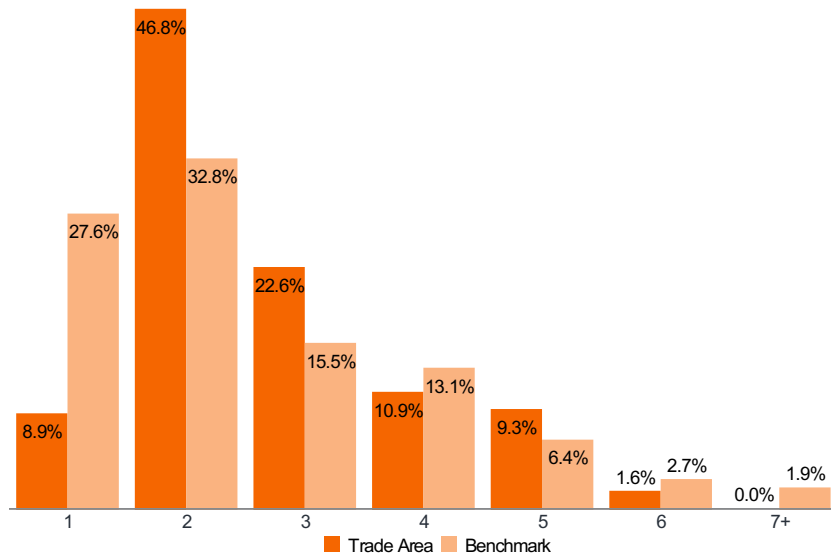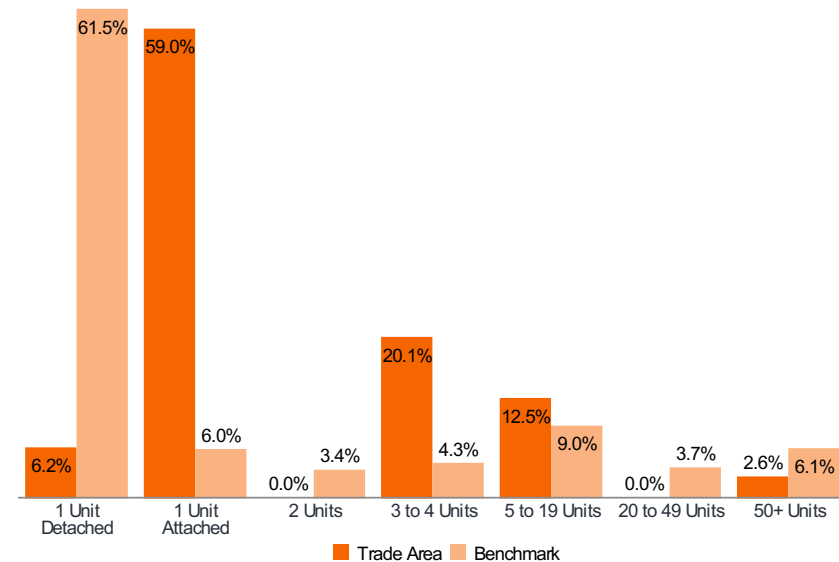% Comp:**67.0**   Index:**504**

HOUSING TENURE

45.1%

Own

Index: 79

50.4%

Rent

Index:137

HOUSEHOLD SIZE

Household Size	Trade Area	Benchmark
1	8.9%	27.6%
2	46.8%	32.8%
3	22.6%	15.5%
4	10.9%	13.1%
5	9.3%	6.4%
6	1.6%	2.7%
7+	0.0%	1.9%

■ Trade Area ■ Benchmark

HOUSING UNITS IN STRUCTURE

Units	Trade Area	Benchmark
1 Unit Detached	6.2%	61.5%
1 Unit Attached	59.0%	6.0%
2 Units	0.0%	3.4%
3 to 4 Units	20.1%	4.3%
5 to 19 Units	12.5%	9.0%
20 to 49 Units	0.0%	3.7%
50+ Units	2.6%	6.1%

■ 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

claritas

Trade Area: 9710 Scranton Rd - 1 mi.

Population: 676 | **Households:** 248

EDUCATIONAL ATTAINMENT: TOP 2*

43.3%
Index: **207**

Bachelor's Degree

18.8%
Index: **1,198**

Doctorate Degree

EDUCATION: HISPANIC/LATINO

9.7%
Index: **299**

Bachelor's degree or higher

POVERTY STATUS

98.3%
Index: **108**

At or above poverty

HOUSEHOLD INCOME

Median Household Income
$139,078
Index: **184**

Average Household Income
$152,009
Index: **140**

HOUSEHOLD INCOME DISTRIBUTION
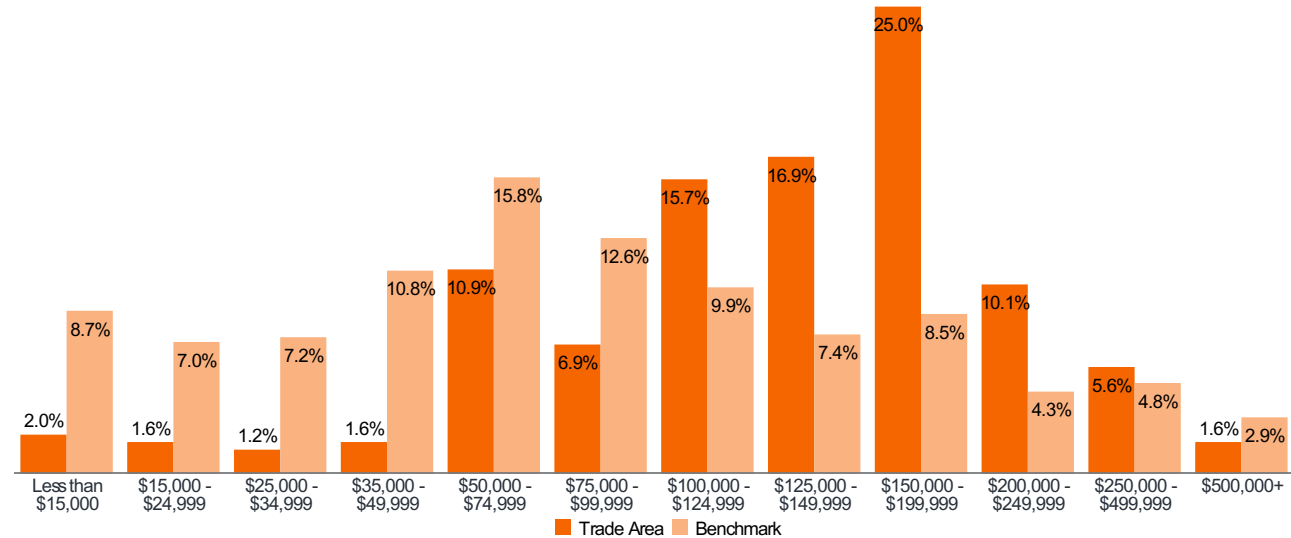
Income Range	Trade Area	Benchmark
Less than $15,000	2.0%	8.7%
$15,000 - $24,999	1.6%	7.0%
$25,000 - $34,999	1.2%	7.2%
$35,000 - $49,999	1.6%	10.8%
$50,000 - $74,999	10.9%	15.8%
$75,000 - $99,999	6.9%	12.6%
$100,000 - $124,999	15.7%	9.9%
$125,000 - $149,999	16.9%	7.4%
$150,000 - $199,999	25.0%	8.5%
$200,000 - $249,999	10.1%	4.3%
$250,000 - $499,999	5.6%	4.8%
$500,000+	1.6%	2.9%

■ Trade Area ■ Benchmark

*Ranked by percent composition

Index Colors:	<80	80 - 110	110+

Pop-Facts® Demographics | Employment & Occupation

claritas

Trade Area: 9710 Scranton Rd - 1 mi.

Population: 676 | **Households:** 248

OCCUPATIONAL CLASS*

91.0%
Index:**148**

White Collar

UNEMPLOYMENT RATE

5.1%
Index:**84**

Percent of civilian labor force unemployed

METHOD OF TRAVEL TO WORK: TOP 2*

68.1%
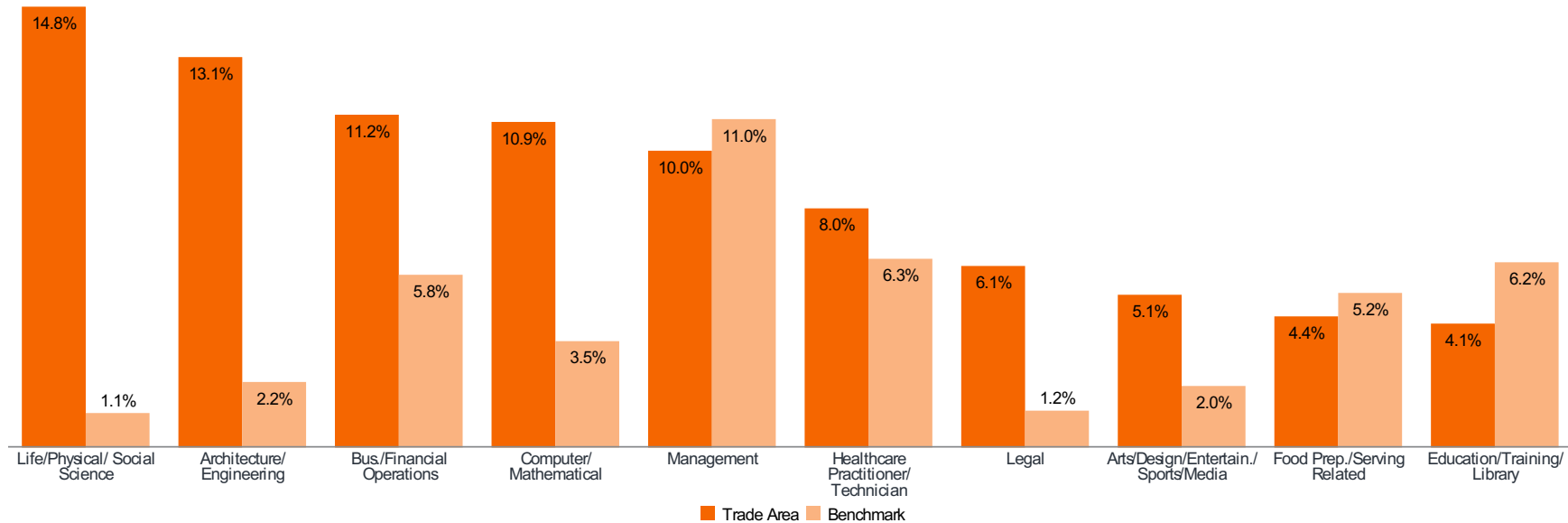Index:**97**

Travel to work by **Driving Alone**

8.8%
Index:**107**

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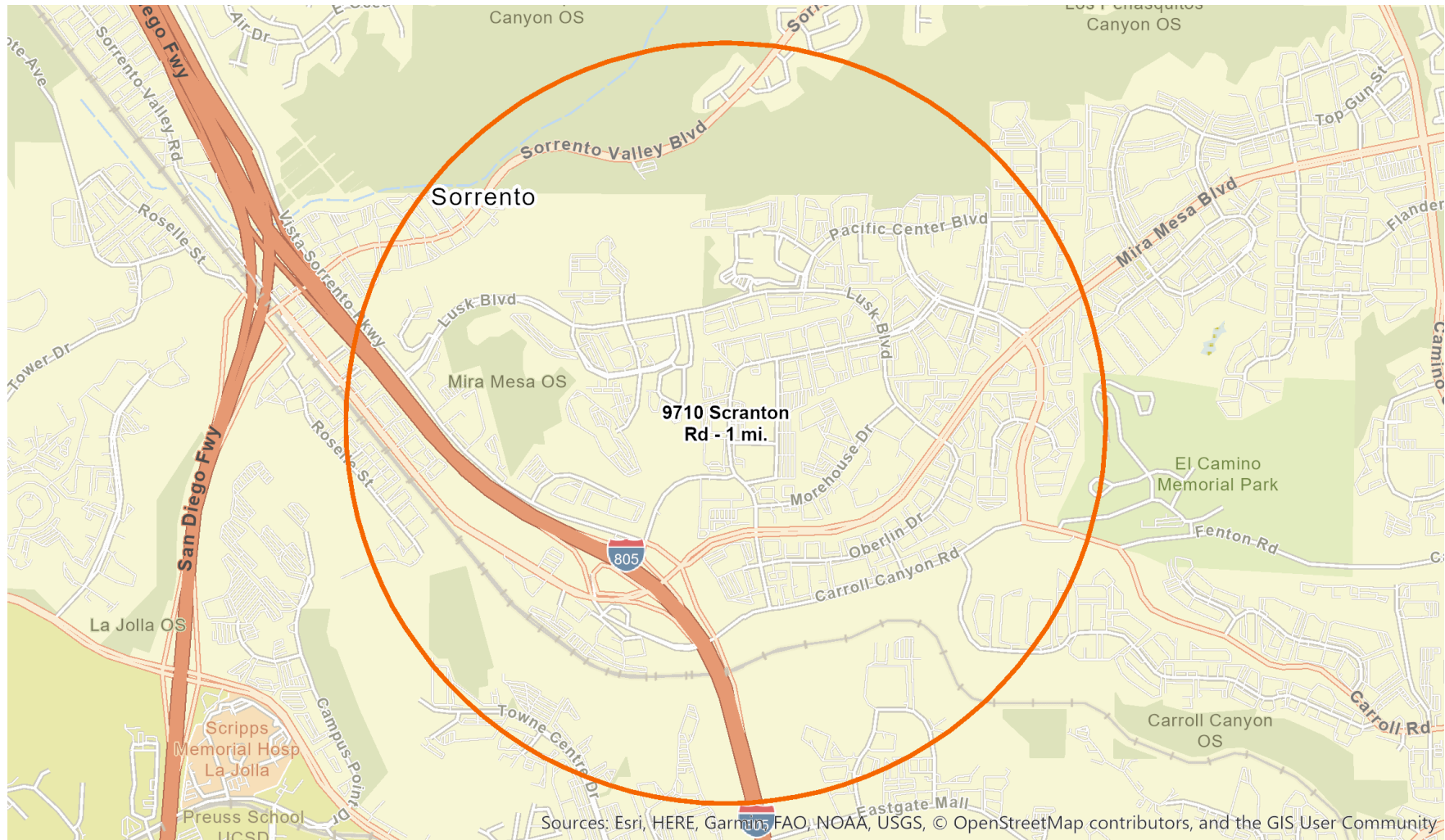
OCCUPATION: TOP 10*

Occupation	Trade Area	Benchmark
Life/Physical/Social Science	14.8%	1.1%
Architecture/Engineering	13.1%	2.2%
Bus./Financial Operations	11.2%	5.8%
Computer/Mathematical	10.9%	3.5%
Management	10.0%	11.0%
Healthcare Practitioner/Technician	8.0%	6.3%
Legal	6.1%	1.2%
Arts/Design/Entertain./Sports/Media	5.1%	2.0%
Food Prep./Serving Related	4.4%	5.2%
Education/Training/Library	4.1%	6.2%

■ Trade Area ■ Benchmark

Index Colors:	<80	80 - 110	110+

Pop-Facts® Demographics | Map

claritas

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

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Pop-Facts® Demographics | Population & Race

claritas

Trade Area: 9710 Scranton Rd - 3 mi.

POPULATION
92,597

HOUSEHOLDS
33,097

ETHNICITY
13.6%
Index:**68**

Hispanic/Latino

HISPANIC ORIGIN*
68.7%
Index:**115**

Mexican

HOME LANGUAGE*
57.9%
Index:**74**

Only English

MARITAL STATUS

Status	Trade Area	Benchmark
Never Married	44.4%	34.0%
Married, Spouse Present	41.1%	45.3%
Married, Spouse Absent	4.8%	4.3%
Divorced	6.2%	10.7%
Widowed	3.5%	5.6%

■ Trade Area ■ Benchmark
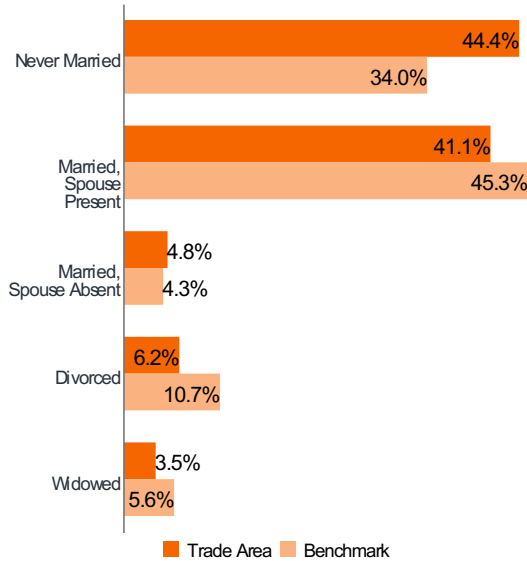
POPULATION BY AGE

Age	Count	%	Index
0 - 4	3,649	3.9	72
5 - 9	3,717	4.0	71
10 - 14	3,779	4.1	66
15 - 17	2,960	3.2	83
18 - 20	11,430	12.3	280
21 - 24	11,150	12.0	225
25 - 34	17,672	19.1	147
35 - 44	11,656	12.6	97
45 - 54	9,310	10.1	84
55 - 64	7,656	8.3	66
65 - 74	5,336	5.8	53
75 - 84	2,991	3.2	56
85+	1,289	1.4	70

POPULATION BY RACE**
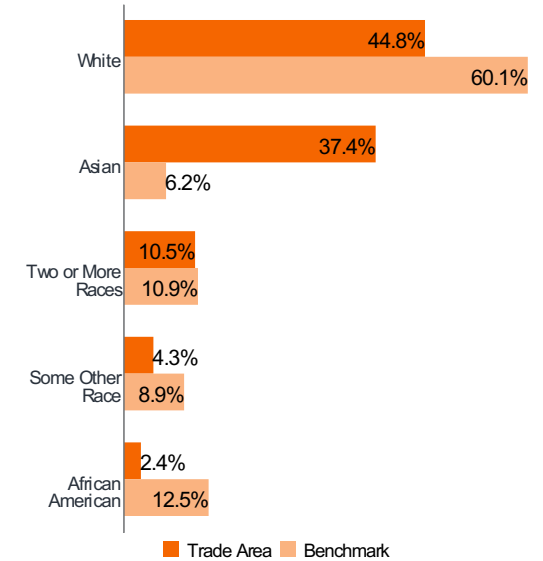
Race	Trade Area	Benchmark
White	44.8%	60.1%
Asian	37.4%	6.2%
Two or More Races	10.5%	10.9%
Some Other Race	4.3%	8.9%
African American	2.4%	12.5%

■ 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

Population: 92,597 | **Households:** 33,097

claritas

MEDIAN AGE OF HOUSEHOLDER

42

Index: **79**

PRESENCE OF OWN CHILDREN*

23.0%

Index: **86**

AGE OF HOUSING**

19 - 28 years old

% Comp: **25.1**   Index: **189**

HOUSING TENURE

33.6%

Own   Index: **59**

63.6%

RENT   Rent   Index: **173**

HOUSEHOLD SIZE

Household Size	Trade Area	Benchmark
1	28.4%	27.6%
2	33.3%	32.8%
3	17.4%	15.5%
4	13.6%	13.1%
5	4.7%	6.4%
6	1.7%	2.7%
7+	0.9%	1.9%

HOUSING UNITS IN STRUCTURE

Units	Trade Area	Benchmark
1 Unit Detached	29.7%	61.5%
1 Unit Attached	8.4%	6.0%
2 Units	0.9%	3.4%
3 to 4 Units	7.2%	4.3%
5 to 19 Units	15.6%	9.0%
20 to 49 Units	10.2%	3.7%
50+ Units	27.9%	6.1%

*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: 92,597 | **Households:** 33,097

EDUCATIONAL ATTAINMENT: TOP 2*

35.4%
Index: 169
Bachelor's Degree

19.9%
Index: 208
Master's Degree

EDUCATION: HISPANIC/LATINO

6.0%
Index: 185
Bachelor's degree or higher

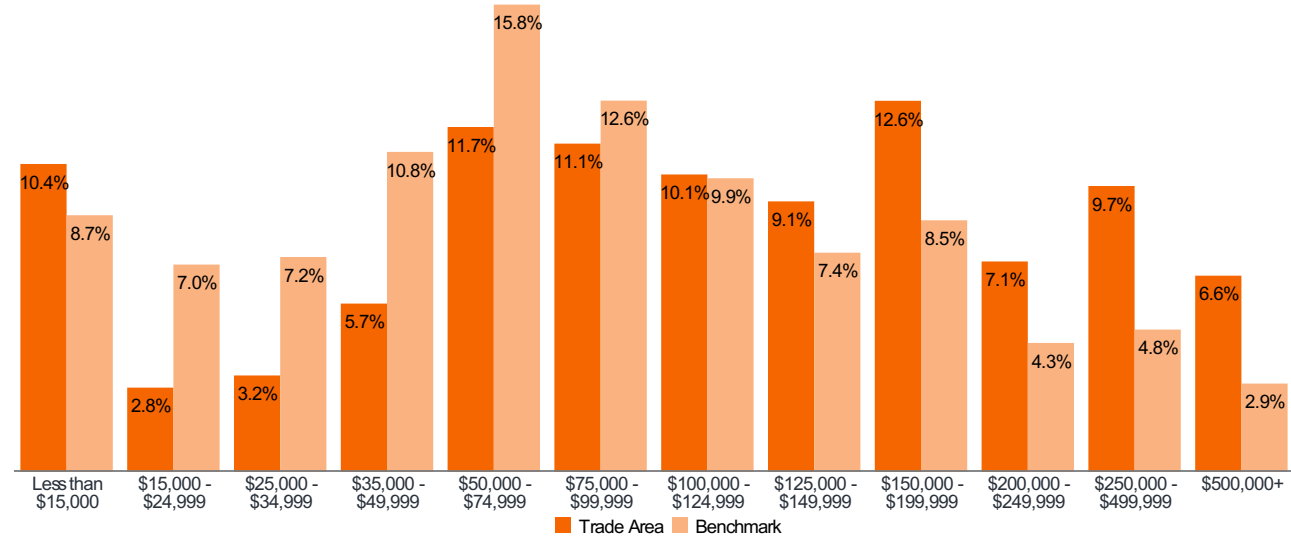## POVERTY STATUS

94.8%
Index: 104
At or above poverty

HOUSEHOLD INCOME

Median Household Income
$112,443
Index: 148

Average Household Income
$153,967
Index: 142

HOUSEHOLD INCOME DISTRIBUTION

Income Range	Trade Area	Benchmark
Less than $15,000	10.4%	8.7%
$15,000 - $24,999	2.8%	7.0%
$25,000 - $34,999	3.2%	7.2%
$35,000 - $49,999	5.7%	10.8%
$50,000 - $74,999	11.7%	15.8%
$75,000 - $99,999	11.1%	12.6%
$100,000 - $124,999	10.1%	9.9%
$125,000 - $149,999	9.1%	7.4%
$150,000 - $199,999	12.6%	8.5%
$200,000 - $249,999	7.1%	4.3%
$250,000 - $499,999	9.7%	4.8%
$500,000+	6.6%	2.9%

■ Trade Area ■ Benchmark

Index Colors:	<80	80 - 110	110+

Pop-Facts® Demographics | Employment & Occupation

Population: 92,597 | **Households:** 33,097

OCCUPATIONAL CLASS*

82.9%
Index:**135**

White Collar

UNEMPLOYMENT RATE

6.0%
Index:**101**

Percent of civilian labor force unemployed

METHOD OF TRAVEL TO WORK: TOP 2*
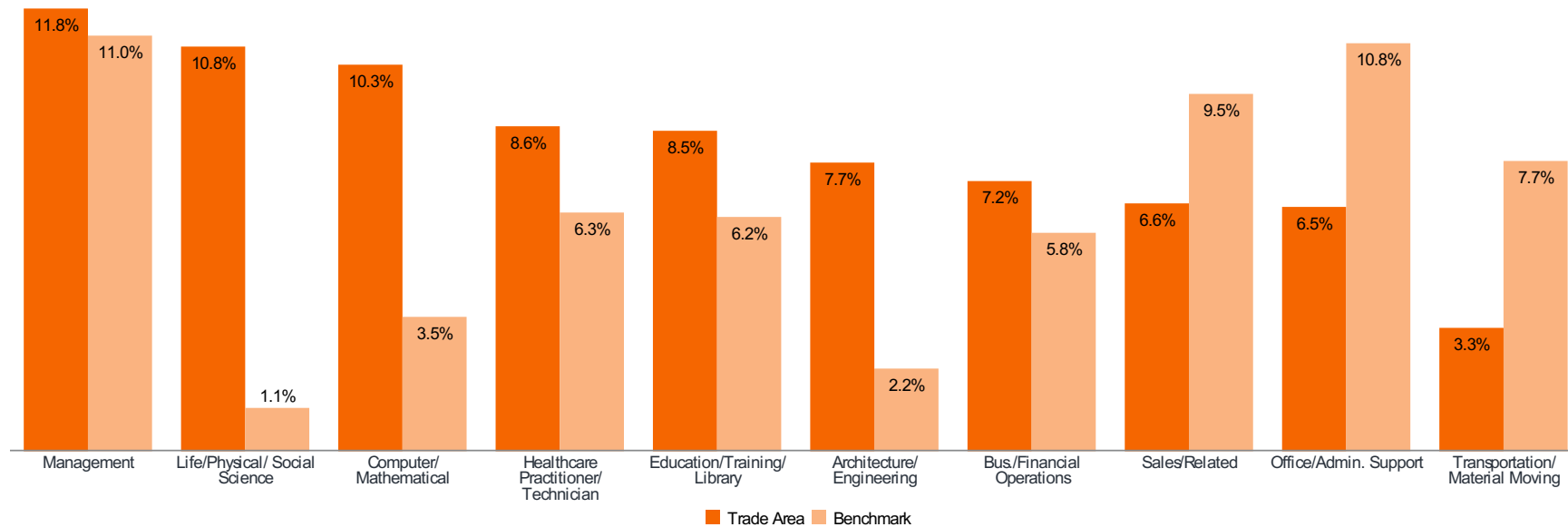
58.9%
Index:**84**

Travel to work by **Driving Alone**

6.5%
Index:**79**

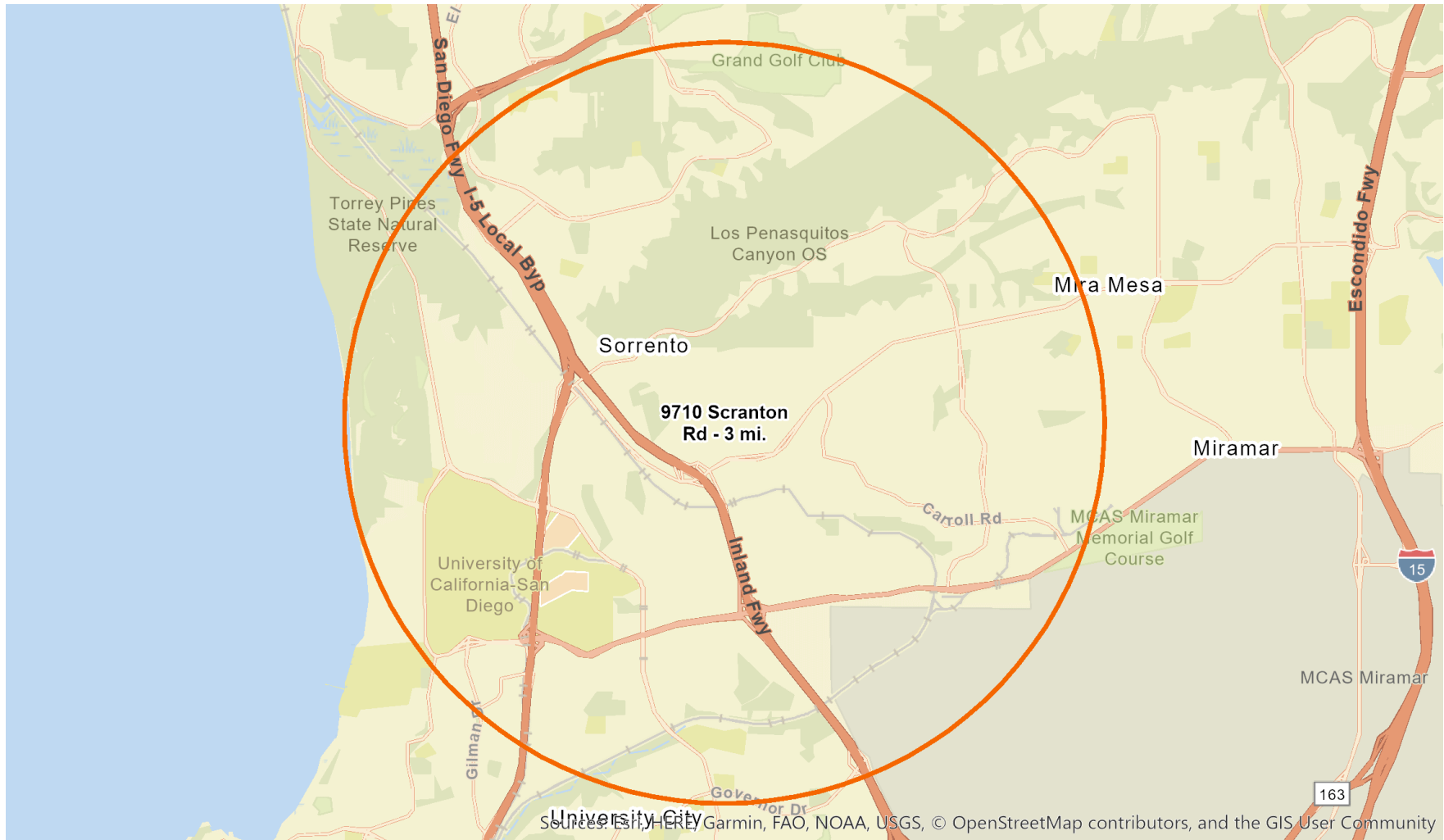Travel to work by **Carpooling**

OCCUPATION: TOP 10*

Occupation	Trade Area	Benchmark
Management	11.8%	11.0%
Life/Physical/ Social Science	10.8%	1.1%
Computer/ Mathematical	10.3%	3.5%
Healthcare Practitioner/ Technician	8.6%	6.3%
Education/Training/ Library	8.5%	6.2%
Architecture/ Engineering	7.7%	2.2%
Bus./Financial Operations	7.2%	5.8%
Sales/Related	6.6%	9.5%
Office/Admin. Support	6.5%	10.8%
Transportation/ Material Moving	3.3%	7.7%

■ Trade Area ■ Benchmark

*Chosen from percent composition ranking

Index Colors:	<80	80 - 110	110+

Pop-Facts® Demographics | Map

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

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Pop-Facts® Demographics | Population & Race

claritas

Trade Area: 9710 Scranton Rd - 5 mi.

POPULATION

245,924

HOUSEHOLDS

86,266

ETHNICITY

15.4%
Index:77

Hispanic/Latino

HISPANIC ORIGIN*

68.0%
Index:114

Mexican

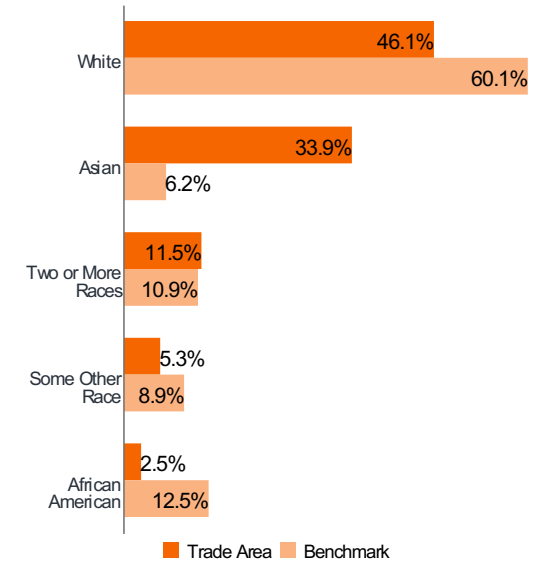## HOME LANGUAGE*

61.9%
Index:79

Only English

MARITAL STATUS

Status	Trade Area	Benchmark
Never Married	37.5%	34.0%
Married, Spouse Present	46.8%	45.3%
Married, Spouse Absent	4.5%	4.3%
Divorced	7.5%	10.7%
Widowed	3.7%	5.6%

■ Trade Area ■ Benchmark
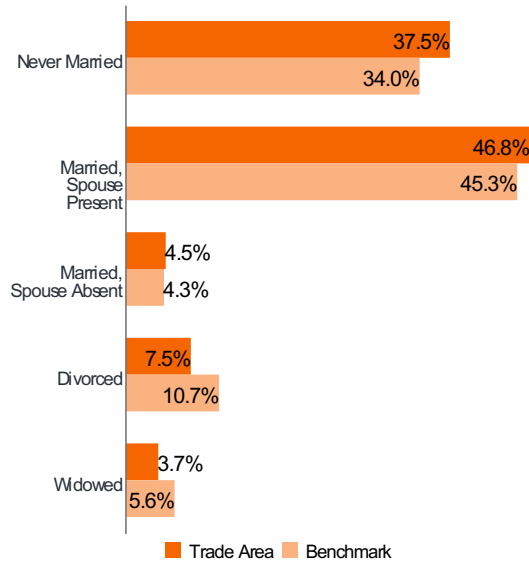
POPULATION BY AGE

Age	Count	%	Index
0 - 4	10,751	4.4	80
5 - 9	11,105	4.5	80
10 - 14	12,431	5.1	82
15 - 17	8,463	3.4	89
18 - 20	18,778	7.6	173
21 - 24	20,771	8.4	158
25 - 34	37,445	15.2	117
35 - 44	31,977	13.0	100
45 - 54	29,841	12.1	101
55 - 64	27,461	11.2	89
65 - 74	20,901	8.5	78
75 - 84	11,693	4.8	82
85+	4,308	1.8	88

POPULATION BY RACE**

Race	Trade Area	Benchmark
White	46.1%	60.1%
Asian	33.9%	6.2%
Two or More Races	11.5%	10.9%
Some Other Race	5.3%	8.9%
African American	2.5%	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

Population: 245,924 | **Households:** 86,266

MEDIAN AGE OF HOUSEHOLDER

50

Index:92

PRESENCE OF OWN CHILDREN*

28.3%

Index: 106

AGE OF HOUSING**

39 - 48 years old

% Comp:24.8   Index:173

HOUSING TENURE

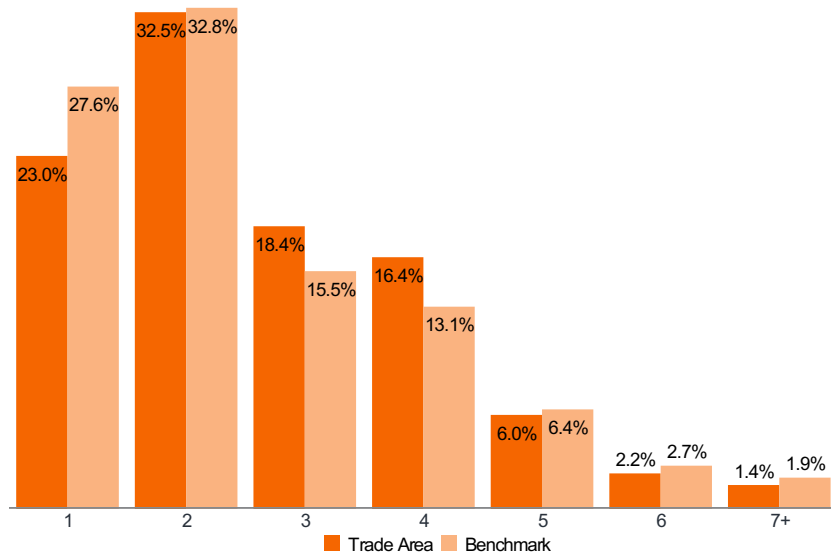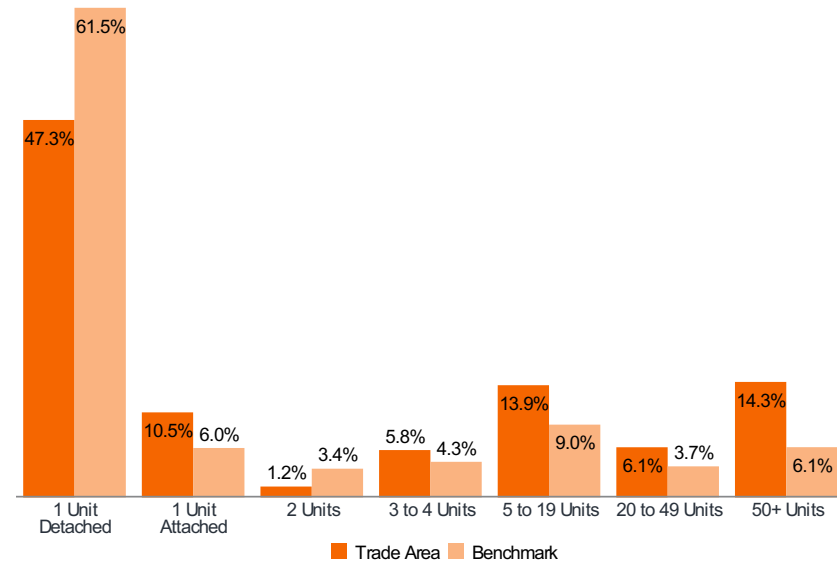48.4%

Own   Index: 85

48.1%

RENT   Rent   Index:131

HOUSEHOLD SIZE

Household Size	Trade Area	Benchmark
1	23.0%	27.6%
2	32.5%	32.8%
3	18.4%	15.5%
4	16.4%	13.1%
5	6.0%	6.4%
6	2.2%	2.7%
7+	1.4%	1.9%

HOUSING UNITS IN STRUCTURE

Units in Structure	Trade Area	Benchmark
1 Unit Detached	47.3%	61.5%
1 Unit Attached	10.5%	6.0%
2 Units	1.2%	3.4%
3 to 4 Units	5.8%	4.3%
5 to 19 Units	13.9%	9.0%
20 to 49 Units	6.1%	3.7%
50+ Units	14.3%	6.1%

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: 245,924 | **Households:** 86,266

EDUCATIONAL ATTAINMENT: TOP 2*

32.4%
Index: 155
Bachelor's Degree

18.2%
Index: 189
Master's Degree

EDUCATION: HISPANIC/LATINO

5.4%
Index: 166
Bachelor's degree or higher

POVERTY STATUS

95.4%
Index: 105
At or above poverty

HOUSEHOLD INCOME

Median Household Income
$124,133
Index: 164

Average Household Income
$172,861
Index: 159

HOUSEHOLD INCOME DISTRIBUTION
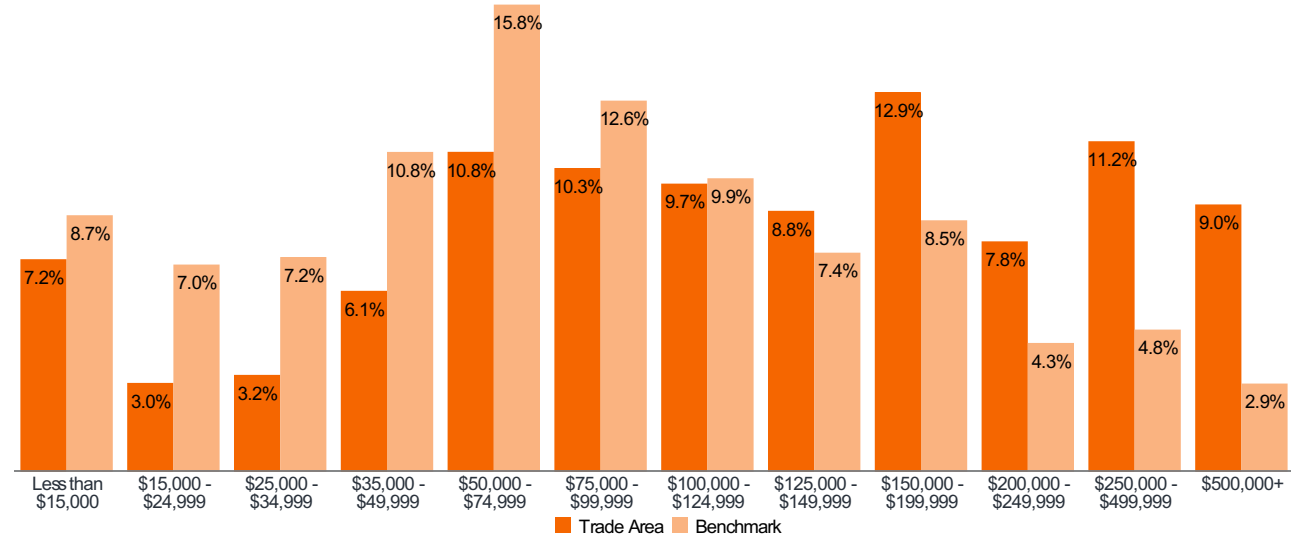
Income Range	Trade Area	Benchmark
Less than $15,000	7.2%	8.7%
$15,000 - $24,999	3.0%	7.0%
$25,000 - $34,999	3.2%	7.2%
$35,000 - $49,999	6.1%	10.8%
$50,000 - $74,999	10.8%	15.8%
$75,000 - $99,999	10.3%	12.6%
$100,000 - $124,999	9.7%	9.9%
$125,000 - $149,999	8.8%	7.4%
$150,000 - $199,999	12.9%	8.5%
$200,000 - $249,999	7.8%	4.3%
$250,000 - $499,999	11.2%	4.8%
$500,000+	9.0%	2.9%

Legend: Trade Area, Benchmark

*Ranked by percent composition

Index Colors:	<80	80 - 110	110+

Pop-Facts® Demographics | Employment & Occupation

claritas

Trade Area: 9710 Scranton Rd - 5 mi.

Population: 245,924 | **Households:** 86,266

OCCUPATIONAL CLASS*

79.4%
Index:**129**

White Collar

UNEMPLOYMENT RATE

6.3%
Index:**105**

Percent of civilian labor force unemployed

METHOD OF TRAVEL TO WORK: TOP 2*

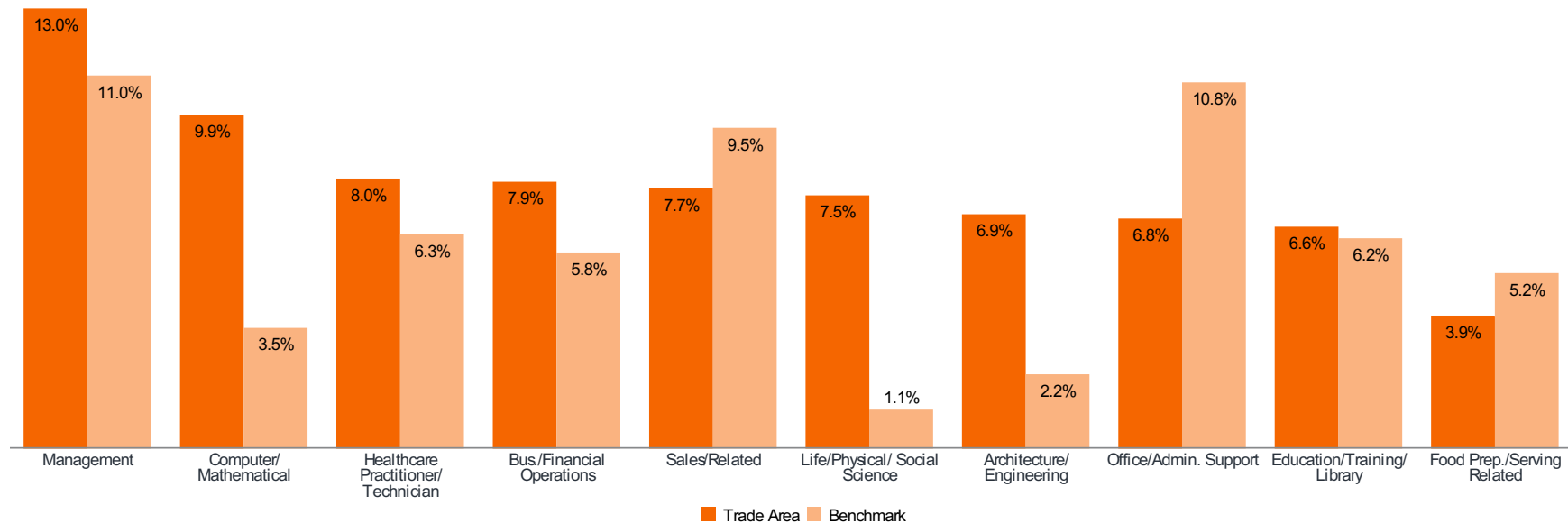**60.2%**
Index:**85**

Travel to work by **Driving Alone**

7.0%
Index:**85**

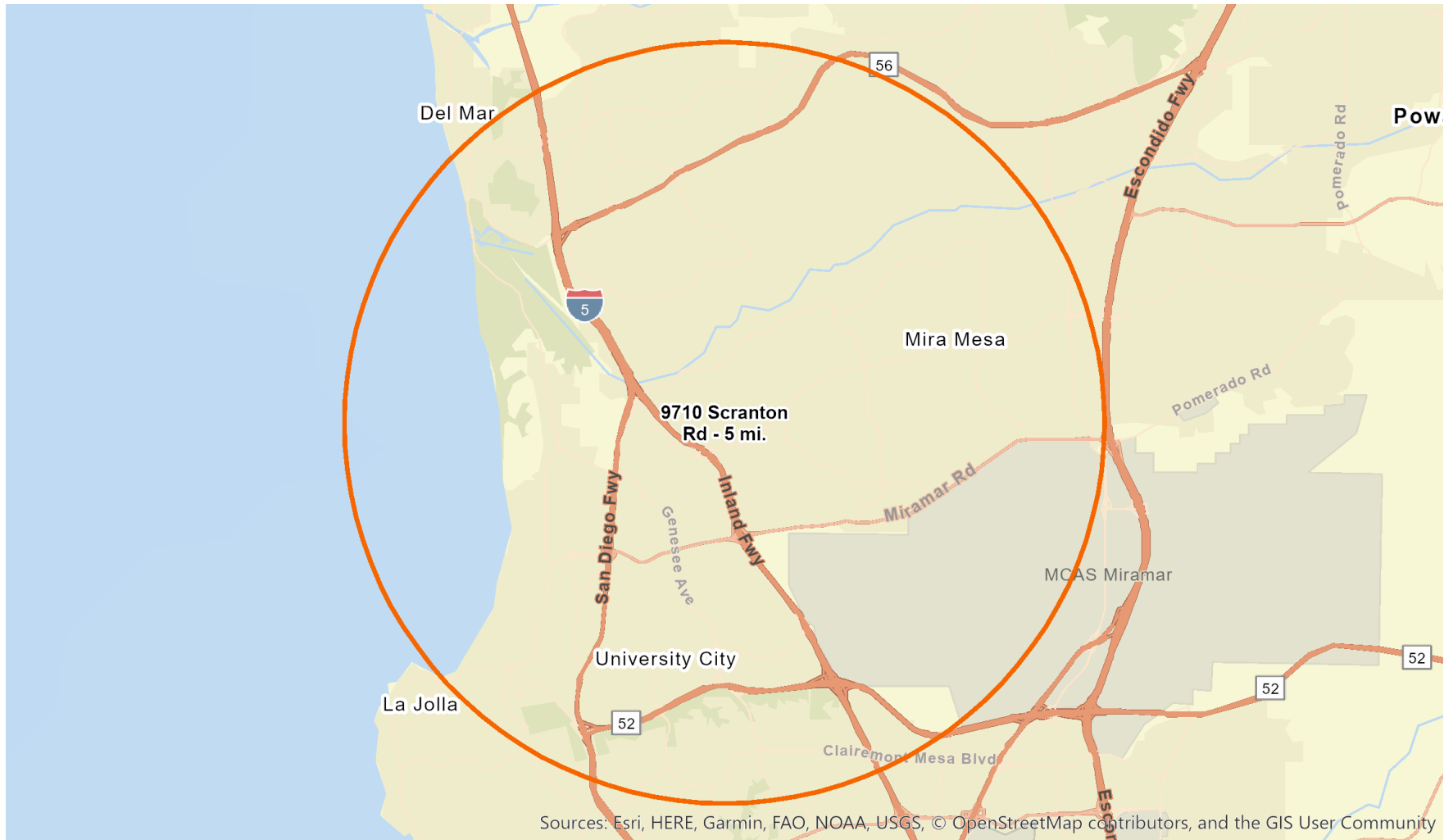Travel to work by **Carpooling**

OCCUPATION: TOP 10*

Occupation	Trade Area	Benchmark
Management	13.0%	11.0%
Computer/Mathematical	9.9%	3.5%
Healthcare Practitioner/Technician	8.0%	6.3%
Bus./Financial Operations	7.9%	5.8%
Sales/Related	7.7%	9.5%
Life/Physical/Social Science	7.5%	1.1%
Architecture/Engineering	6.9%	2.2%
Office/Admin. Support	6.8%	10.8%
Education/Training/Library	6.6%	6.2%
Food Prep./Serving Related	3.9%	5.2%

■ Trade Area ■ Benchmark

Index Colors:	<80	80 - 110	110+

Trade Area: 9710 Scranton Rd - 5 mi.

Population: 245,924 **| Households:** 86,266

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 2024
Date / Time:	12/29/2023 1:38:02 PM
Workspace Vintage:	2024

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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