



# Demographic and Income Comparison Profile

Shoppingtown Mall  
Rings: 3, 5, 10 mile radii

Latitude: 43.04101  
Longitude: -76.06214

	3 miles	5 miles	10 miles
<b>Census 2010 Summary</b>			
Population	52,014	158,693	347,158
Households	21,988	63,252	140,265
Families	12,803	33,508	81,971
Average Household Size	2.27	2.28	2.35
Owner Occupied Housing Units	15,033	31,643	83,361
Renter Occupied Housing Units	6,955	31,609	56,904
Median Age	40.5	33.5	36.9
<b>2014 Summary</b>			
Population	51,772	158,879	346,304
Households	22,036	63,865	141,029
Families	12,717	33,252	81,448
Average Household Size	2.26	2.27	2.34
Owner Occupied Housing Units	14,891	31,068	82,203
Renter Occupied Housing Units	7,145	32,797	58,826
Median Age	41.1	33.8	37.3
Median Household Income	\$56,216	\$40,326	\$49,002
Average Household Income	\$82,256	\$62,200	\$66,956
<b>2019 Summary</b>			
Population	51,886	159,820	347,417
Households	22,140	64,522	141,966
Families	12,693	33,163	81,278
Average Household Size	2.25	2.26	2.33
Owner Occupied Housing Units	14,872	30,855	81,873
Renter Occupied Housing Units	7,268	33,667	60,093
Median Age	41.9	34.5	38.0
Median Household Income	\$63,851	\$45,760	\$54,346
Average Household Income	\$95,946	\$71,975	\$77,103
<b>Trends: 2014-2019 Annual Rate</b>			
Population	0.04%	0.12%	0.06%
Households	0.09%	0.20%	0.13%
Families	-0.04%	-0.05%	-0.04%
Owner Households	-0.03%	-0.14%	-0.08%
Median Household Income	2.58%	2.56%	2.09%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.



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2014 Households by Income	3 miles		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	2,882	13.1%	13,232	20.7%	21,686	15.4%
\$15,000 - \$24,999	1,838	8.3%	7,845	12.3%	15,652	11.1%
\$25,000 - \$34,999	1,977	9.0%	7,115	11.1%	15,176	10.8%
\$35,000 - \$49,999	2,906	13.2%	8,682	13.6%	18,955	13.4%
\$50,000 - \$74,999	4,248	19.3%	10,161	15.9%	26,006	18.4%
\$75,000 - \$99,999	2,918	13.2%	6,670	10.4%	18,228	12.9%
\$100,000 - \$149,999	2,516	11.4%	5,352	8.4%	14,653	10.4%
\$150,000 - \$199,999	1,327	6.0%	2,250	3.5%	5,762	4.1%
\$200,000+	1,424	6.5%	2,557	4.0%	4,912	3.5%
Median Household Income	\$56,216		\$40,326		\$49,002	
Average Household Income	\$82,256		\$62,200		\$66,956	
Per Capita Income	\$35,375		\$26,205		\$27,908	

2019 Households by Income	3 miles		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	2,648	12.0%	12,969	20.1%	20,797	14.6%
\$15,000 - \$24,999	1,381	6.2%	6,223	9.6%	12,187	8.6%
\$25,000 - \$34,999	1,590	7.2%	6,118	9.5%	12,756	9.0%
\$35,000 - \$49,999	2,832	12.8%	8,967	13.9%	19,132	13.5%
\$50,000 - \$74,999	4,063	18.4%	10,065	15.6%	25,508	18.0%
\$75,000 - \$99,999	3,167	14.3%	7,384	11.4%	19,920	14.0%
\$100,000 - \$149,999	3,017	13.6%	6,533	10.1%	17,556	12.4%
\$150,000 - \$199,999	1,595	7.2%	2,816	4.4%	7,284	5.1%
\$200,000+	1,847	8.3%	3,448	5.3%	6,826	4.8%
Median Household Income	\$63,851		\$45,760		\$54,346	
Average Household Income	\$95,946		\$71,975		\$77,103	
Per Capita Income	\$41,407		\$30,549		\$32,306	

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.



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2010 Population by Age	3 miles		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	2,760	5.3%	9,496	6.0%	20,972	6.0%
Age 5 - 9	2,852	5.5%	9,109	5.7%	21,087	6.1%
Age 10 - 14	3,101	6.0%	9,156	5.8%	21,811	6.3%
Age 15 - 19	3,868	7.4%	14,969	9.4%	28,143	8.1%
Age 20 - 24	4,231	8.1%	19,121	12.0%	30,221	8.7%
Age 25 - 34	6,106	11.7%	20,127	12.7%	43,990	12.7%
Age 35 - 44	6,097	11.7%	17,326	10.9%	41,175	11.9%
Age 45 - 54	7,727	14.9%	20,886	13.2%	50,360	14.5%
Age 55 - 64	6,683	12.8%	17,064	10.8%	40,548	11.7%
Age 65 - 74	3,958	7.6%	9,731	6.1%	22,776	6.6%
Age 75 - 84	3,004	5.8%	7,472	4.7%	17,029	4.9%
Age 85+	1,630	3.1%	4,235	2.7%	9,045	2.6%

2014 Population by Age	3 miles		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	2,610	5.0%	9,011	5.7%	19,987	5.8%
Age 5 - 9	2,786	5.4%	8,905	5.6%	20,383	5.9%
Age 10 - 14	2,971	5.7%	8,850	5.6%	20,869	6.0%
Age 15 - 19	3,646	7.0%	14,166	8.9%	26,148	7.6%
Age 20 - 24	4,317	8.3%	20,061	12.6%	32,259	9.3%
Age 25 - 34	6,235	12.0%	20,699	13.0%	44,813	12.9%
Age 35 - 44	5,595	10.8%	16,191	10.2%	38,362	11.1%
Age 45 - 54	7,096	13.7%	19,409	12.2%	46,786	13.5%
Age 55 - 64	7,231	14.0%	18,741	11.8%	44,465	12.8%
Age 65 - 74	4,753	9.2%	11,606	7.3%	27,207	7.9%
Age 75 - 84	2,814	5.4%	6,966	4.4%	15,746	4.5%
Age 85+	1,718	3.3%	4,274	2.7%	9,278	2.7%

2019 Population by Age	3 miles		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	2,604	5.0%	9,129	5.7%	20,198	5.8%
Age 5 - 9	2,706	5.2%	8,595	5.4%	19,696	5.7%
Age 10 - 14	2,908	5.6%	8,592	5.4%	20,326	5.9%
Age 15 - 19	3,513	6.8%	13,849	8.7%	25,312	7.3%
Age 20 - 24	3,977	7.7%	19,207	12.0%	30,043	8.6%
Age 25 - 34	6,389	12.3%	21,416	13.4%	45,938	13.2%
Age 35 - 44	5,566	10.7%	16,238	10.2%	38,842	11.2%
Age 45 - 54	6,357	12.3%	17,392	10.9%	41,660	12.0%
Age 55 - 64	7,447	14.4%	19,655	12.3%	46,439	13.4%
Age 65 - 74	5,700	11.0%	13,992	8.8%	32,718	9.4%
Age 75 - 84	3,059	5.9%	7,563	4.7%	17,113	4.9%
Age 85+	1,661	3.2%	4,191	2.6%	9,135	2.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.



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2010 Race and Ethnicity	3 miles		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	40,952	78.7%	106,591	67.2%	265,197	76.4%
Black Alone	7,042	13.5%	33,197	20.9%	49,323	14.2%
American Indian Alone	262	0.5%	1,225	0.8%	3,299	1.0%
Asian Alone	1,735	3.3%	9,325	5.9%	12,949	3.7%
Pacific Islander Alone	17	0.0%	43	0.0%	108	0.0%
Some Other Race Alone	523	1.0%	2,466	1.6%	5,030	1.4%
Two or More Races	1,482	2.8%	5,846	3.7%	11,252	3.2%
Hispanic Origin (Any Race)	1,912	3.7%	8,435	5.3%	16,726	4.8%

2014 Race and Ethnicity	3 miles		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	40,373	78.0%	105,017	66.1%	261,234	75.4%
Black Alone	7,063	13.6%	33,556	21.1%	49,897	14.4%
American Indian Alone	265	0.5%	1,241	0.8%	3,352	1.0%
Asian Alone	1,851	3.6%	9,863	6.2%	13,733	4.0%
Pacific Islander Alone	19	0.0%	46	0.0%	114	0.0%
Some Other Race Alone	570	1.1%	2,751	1.7%	5,622	1.6%
Two or More Races	1,631	3.2%	6,404	4.0%	12,351	3.6%
Hispanic Origin (Any Race)	2,176	4.2%	9,632	6.1%	19,086	5.5%

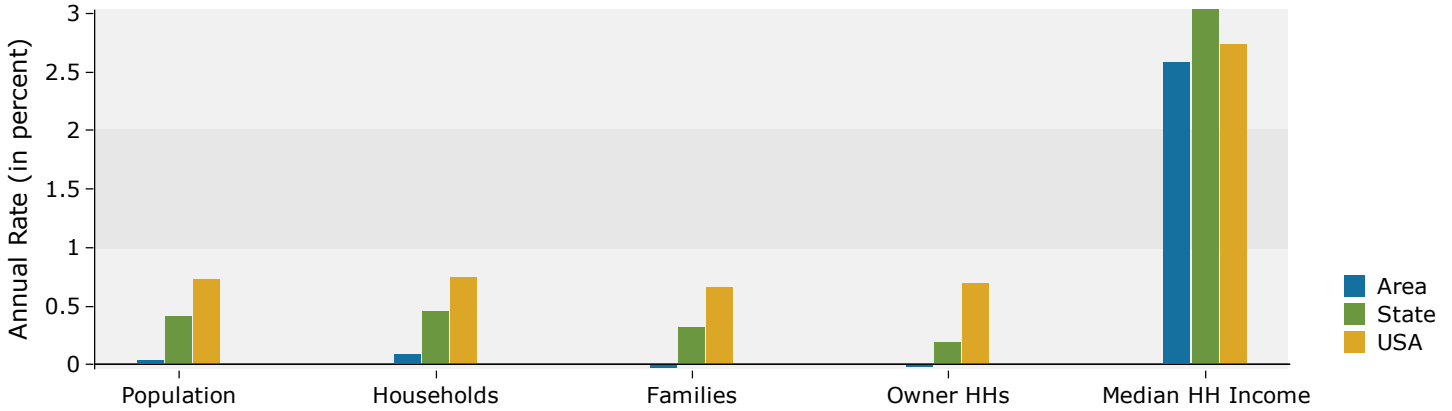
  

2019 Race and Ethnicity	3 miles		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	39,769	76.6%	103,099	64.5%	257,280	74.1%
Black Alone	7,260	14.0%	34,403	21.5%	51,294	14.8%
American Indian Alone	267	0.5%	1,249	0.8%	3,383	1.0%
Asian Alone	2,069	4.0%	10,743	6.7%	15,063	4.3%
Pacific Islander Alone	20	0.0%	47	0.0%	116	0.0%
Some Other Race Alone	643	1.2%	3,108	1.9%	6,391	1.8%
Two or More Races	1,859	3.6%	7,171	4.5%	13,890	4.0%
Hispanic Origin (Any Race)	2,605	5.0%	11,341	7.1%	22,543	6.5%

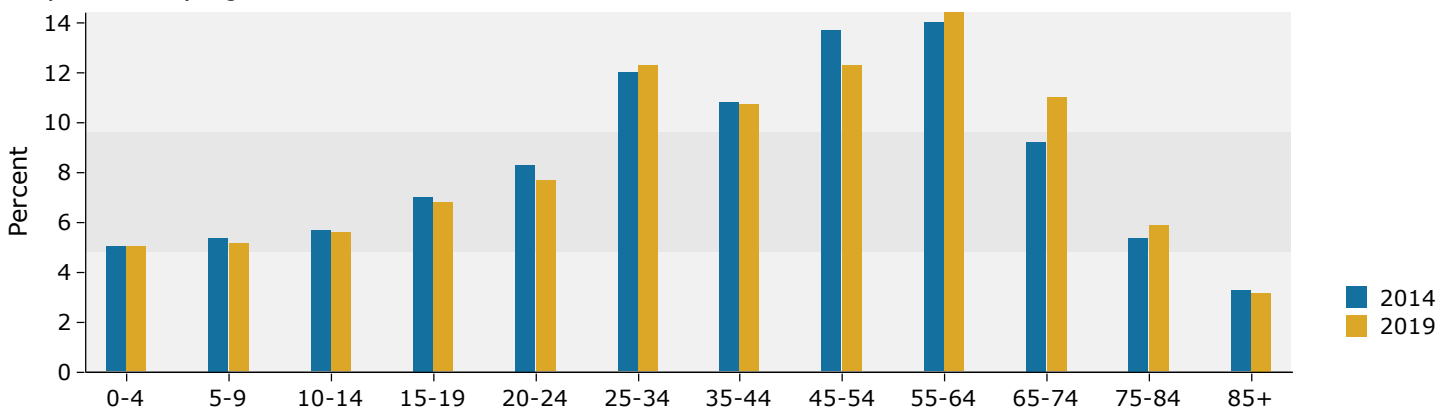
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

## 3 miles

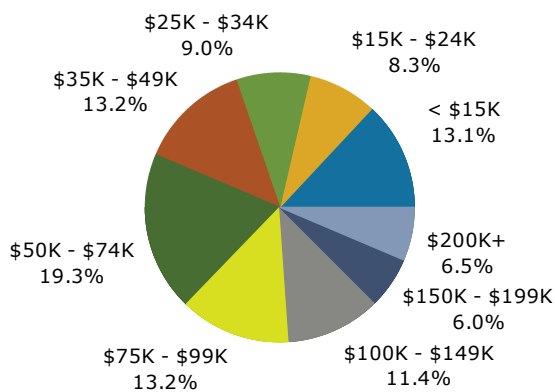
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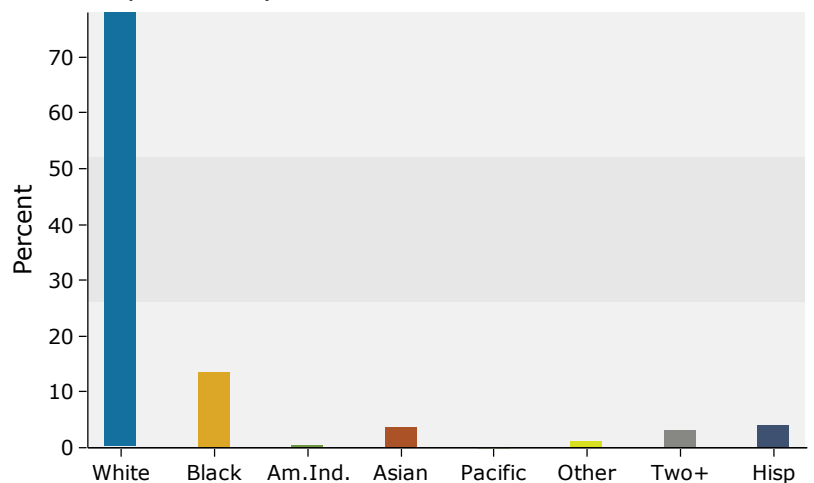
### Population by Age



### 2014 Household Income

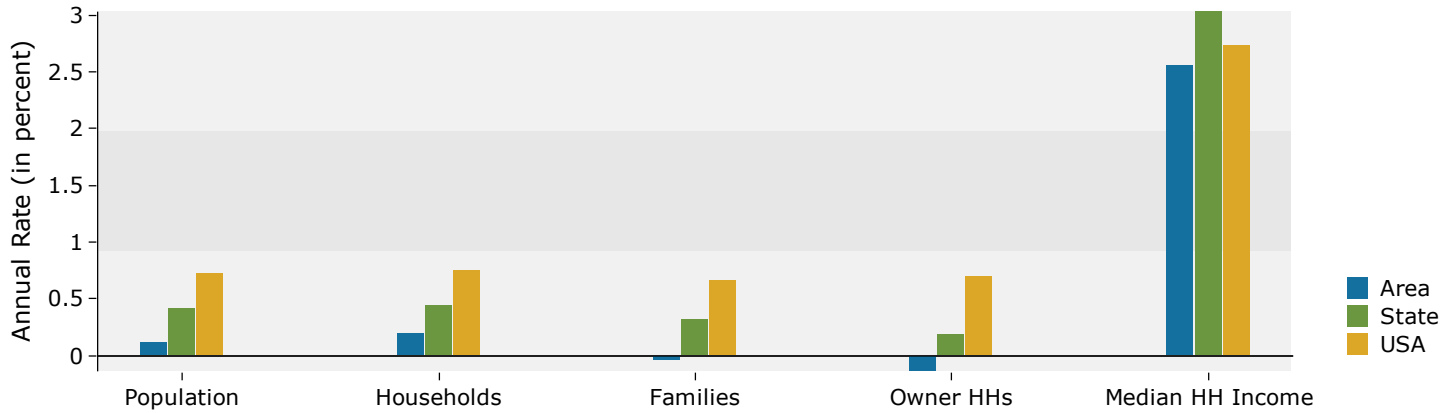


### 2014 Population by Race

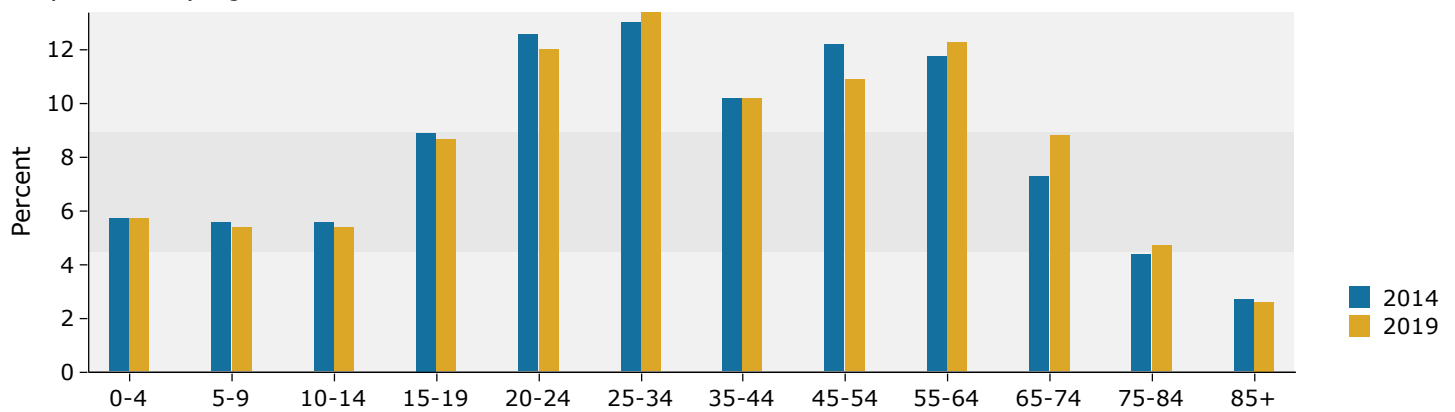


## 5 miles

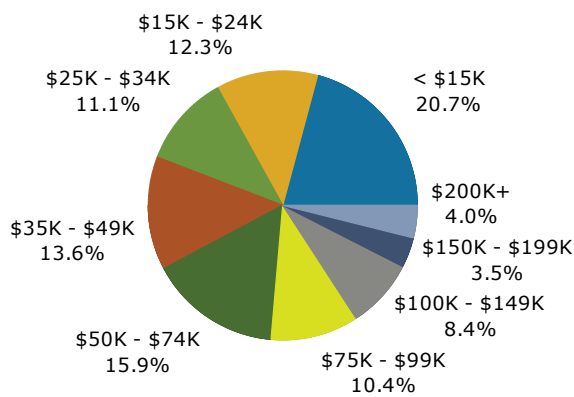
### Trends 2014-2019



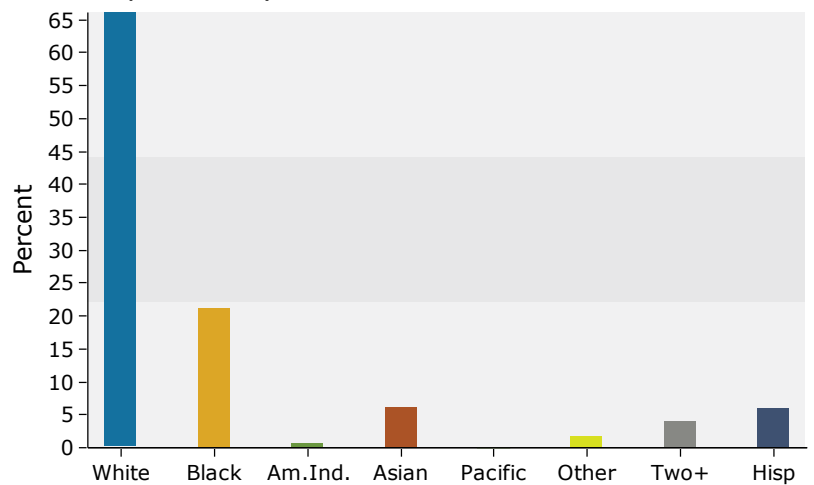
### Population by Age



### 2014 Household Income

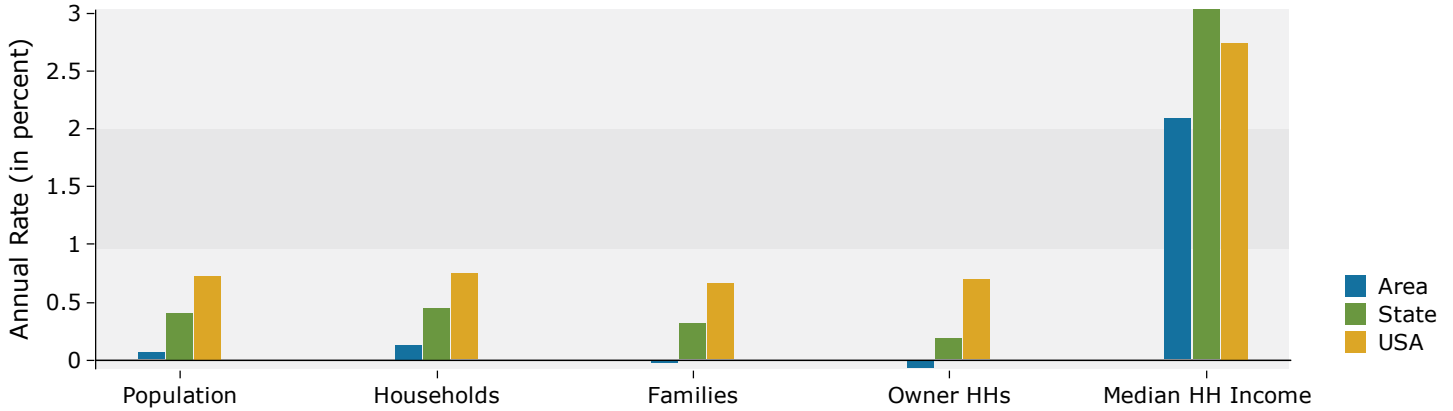


### 2014 Population by Race

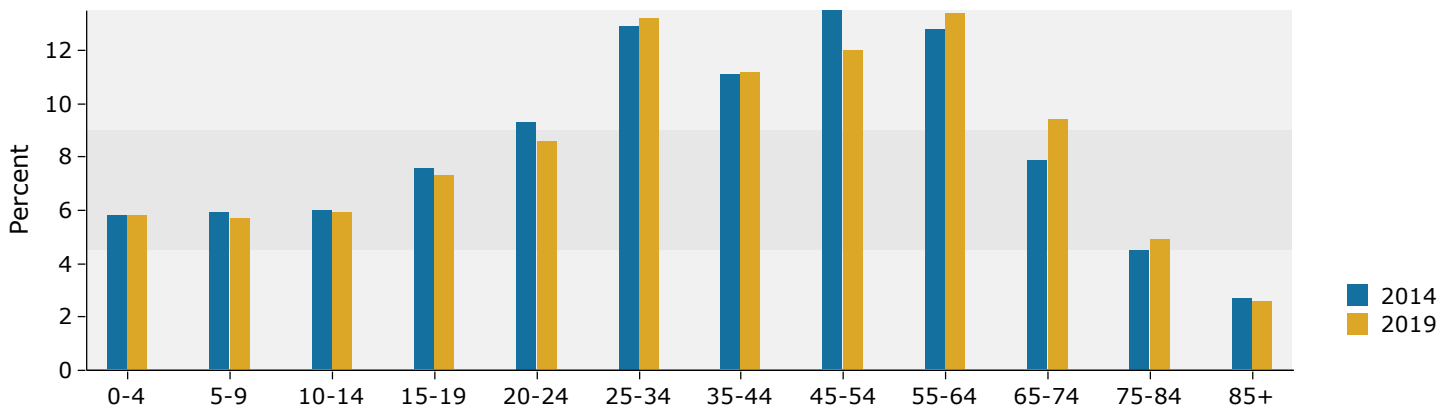


## 10 miles

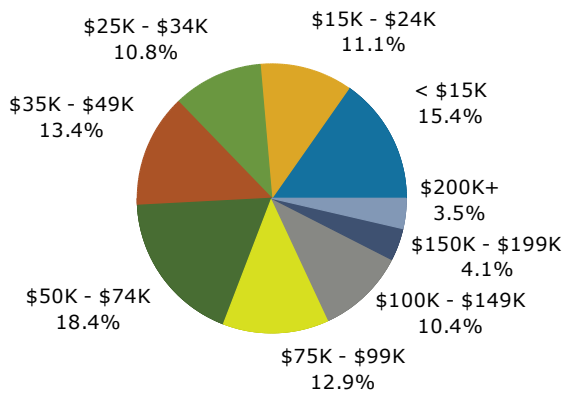
### Trends 2014-2019



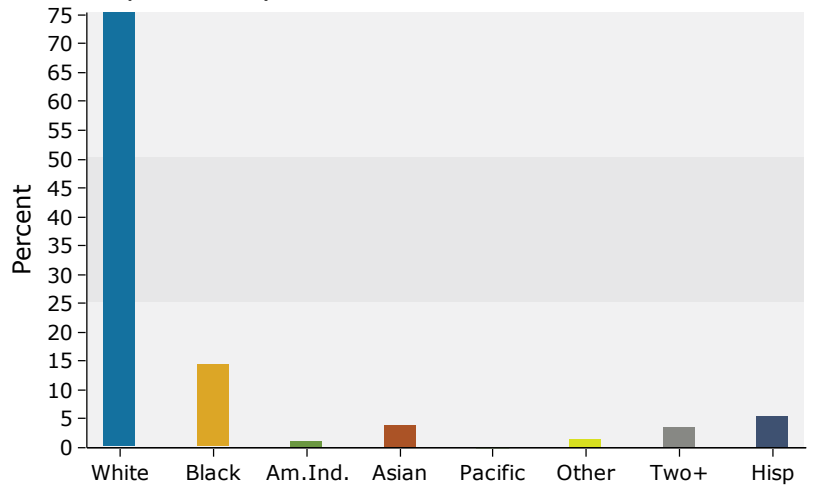
### Population by Age



### 2014 Household Income



### 2014 Population by Race



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.