



Business Summary by SIC Codes

Prepared by Benjamin Chiaro, CCIM

Northwest Triangle - York, PA
 Drive-Time Study
 Drive Time: 10, 15 Minutes

Latitude: 39.965792
 Longitude: -76.73166

	10 minutes	15 minutes
Total Businesses:	5,985	7,668
Total Employees:	99,038	117,720
Total Residential Population:	135,768	212,633
Employee/Residential Population Ratio:	0.73	0.55

	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	88	1.5%	1,059	1.1%	137	1.8%	1,168	1.0%
Construction	399	6.7%	3,316	3.3%	627	8.2%	5,420	4.6%
Manufacturing	301	5.0%	18,236	18.4%	413	5.4%	23,574	20.0%
Transportation	119	2.0%	2,013	2.0%	187	2.4%	2,608	2.2%
Communication	46	0.8%	484	0.5%	54	0.7%	667	0.6%
Utility	13	0.2%	502	0.5%	22	0.3%	698	0.6%
Wholesale Trade	353	5.9%	6,454	6.5%	448	5.8%	7,969	6.8%
Retail Trade Summary	1,356	22.7%	18,895	19.1%	1,696	22.1%	21,861	18.6%
Home Improvement	66	1.1%	682	0.7%	98	1.3%	1,076	0.9%
General Merchandise Stores	51	0.9%	3,113	3.1%	57	0.7%	3,151	2.7%
Food Stores	154	2.6%	2,838	2.9%	196	2.6%	3,464	2.9%
Auto Dealers, Gas Stations, Auto Aftermarket	186	3.1%	1,895	1.9%	261	3.4%	2,355	2.0%
Apparel & Accessory Stores	95	1.6%	791	0.8%	102	1.3%	796	0.7%
Furniture & Home Furnishings	125	2.1%	677	0.7%	153	2.0%	976	0.8%
Eating & Drinking Places	366	6.1%	5,915	6.0%	440	5.7%	6,598	5.6%
Miscellaneous Retail	313	5.2%	2,984	3.0%	389	5.1%	3,445	2.9%
Finance, Insurance, Real Estate Summary	577	9.6%	7,441	7.5%	690	9.0%	7,851	6.7%
Banks, Savings & Lending Institutions	168	2.8%	3,838	3.9%	197	2.6%	3,974	3.4%
Securities Brokers	66	1.1%	407	0.4%	72	0.9%	416	0.4%
Insurance Carriers & Agents	128	2.1%	1,814	1.8%	150	2.0%	1,849	1.6%
Real Estate, Holding, Other Investment Offices	215	3.6%	1,382	1.4%	271	3.5%	1,612	1.4%
Services Summary	2,388	39.9%	36,823	37.2%	2,974	38.8%	41,291	35.1%
Hotels & Lodging	32	0.5%	630	0.6%	40	0.5%	652	0.6%
Automotive Services	195	3.3%	755	0.8%	270	3.5%	920	0.8%
Motion Pictures & Amusements	128	2.1%	1,704	1.7%	161	2.1%	1,889	1.6%
Health Services	362	6.0%	7,494	7.6%	411	5.4%	8,316	7.1%
Legal Services	100	1.7%	647	0.7%	106	1.4%	656	0.6%
Education Institutions & Libraries	101	1.7%	10,124	10.2%	138	1.8%	11,530	9.8%
Other Services	1,470	24.6%	15,469	15.6%	1,848	24.1%	17,328	14.7%
Government	208	3.5%	3,082	3.1%	257	3.4%	3,668	3.1%
Other	137	2.3%	733	0.7%	163	2.1%	945	0.8%
Totals	5,985	100.0%	99,038	100.0%	7,668	100.0%	117,720	100.0%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.



Business Summary by NAICS Codes

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Northwest Triangle - York, PA
 Drive-Time Study
 Drive Time: 10, 15 Minutes

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	10 minutes	15 minutes
Total Businesses:	5,985	7,668
Total Employees:	99,038	117,720
Total Residential Population:	135,768	212,633
Employee/Residential Population Ratio:	0.73	0.55

	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	18	0.3%	307	0.3%	35	0.5%	349	0.3%
Mining	6	0.1%	93	0.1%	6	0.1%	94	0.1%
Utilities	10	0.2%	168	0.2%	14	0.2%	191	0.2%
Construction	423	7.1%	3,408	3.4%	654	8.5%	5,516	4.7%
Manufacturing	324	5.4%	18,473	18.7%	441	5.8%	23,794	20.2%
Wholesale Trade	335	5.6%	6,241	6.3%	427	5.6%	7,751	6.6%
Retail Trade	950	15.9%	12,052	12.2%	1,210	15.8%	14,324	12.2%
Motor Vehicle & Parts Dealers	161	2.7%	1,727	1.7%	224	2.9%	2,111	1.8%
Furniture & Home Furnishings Stores	55	0.9%	315	0.3%	69	0.9%	582	0.5%
Electronics & Appliance Stores	53	0.9%	311	0.3%	62	0.8%	344	0.3%
Bldg Material & Garden Equipment & Supplies Dealers	66	1.1%	682	0.7%	95	1.2%	1,065	0.9%
Food & Beverage Stores	123	2.1%	1,953	2.0%	163	2.1%	2,569	2.2%
Health & Personal Care Stores	75	1.3%	826	0.8%	82	1.1%	1,002	0.9%
Gasoline Stations	25	0.4%	168	0.2%	37	0.5%	244	0.2%
Clothing & Clothing Accessories Stores	120	2.0%	910	0.9%	131	1.7%	924	0.8%
Sport Goods, Hobby, Book, & Music Stores	84	1.4%	770	0.8%	100	1.3%	814	0.7%
General Merchandise Stores	51	0.9%	3,113	3.1%	57	0.7%	3,151	2.7%
Miscellaneous Store Retailers	128	2.1%	1,045	1.1%	174	2.3%	1,273	1.1%
Nonstore Retailers	9	0.2%	231	0.2%	16	0.2%	245	0.2%
Transportation & Warehousing	96	1.6%	1,891	1.9%	141	1.8%	2,378	2.0%
Information	85	1.4%	1,502	1.5%	106	1.4%	1,781	1.5%
Finance & Insurance	364	6.1%	6,064	6.1%	421	5.5%	6,246	5.3%
Central Bank/Credit Intermediation & Related Activities	169	2.8%	3,843	3.9%	198	2.6%	3,979	3.4%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	66	1.1%	407	0.4%	73	1.0%	418	0.4%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	128	2.1%	1,814	1.8%	150	2.0%	1,849	1.6%
Real Estate, Rental & Leasing	234	3.9%	1,388	1.4%	318	4.1%	1,676	1.4%
Professional, Scientific & Tech Services	498	8.3%	5,560	5.6%	600	7.8%	6,005	5.1%
Legal Services	133	2.2%	780	0.8%	143	1.9%	794	0.7%
Management of Companies & Enterprises	4	0.1%	81	0.1%	5	0.1%	84	0.1%
Administrative & Support & Waste Management & Remediation Services	179	3.0%	3,161	3.2%	242	3.2%	3,588	3.0%
Educational Services	124	2.1%	10,389	10.5%	165	2.2%	11,787	10.0%
Health Care & Social Assistance	521	8.7%	10,570	10.7%	607	7.9%	11,773	10.0%
Arts, Entertainment & Recreation	96	1.6%	719	0.7%	119	1.6%	882	0.7%
Accommodation & Food Services	415	6.9%	6,827	6.9%	498	6.5%	7,533	6.4%
Accommodation	32	0.5%	630	0.6%	40	0.5%	652	0.6%
Food Services & Drinking Places	383	6.4%	6,197	6.3%	458	6.0%	6,881	5.8%
Other Services (except Public Administration)	945	15.8%	6,077	6.1%	1,225	16.0%	7,102	6.0%
Automotive Repair & Maintenance	157	2.6%	594	0.6%	218	2.8%	730	0.6%
Public Administration	211	3.5%	3,137	3.2%	260	3.4%	3,723	3.2%
Unclassified Establishments	148	2.5%	930	0.9%	174	2.3%	1,143	1.0%
Total	5,986	100.0%	99,038	100.0%	7,668	100.0%	117,720	100.0%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.



Detailed Income Profile

Prepared by Benjamin Chiaro, CCIM

Northwest Triangle - York, PA
Drive-Time Study
Drive Time: 10 minutes

Latitude: 39.965792
Longitude: -76.73166

	Census 2000	2010	2015	2010-2015 Change	2010-2015 Annual Rate
Population	122,323	135,768	141,081	5,313	0.77%
Households	48,773	54,800	57,200	2,400	0.86%
Average Household Size	2.39	2.36	2.36	0	0%
Families	31,225	34,073	35,215	1,142	0.66%
Average Family Size	2.94	2.93	2.93	0	0%

	Census 2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Households by Income						
HH Income Base	48,793	100.0%	54,799	100.0%	57,200	100.0%
< \$10,000	4,363	8.9%	3,575	6.5%	3,161	5.5%
\$10,000 - \$14,999	3,228	6.6%	2,324	4.2%	2,280	4.0%
\$15,000 - \$19,999	3,338	6.8%	2,654	4.8%	2,184	3.8%
\$20,000 - \$24,999	3,689	7.6%	2,964	5.4%	2,647	4.6%
\$25,000 - \$29,999	3,628	7.4%	2,792	5.1%	2,318	4.1%
\$30,000 - \$34,999	3,531	7.2%	3,268	6.0%	2,642	4.6%
\$35,000 - \$39,999	3,173	6.5%	2,643	4.8%	2,061	3.6%
\$40,000 - \$44,999	2,877	5.9%	2,875	5.2%	2,415	4.2%
\$45,000 - \$49,999	2,604	5.3%	2,835	5.2%	2,253	3.9%
\$50,000 - \$59,999	5,188	10.6%	4,466	8.1%	6,197	10.8%
\$60,000 - \$74,999	5,195	10.6%	7,619	13.9%	6,865	12.0%
\$75,000 - \$99,999	4,077	8.4%	9,892	18.1%	11,335	19.8%
\$100,000 - \$124,999	1,713	3.5%	3,344	6.1%	6,042	10.6%
\$125,000 - \$149,999	733	1.5%	1,164	2.1%	1,473	2.6%
\$150,000 - \$199,999	618	1.3%	1,129	2.1%	1,652	2.9%
\$200,000 - \$249,999	838	1.7%	558	1.0%	692	1.2%
\$250,000 - \$499,999	N/A		586	1.1%	858	1.5%
\$500,000+	N/A		111	0.2%	125	0.2%
Median Household Income	\$39,031		\$52,916		\$60,766	
Average Household Income	\$50,343		\$63,603		\$72,123	
Per Capita Income	\$20,725		\$26,290		\$29,921	

	Census 2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Families by Income						
Family Income Base	31,393	100.0%	34,074	100.0%	35,216	100.0%
< \$10,000	1,683	5.4%	1,409	4.1%	1,044	3.0%
\$10,000 - \$14,999	1,229	3.9%	799	2.3%	849	2.4%
\$15,000 - \$19,999	1,412	4.5%	1,057	3.1%	886	2.5%
\$20,000 - \$24,999	1,953	6.2%	1,029	3.0%	928	2.6%
\$25,000 - \$29,999	2,016	6.4%	1,341	3.9%	1,080	3.1%
\$30,000 - \$34,999	2,138	6.8%	1,479	4.3%	1,167	3.3%
\$35,000 - \$39,999	1,977	6.3%	1,694	5.0%	1,418	4.0%
\$40,000 - \$44,999	1,995	6.4%	1,366	4.0%	1,125	3.2%
\$45,000 - \$49,999	1,867	5.9%	1,320	3.9%	1,069	3.0%
\$50,000 - \$59,999	3,993	12.7%	3,624	10.6%	4,182	11.9%
\$60,000 - \$74,999	4,277	13.6%	5,524	16.2%	5,178	14.7%
\$75,000 - \$99,999	3,470	11.1%	7,688	22.6%	7,396	21.0%
\$100,000 - \$124,999	1,484	4.7%	2,165	6.4%	3,300	9.4%
\$125,000 - \$149,999	646	2.1%	1,554	4.6%	2,377	6.7%
\$150,000 - \$199,999	531	1.7%	1,009	3.0%	1,657	4.7%
\$200,000 - \$249,999	722	2.3%	484	1.4%	775	2.2%
\$250,000 - \$499,999	N/A		460	1.4%	712	2.0%
\$500,000+	N/A		72	0.2%	73	0.2%
Median Family Income	\$48,344		\$64,295		\$70,428	
Average Family Income	\$59,249		\$74,447		\$84,725	

Data Note: Income represents the annual income for the preceding year, expressed in current dollars, including an adjustment for inflation (for 2010 and 2015). In 2000, the Census Bureau reported income to an upper interval of \$200,000+. Esri forecasts extend income to \$500,000+. N/A means Not Available.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Detailed Income Profile

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Northwest Triangle - York, PA
Drive-Time Study
Drive Time: 15 minutes

Latitude: 39.965792
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	Census 2000	2010	2015	2010-2015 Change	2010-2015 Annual Rate
Population	185,668	212,633	223,688	11,055	1.02%
Households	73,719	85,420	90,210	4,790	1.1%
Average Household Size	2.43	2.41	2.40	-0.01	-0.08%
Families	49,370	55,756	58,382	2,626	0.92%
Average Family Size	2.93	2.92	2.92	0	0%

	Census 2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Households by Income						
HH Income Base	73,646	100.0%	85,420	100.0%	90,210	100.0%
< \$10,000	5,359	7.3%	4,441	5.2%	3,875	4.3%
\$10,000 - \$14,999	4,468	6.1%	3,266	3.8%	3,174	3.5%
\$15,000 - \$19,999	4,514	6.1%	3,653	4.3%	2,981	3.3%
\$20,000 - \$24,999	5,388	7.3%	4,239	5.0%	3,752	4.2%
\$25,000 - \$29,999	5,279	7.2%	4,192	4.9%	3,452	3.8%
\$30,000 - \$34,999	5,356	7.3%	4,995	5.8%	4,023	4.5%
\$35,000 - \$39,999	4,853	6.6%	4,168	4.9%	3,246	3.6%
\$40,000 - \$44,999	4,419	6.0%	4,499	5.3%	3,767	4.2%
\$45,000 - \$49,999	4,081	5.5%	4,527	5.3%	3,609	4.0%
\$50,000 - \$59,999	8,232	11.2%	7,345	8.6%	10,198	11.3%
\$60,000 - \$74,999	8,651	11.7%	12,554	14.7%	11,386	12.6%
\$75,000 - \$99,999	6,975	9.5%	16,408	19.2%	18,900	21.0%
\$100,000 - \$124,999	2,882	3.9%	5,749	6.7%	10,483	11.6%
\$125,000 - \$149,999	1,155	1.6%	1,874	2.2%	2,408	2.7%
\$150,000 - \$199,999	903	1.2%	1,765	2.1%	2,624	2.9%
\$200,000 - \$249,999	1,131	1.5%	824	1.0%	1,018	1.1%
\$250,000 - \$499,999	N/A		784	0.9%	1,162	1.3%
\$500,000+	N/A		137	0.2%	152	0.2%
Median Household Income	\$41,681		\$56,029		\$63,311	
Average Household Income	\$51,866		\$64,897		\$73,348	
Per Capita Income	\$21,037		\$26,516		\$30,061	

	Census 2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
Families by Income						
Family Income Base	49,580	100.0%	55,756	100.0%	58,382	100.0%
< \$10,000	2,010	4.1%	1,712	3.1%	1,251	2.1%
\$10,000 - \$14,999	1,694	3.4%	1,072	1.9%	1,121	1.9%
\$15,000 - \$19,999	2,038	4.1%	1,498	2.7%	1,234	2.1%
\$20,000 - \$24,999	2,839	5.7%	1,517	2.7%	1,354	2.3%
\$25,000 - \$29,999	3,144	6.3%	2,115	3.8%	1,692	2.9%
\$30,000 - \$34,999	3,402	6.9%	2,361	4.2%	1,856	3.2%
\$35,000 - \$39,999	3,125	6.3%	2,784	5.0%	2,328	4.0%
\$40,000 - \$44,999	3,213	6.5%	2,215	4.0%	1,822	3.1%
\$45,000 - \$49,999	2,914	5.9%	2,186	3.9%	1,780	3.0%
\$50,000 - \$59,999	6,444	13.0%	6,128	11.0%	7,126	12.2%
\$60,000 - \$74,999	7,285	14.7%	9,382	16.8%	8,907	15.3%
\$75,000 - \$99,999	6,100	12.3%	13,301	23.9%	12,963	22.2%
\$100,000 - \$124,999	2,575	5.2%	3,853	6.9%	5,961	10.2%
\$125,000 - \$149,999	1,033	2.1%	2,593	4.7%	4,043	6.9%
\$150,000 - \$199,999	787	1.6%	1,602	2.9%	2,722	4.7%
\$200,000 - \$249,999	977	2.0%	719	1.3%	1,157	2.0%
\$250,000 - \$499,999	N/A		620	1.1%	967	1.7%
\$500,000+	N/A		98	0.2%	98	0.2%
Median Family Income	\$50,510		\$65,823		\$72,339	
Average Family Income	\$60,124		\$75,077		\$84,919	

Data Note: Income represents the annual income for the preceding year, expressed in current dollars, including an adjustment for inflation (for 2010 and 2015). In 2000, the Census Bureau reported income to an upper interval of \$200,000+. Esri forecasts extend income to \$500,000+. N/A means Not Available.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Demographic and Income Profile Report

Northwest Triangle - York, PA
 Drive-Time Study
 Drive Time: 10 minutes

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Summary	2000	2010	2015
Population	122,323	135,768	141,081
Households	48,773	54,800	57,200
Families	31,225	34,073	35,215
Average Household Size	2.39	2.36	2.36
Owner Occupied Housing Units	32,494	36,297	37,927
Renter Occupied Housing Units	16,280	18,503	19,273
Median Age	37.7	40.2	40.9

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.77%	0.10%	0.76%
Households	0.86%	0.17%	0.78%
Families	0.66%	0.02%	0.64%
Owner HHs	0.88%	0.20%	0.82%
Median Household Income	2.81%	2.53%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	7,591	15.6%	5,899	10.8%	5,441	9.5%
\$15,000 - \$24,999	7,027	14.4%	5,618	10.3%	4,831	8.4%
\$25,000 - \$34,999	7,159	14.7%	6,060	11.1%	4,960	8.7%
\$35,000 - \$49,999	8,654	17.7%	8,353	15.2%	6,729	11.8%
\$50,000 - \$74,999	10,383	21.3%	12,085	22.1%	13,062	22.8%
\$75,000 - \$99,999	4,077	8.4%	9,892	18.1%	11,335	19.8%
\$100,000 - \$149,999	2,446	5.0%	4,508	8.2%	7,515	13.1%
\$150,000 - \$199,999	618	1.3%	1,129	2.1%	1,652	2.9%
\$200,000+	838	1.7%	1,255	2.3%	1,675	2.9%

Median Household Income	\$39,031	\$52,916	\$60,766
Average Household Income	\$50,343	\$63,603	\$72,123
Per Capita Income	\$20,725	\$26,290	\$29,921

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	7,470	6.1%	8,199	6.0%	8,331	5.9%
5 - 9	8,270	6.8%	8,068	5.9%	8,367	5.9%
10 - 14	8,065	6.6%	8,050	5.9%	8,491	6.0%
15 - 19	8,161	6.7%	9,700	7.1%	9,150	6.5%
20 - 24	7,735	6.3%	9,526	7.0%	9,977	7.1%
25 - 34	16,337	13.4%	15,290	11.3%	16,921	12.0%
35 - 44	18,611	15.2%	17,636	13.0%	16,416	11.6%
45 - 54	16,137	13.2%	19,640	14.5%	18,822	13.3%
55 - 64	11,116	9.1%	16,592	12.2%	18,591	13.2%
65 - 74	9,701	7.9%	10,494	7.7%	13,398	9.5%
75 - 84	7,746	6.3%	8,129	6.0%	8,013	5.7%
85+	2,976	2.4%	4,444	3.3%	4,605	3.3%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	101,127	82.7%	102,831	75.7%	102,951	73.0%
Black Alone	12,331	10.1%	19,003	14.0%	22,340	15.8%
American Indian Alone	259	0.2%	316	0.2%	327	0.2%
Asian Alone	1,811	1.5%	2,771	2.0%	3,286	2.3%
Pacific Islander Alone	47	0.0%	53	0.0%	54	0.0%
Some Other Race Alone	4,418	3.6%	7,567	5.6%	8,514	6.0%
Two or More Races	2,329	1.9%	3,227	2.4%	3,609	2.6%
Hispanic Origin (Any Race)	8,588	7.0%	14,517	10.7%	16,972	12.0%

Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

December 13, 2011

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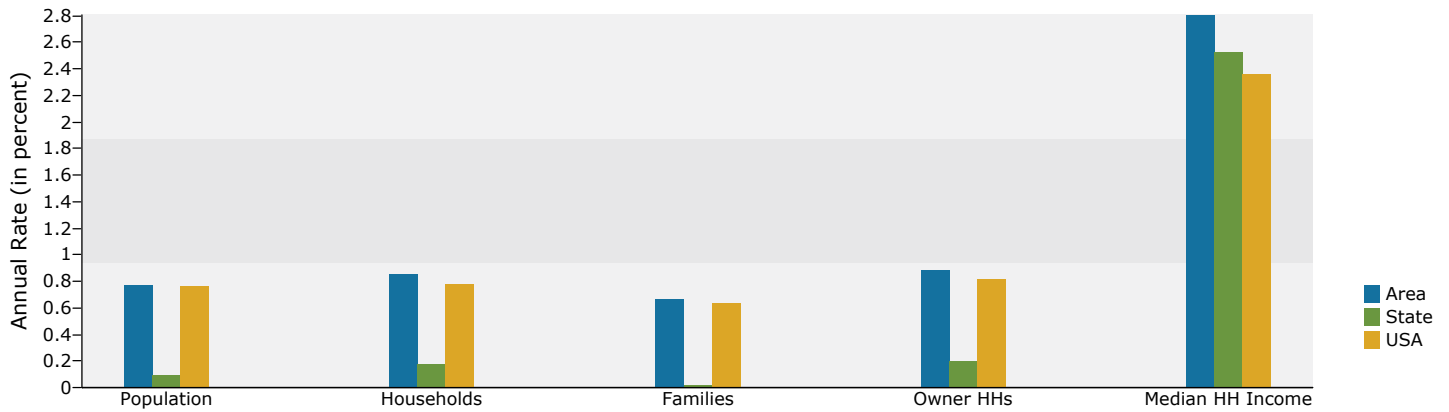


Demographic and Income Profile Report

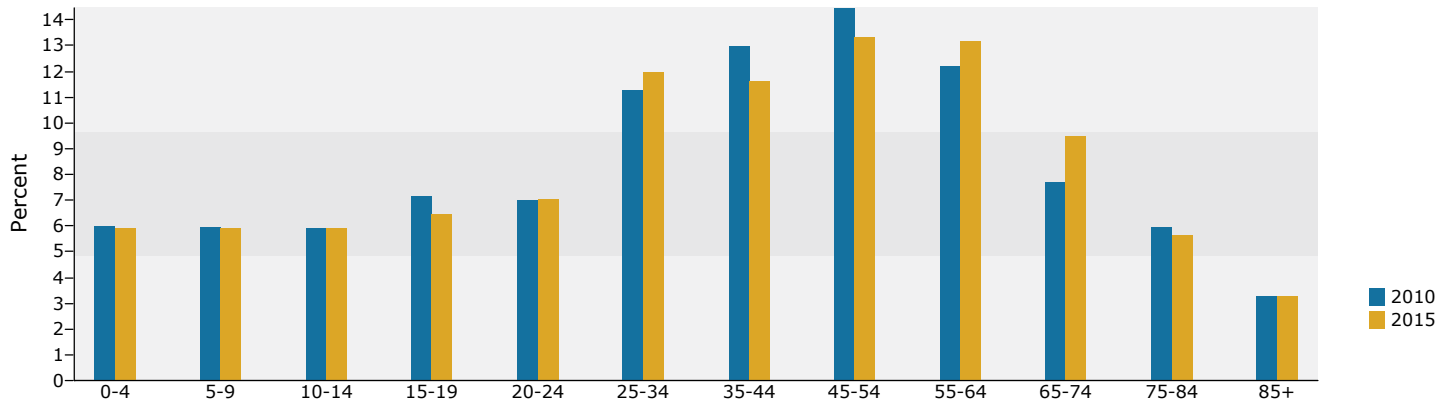
Northwest Triangle - York, PA
 Drive-Time Study
 Drive Time: 10 minutes

Prepared by Benjamin Chiaro, CCIM
 Latitude: 39.965792
 Longitude: -76.73166

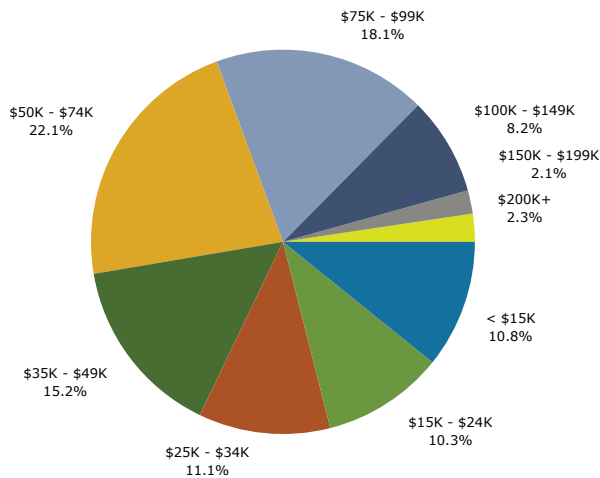
Trends 2010-2015



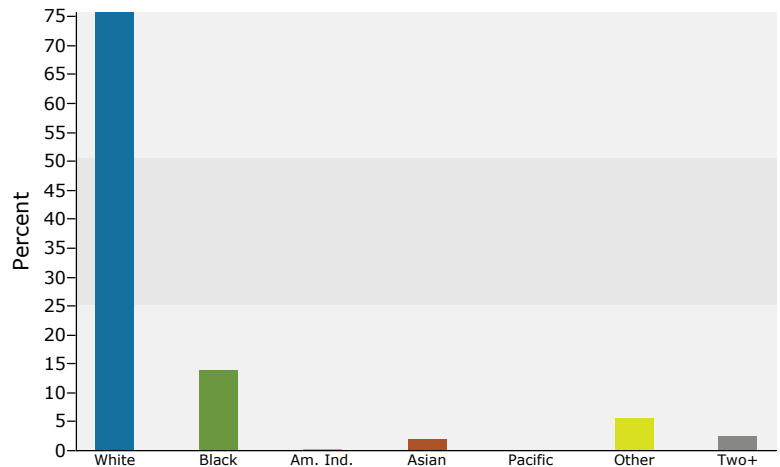
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 10.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

December 13, 2011

Made with Esri Business Analyst



Demographic and Income Profile Report

Northwest Triangle - York, PA
 Drive-Time Study
 Drive Time: 15 minutes

Prepared by Benjamin Chiaro, CCIM
 Latitude: 39.965792
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Summary	2000	2010	2015
Population	185,668	212,633	223,688
Households	73,719	85,420	90,210
Families	49,370	55,756	58,382
Average Household Size	2.43	2.41	2.40
Owner Occupied Housing Units	52,150	60,078	63,629
Renter Occupied Housing Units	21,569	25,342	26,581
Median Age	37.9	40.6	41.3

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	1.02%	0.10%	0.76%
Households	1.10%	0.17%	0.78%
Families	0.93%	0.02%	0.64%
Owner HHs	1.16%	0.20%	0.82%
Median Household Income	2.47%	2.53%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	9,827	13.3%	7,707	9.0%	7,049	7.8%
\$15,000 - \$24,999	9,902	13.4%	7,892	9.2%	6,733	7.5%
\$25,000 - \$34,999	10,635	14.4%	9,187	10.8%	7,475	8.3%
\$35,000 - \$49,999	13,353	18.1%	13,194	15.4%	10,622	11.8%
\$50,000 - \$74,999	16,883	22.9%	19,899	23.3%	21,584	23.9%
\$75,000 - \$99,999	6,975	9.5%	16,408	19.2%	18,900	21.0%
\$100,000 - \$149,999	4,037	5.5%	7,623	8.9%	12,891	14.3%
\$150,000 - \$199,999	903	1.2%	1,765	2.1%	2,624	2.9%
\$200,000+	1,131	1.5%	1,745	2.0%	2,332	2.6%

Median Household Income	\$41,681	\$56,029	\$63,311
Average Household Income	\$51,866	\$64,897	\$73,348
Per Capita Income	\$21,037	\$26,516	\$30,061

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	11,263	6.1%	12,746	6.0%	13,071	5.8%
5 - 9	12,561	6.8%	12,781	6.0%	13,370	6.0%
10 - 14	12,581	6.8%	12,959	6.1%	13,895	6.2%
15 - 19	12,280	6.6%	14,645	6.9%	14,152	6.3%
20 - 24	10,914	5.9%	13,554	6.4%	14,351	6.4%
25 - 34	24,846	13.4%	24,204	11.4%	26,569	11.9%
35 - 44	29,460	15.9%	28,504	13.4%	27,020	12.1%
45 - 54	25,548	13.8%	32,368	15.2%	31,328	14.0%
55 - 64	17,477	9.4%	26,840	12.6%	30,642	13.7%
65 - 74	14,200	7.6%	16,478	7.8%	21,239	9.5%
75 - 84	10,715	5.8%	11,648	5.5%	11,878	5.3%
85+	3,823	2.1%	5,906	2.8%	6,173	2.8%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	162,533	87.5%	175,333	82.5%	179,682	80.3%
Black Alone	12,923	7.0%	20,479	9.6%	24,431	10.9%
American Indian Alone	358	0.2%	470	0.2%	505	0.2%
Asian Alone	2,244	1.2%	3,586	1.7%	4,334	1.9%
Pacific Islander Alone	63	0.0%	76	0.0%	81	0.0%
Some Other Race Alone	4,710	2.5%	8,437	4.0%	9,718	4.3%
Two or More Races	2,837	1.5%	4,252	2.0%	4,937	2.2%
Hispanic Origin (Any Race)	9,446	5.1%	16,941	8.0%	20,437	9.1%

Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

December 13, 2011

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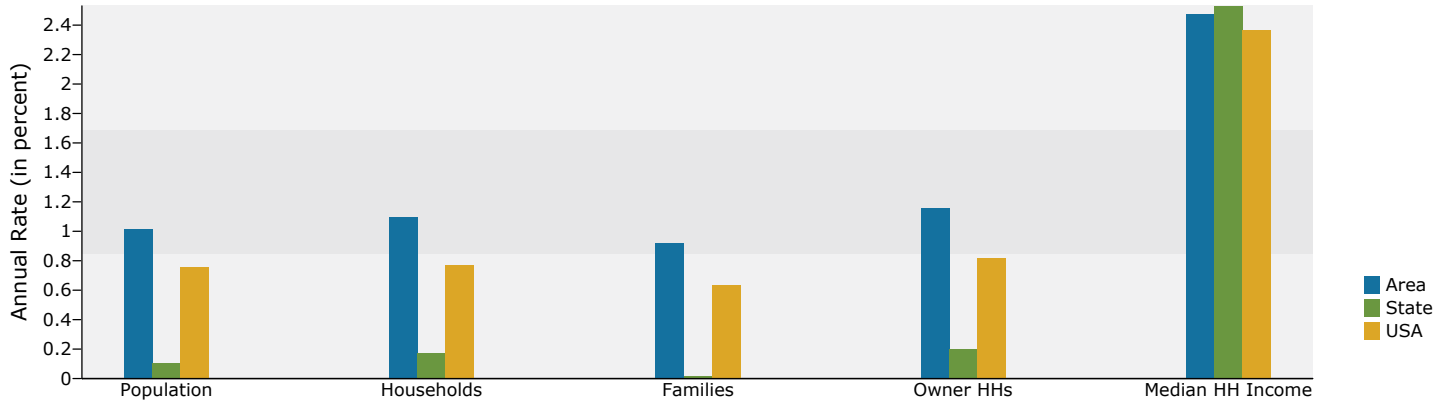


Demographic and Income Profile Report

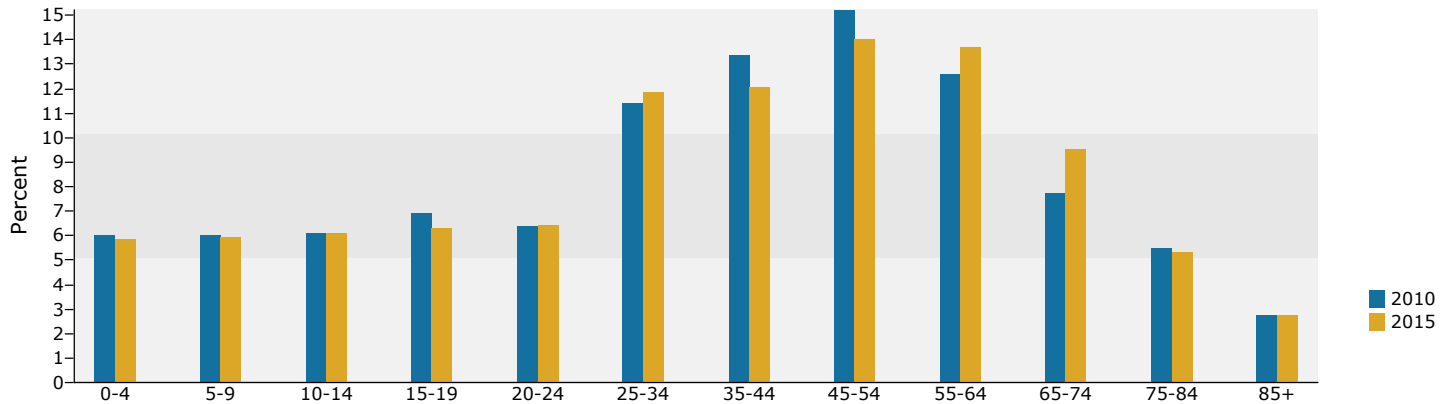
Northwest Triangle - York, PA
 Drive-Time Study
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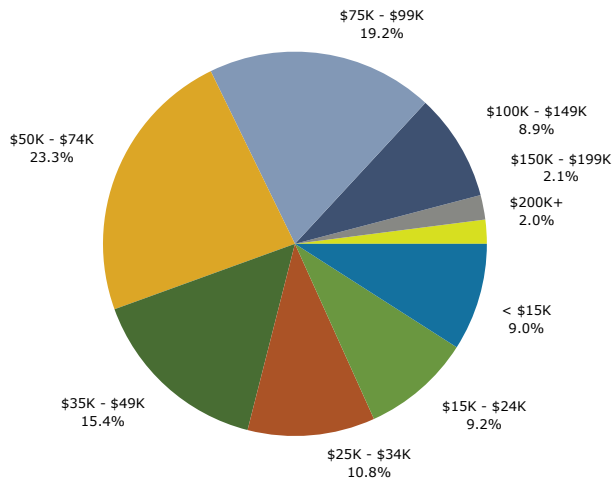
Trends 2010-2015



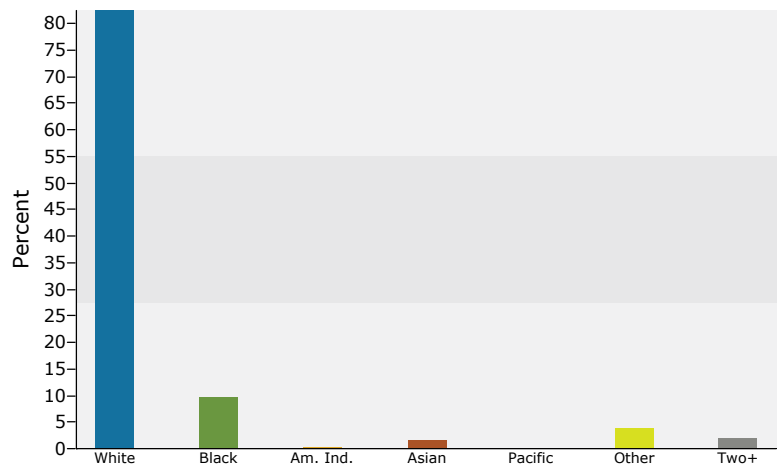
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 8.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

December 13, 2011

Made with Esri Business Analyst



Lifestyle Report

Ranked by Households

Prepared by Benjamin Chiaro, CCIM

Northwest Triangle - York, PA

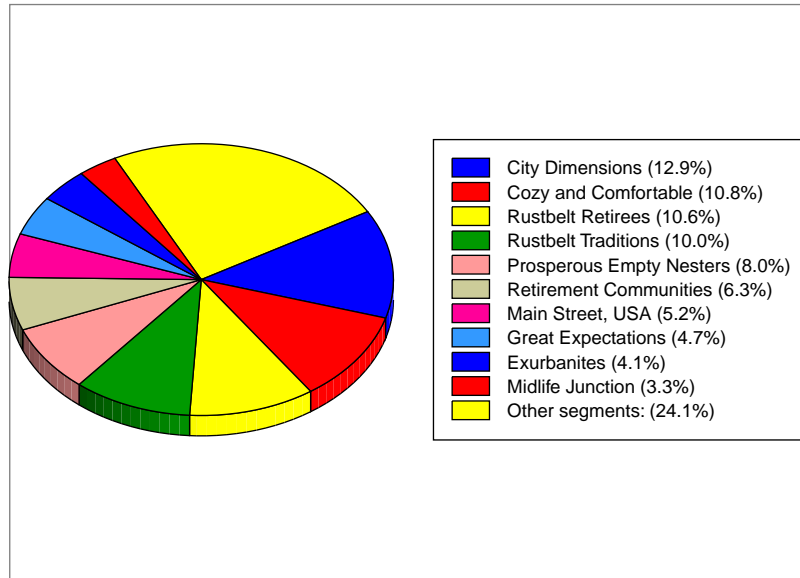
Drive-Time Study

Drive Time: 10 minutes

Latitude: 39.965792

Longitude: -76.73166

Top Tapestry Segments



Percent of Households by Tapestry Segment

Top Tapestry Segments:

City Dimensions

Diversity in household type and ethnicity characterize City Dimensions neighborhoods that are located in large, urban cities. Population density remains high, with approximately 2,900 people per square mile. This market is young, with a median age of 29.2 years. Sixty-five percent of the households rent. More than half are apartments in multiunit structures. Most of the real estate is older. Approximately 70 percent of the housing units were built before 1960, 42 percent of which were built before 1940. Many households lease their vehicles, preferring Mercury or Ford models. Residents shop at BJ's Wholesale Club, Kmart, Marshalls, and T.J. Maxx. They enjoy roller skating, playing soccer and chess, attending auto races and shows, going to the movies, and renting movies on DVD (especially classics, horror, and science fiction). Video game systems are also popular.

Cozy and Comfortable

Cozy and Comfortable residents are settled, married, and still working. Many couples are still living in the pre-1970s, single-family homes in which they raised their children. Households are located primarily in suburban areas of the Midwest, Northeast, and South. The median age is 42.1 years, and the median home value is \$174,687. Home improvement and remodeling are important to Cozy and Comfortable residents. Although some work is contracted, homeowners take an active part in many projects, especially painting and lawn care. They play softball and golf, attend ice hockey games, watch science fiction films on DVD, and gamble at casinos. Television is significant; many households have four or more sets. Preferred cable stations include QVC, Home & Garden Television, and The History Channel.



Lifestyle Report

Ranked by Households

Prepared by Benjamin Chiaro, CCIM

Northwest Triangle - York, PA
Drive-Time Study
Drive Time: 10 minutes

Latitude: 39.965792
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Source: Esri

Rustbelt Retirees

Most Rustbelt Retirees neighborhoods can be found in older, industrial cities in the Northeast and Midwest, especially in Pennsylvania and other states surrounding the Great Lakes. Households are mainly occupied by married couples with no children and singles who live alone. The median age is 45 years. Although many residents are still working, labor force participation is below average. More than 40 percent of the households receive Social Security benefits. Most residents live in owned, single-family homes, with a median value of \$129,157. Unlike many retirees, these residents are not inclined to move. They are proud of their homes and gardens and participate in community activities. Some are members of veterans' clubs. Leisure activities include playing bingo, gambling in Atlantic City, going to the horse races, working crossword puzzles, and playing golf.

Rustbelt Traditions

Rustbelt Traditions neighborhoods are the backbone of older, industrial cities in states bordering the Great Lakes. Most employed residents work in the service, manufacturing, and retail trade industries. Most residents own and live in modest single-family homes that have a median value of \$102,391. Households are primarily a mix of married-couple families, single-parent families, and singles who live alone. The median age is 36.1 years; the median household income is \$51,436. Residents prefer to use a credit union and invest in certificates of deposit. They use coupons regularly, especially at Sam's Club, work on home remodeling or improvement projects, and buy domestic vehicles. Favorite leisure activities include hunting, bowling, fishing, and attending auto races, country music shows, and ice hockey games (in addition to listening to games on the radio).

Prosperous Empty Nesters

Prosperous Empty Nesters neighborhoods are well established, located throughout the United States; approximately one-third are on the eastern seaboard. The median age is 48.7 years. More than half of the householders are aged 55 or older. Forty percent of household types are married couples with no children living at home. Educated and experienced, residents are enjoying the life stage transition from child rearing to retirement. The median household income is \$70,623. Residents place a high value on their physical and financial well-being and take an active interest in their homes and communities. They travel extensively, both at home and abroad. Leisure activities include refinishing furniture, playing golf, attending sports events, and reading mysteries. Civic participation includes joining civic clubs, engaging in fund-raising, and working as volunteers.

Retirement Communities

Retirement Communities neighborhoods are found mostly in cities scattered across the United States. The majority of households are multiunit dwellings. Congregate housing, which commonly includes meals and other services in the rent, is a trait of this segment dominated by singles who live alone. This educated, older market has a median age of 51.4 years. One-third of residents are aged 65 years or older. Although the median household income is a modest \$48,045, the median net worth is \$170,490. Good health is a priority; residents visit their doctors regularly, diet and exercise, purchase low-sodium food, and take vitamins. They spend their leisure time working crossword puzzles, playing bingo, gardening indoors, canoeing, gambling, and taking adult education classes. They like to spend time with their grandchildren and spoil them with toys. Home remodeling projects are usually in the works.



Lifestyle Report

Ranked by Households

Prepared by Benjamin Chiaro, CCIM

Northwest Triangle - York, PA
Drive-Time Study
Drive Time: 10 minutes

Latitude: 39.965792
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Source: Esri

Main Street, USA

Main Street, USA neighborhoods are a mix of single-family homes and multiunit dwellings found in the suburbs of smaller metropolitan cities, mainly in the Northeast, West, and Midwest. This market is similar to the United States when comparing household type, age, educational attainment, housing type, occupation, industry, and household income type distributions. The median age of 36.8 years matches that of the U.S. median. The median household income is a comfortable \$56,882. Homeownership is at 65 percent, and the median home value is \$205,391. Active members of the community, residents participate in local civic issues and work as volunteers. They take care of their lawns and gardens, and work on small home projects. They enjoy going to the beach and visiting theme parks as well as playing chess, going bowling or ice skating, and participating in aerobic exercise.

Great Expectations

Great Expectations neighborhoods are located throughout the country, with higher proportions found in the Midwest and South. Young singles and married-couple families dominate. The median age is 33.2 years. Labor force participation is high. Manufacturing, retail, and service industries are the primary employers. Approximately half of the households are owners living in single-family dwellings with a median value of \$110,922; the other half are renters, mainly living in apartments in low-rise or mid-rise buildings. Most of the housing units in these older, suburban neighborhoods were built before 1960. Residents enjoy a young and active lifestyle. They go out to dinner, to the movies, to bars, and to nightclubs. They enjoy roller skating; using Rollerblades; playing Frisbee, chess, and pool; and attending auto races. They read music magazines and listen to rock music on the radio.

Exurbanites

Open areas with affluence define these neighborhoods. Empty nesters comprise 40 percent of these households; married couples with children occupy 32 percent. Over half of the householders are between the ages of 45 and 64 years. The median age is 44.8 years. Approximately half of those who work hold professional or managerial positions. The median home value is \$288,301; the median household income is \$88,531. Financial health is a priority for the Exurbanites market; they consult with financial planners and track their investments online. They own a diverse investment portfolio and hold long-term care and substantial life insurance policies. Residents work on their homes, lawns, and gardens. Leisure activities include boating, hiking, kayaking, playing Frisbee, photography, and bird-watching. Many are members of fraternal orders and participate in civic activities.

Midlife Junction

Midlife Junction communities are found in suburbs across the country. Residents are phasing out of their child-rearing years. Approximately half of the households are composed of married-couple families; 31 percent are singles who live alone. The median age is 41.2 years; the median household income is \$49,031. One-third of the households receive Social Security benefits. Nearly two-thirds of the households are single-family structures; most of the remaining dwellings are apartments in multiunit buildings. These residents live quiet, settled lives. They spend their money prudently and do not succumb to fads. They prefer to shop by mail or phone from catalogs such as J.C. Penney, L.L. Bean, and Lands' End. They enjoy yoga, attending country music concerts and auto races, refinishing furniture, and reading romance novels.

Source: Esri



Lifestyle Report

Ranked by Households

Prepared by Benjamin Chiaro, CCIM

Northwest Triangle - York, PA

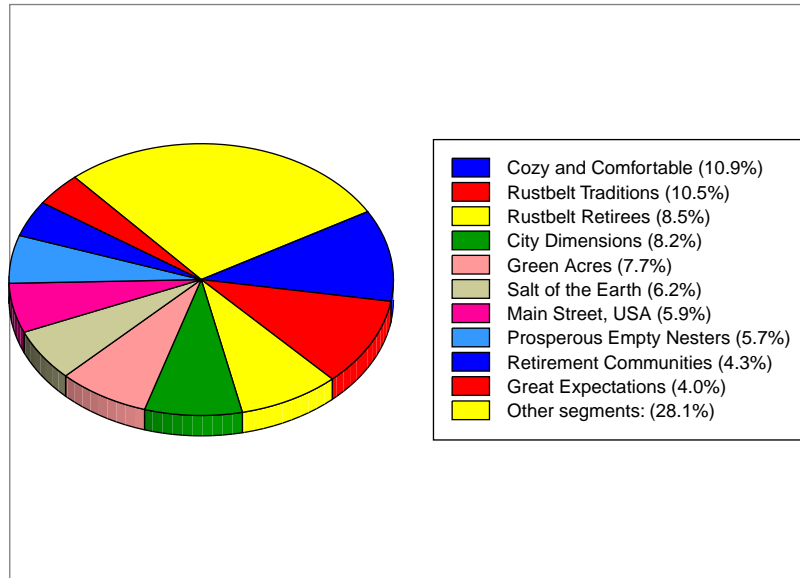
Drive-Time Study

Drive Time: 15 minutes

Latitude: 39.965792

Longitude: -76.73166

Top Tapestry Segments



Percent of Households by Tapestry Segment

Top Tapestry Segments:

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Cozy and Comfortable residents are settled, married, and still working. Many couples are still living in the pre-1970s, single-family homes in which they raised their children. Households are located primarily in suburban areas of the Midwest, Northeast, and South. The median age is 42.1 years, and the median home value is \$174,687. Home improvement and remodeling are important to Cozy and Comfortable residents. Although some work is contracted, homeowners take an active part in many projects, especially painting and lawn care. They play softball and golf, attend ice hockey games, watch science fiction films on DVD, and gamble at casinos. Television is significant; many households have four or more sets. Preferred cable stations include QVC, Home & Garden Television, and The History Channel.

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Lifestyle Report

Ranked by Households

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Northwest Triangle - York, PA
Drive-Time Study
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City Dimensions

Diversity in household type and ethnicity characterize City Dimensions neighborhoods that are located in large, urban cities. Population density remains high, with approximately 2,900 people per square mile. This market is young, with a median age of 29.2 years. Sixty-five percent of the households rent. More than half are apartments in multiunit structures. Most of the real estate is older. Approximately 70 percent of the housing units were built before 1960, 42 percent of which were built before 1940. Many households lease their vehicles, preferring Mercury or Ford models. Residents shop at BJ's Wholesale Club, Kmart, Marshalls, and T.J. Maxx. They enjoy roller skating, playing soccer and chess, attending auto races and shows, going to the movies, and renting movies on DVD (especially classics, horror, and science fiction). Video game systems are also popular.

Green Acres

A 'little bit country', Green Acres residents live in pastoral settings of developing suburban fringe areas, mainly in the Midwest and South. The median age is 40.7 years. Married couples with and without children comprise most of the households, which are primarily in single-family dwellings. This upscale market has a median household income of \$65,074 and a median home value of \$197,519. These do-it-yourselfers maintain and remodel their homes, painting, installing carpet, or adding a deck, and own all the necessary tools to accomplish these tasks. They also take care of their lawn and gardens, again, with the right tools. Vehicles of choice are motorcycles and full-sized pickup trucks. For exercise, residents ride their bikes and go water skiing, canoeing, and kayaking. Other activities include bird-watching, power boating, target shooting, hunting, and attending auto races.

Salt of the Earth

A rural or small-town lifestyle best describes the Salt of the Earth market. The median age is 41.4 years. Labor force participation is higher than the U.S. level, and unemployment is lower. Above-average numbers of employed residents work in the manufacturing, construction, mining, and agricultural industries. The median household income is \$50,913. Households are dominated by married-couple families who live in single-family dwellings, with homeownership at 85 percent. Twenty-eight percent of the households own three or more vehicles. Most homes own a truck; many own a motorcycle. Residents are settled, hardworking, and self-reliant, taking on small home projects as well as vehicle maintenance. Families often own two or more pets, usually dogs or cats. Residents enjoy fishing, hunting, target shooting, attending country music concerts and auto races, and flying kites.



Lifestyle Report

Ranked by Households

Prepared by Benjamin Chiaro, CCIM

Northwest Triangle - York, PA
Drive-Time Study
Drive Time: 15 minutes

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Source: Esri

Main Street, USA

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Prosperous Empty Nesters

Prosperous Empty Nesters neighborhoods are well established, located throughout the United States; approximately one-third are on the eastern seaboard. The median age is 48.7 years. More than half of the householders are aged 55 or older. Forty percent of household types are married couples with no children living at home. Educated and experienced, residents are enjoying the life stage transition from child rearing to retirement. The median household income is \$70,623. Residents place a high value on their physical and financial well-being and take an active interest in their homes and communities. They travel extensively, both at home and abroad. Leisure activities include refinishing furniture, playing golf, attending sports events, and reading mysteries. Civic participation includes joining civic clubs, engaging in fund-raising, and working as volunteers.

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Retirement Communities neighborhoods are found mostly in cities scattered across the United States. The majority of households are multiunit dwellings. Congregate housing, which commonly includes meals and other services in the rent, is a trait of this segment dominated by singles who live alone. This educated, older market has a median age of 51.4 years. One-third of residents are aged 65 years or older. Although the median household income is a modest \$48,045, the median net worth is \$170,490. Good health is a priority; residents visit their doctors regularly, diet and exercise, purchase low-sodium food, and take vitamins. They spend their leisure time working crossword puzzles, playing bingo, gardening indoors, canoeing, gambling, and taking adult education classes. They like to spend time with their grandchildren and spoil them with toys. Home remodeling projects are usually in the works.

Great Expectations




Great Expectations neighborhoods are located throughout the country, with higher proportions found in the Midwest and South. Young singles and marriedcouple families dominate. The median age is 33.2 years. Labor force participation is high. Manufacturing, retail, and service industries are the primary employers. Approximately half of the households are owners living in single-family dwellings with a median value of \$110,922; the other half are renters, mainly living in apartments in low-rise or mid-rise buildings. Most of the housing units in these older, suburban neighborhoods were built before 1960. Residents enjoy a young and active lifestyle. They go out to dinner, to the movies, to bars, and to nightclubs. They enjoy roller skating; using Rollerblades; playing Frisbee, chess, and pool; and attending auto races. They read music magazines and listen to rock music on the radio.

Source: Esri



Northwest Triangle - York, PA
Drive-Time Study
Drive Time: 10, 15 Minutes

Latitude: 39.965792
Longitude: -76.73166

	10 minutes	15 minutes
 2000 Total Population	122,323	185,668
2000 Group Quarters	5,982	6,763
2010 Total Population	135,768	212,633
2015 Total Population	141,081	223,688
2010 - 2015 Annual Rate	0.77%	1.02%
 2000 Households	48,773	73,719
2000 Average Household Size	2.39	2.43
2010 Households	54,800	85,420
2010 Average Household Size	2.36	2.41
2015 Households	57,200	90,210
2015 Average Household Size	2.36	2.4
2010 - 2015 Annual Rate	0.86%	1.1%
2000 Families	31,225	49,370
2000 Average Family Size	2.94	2.93
2010 Families	34,073	55,756
2010 Average Family Size	2.93	2.92
2015 Families	35,215	58,382
2015 Average Family Size	2.93	2.92
2010 - 2015 Annual Rate	0.66%	0.92%
 2000 Housing Units	52,494	78,426
Owner Occupied Housing Units	61.9%	66.5%
Renter Occupied Housing Units	31.0%	27.5%
Vacant Housing Units	7.0%	6.0%
2010 Housing Units	59,907	92,095
Owner Occupied Housing Units	60.6%	65.2%
Renter Occupied Housing Units	30.9%	27.5%
Vacant Housing Units	8.5%	7.2%
2015 Housing Units	63,693	98,884
Owner Occupied Housing Units	59.5%	64.3%
Renter Occupied Housing Units	30.3%	26.9%
Vacant Housing Units	10.2%	8.8%
Median Household Income		
2000	\$39,031	\$41,681
2010	\$52,916	\$56,029
2015	\$60,766	\$63,311
Median Home Value		
2000	\$96,907	\$100,078
2010	\$154,647	\$159,263
2015	\$194,371	\$198,607
Per Capita Income		
2000	\$20,725	\$21,037
2010	\$26,290	\$26,516
2015	\$29,921	\$30,061
Median Age		
2000	37.7	37.9
2010	40.2	40.6
2015	40.9	41.3


Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Northwest Triangle - York, PA
Drive-Time Study
Drive Time: 10, 15 Minutes

Latitude: 39.965792
Longitude: -76.73166

	10 minutes	15 minutes
2000 Households by Income		
 Household Income Base	48,793	73,646
< \$15,000	15.6%	13.3%
\$15,000 - \$24,999	14.4%	13.4%
\$25,000 - \$34,999	14.7%	14.4%
\$35,000 - \$49,999	17.7%	18.1%
\$50,000 - \$74,999	21.3%	22.9%
\$75,000 - \$99,999	8.4%	9.5%
\$100,000 - \$149,999	5.0%	5.5%
\$150,000 - \$199,999	1.3%	1.2%
\$200,000+	1.7%	1.5%
Average Household Income	\$50,343	\$51,866
2010 Households by Income		
Household Income Base	54,799	85,420
< \$15,000	10.8%	9.0%
\$15,000 - \$24,999	10.3%	9.2%
\$25,000 - \$34,999	11.1%	10.8%
\$35,000 - \$49,999	15.2%	15.4%
\$50,000 - \$74,999	22.1%	23.3%
\$75,000 - \$99,999	18.1%	19.2%
\$100,000 - \$149,999	8.2%	8.9%
\$150,000 - \$199,999	2.1%	2.1%
\$200,000+	2.3%	2.0%
Average Household Income	\$63,603	\$64,897
2015 Households by Income		
Household Income Base	57,200	90,210
< \$15,000	9.5%	7.8%
\$15,000 - \$24,999	8.4%	7.5%
\$25,000 - \$34,999	8.7%	8.3%
\$35,000 - \$49,999	11.8%	11.8%
\$50,000 - \$74,999	22.8%	23.9%
\$75,000 - \$99,999	19.8%	21.0%
\$100,000 - \$149,999	13.1%	14.3%
\$150,000 - \$199,999	2.9%	2.9%
\$200,000+	2.9%	2.6%
Average Household Income	\$72,123	\$73,348
2000 Owner Occupied HUs by Value		
Total	32,490	52,045
<\$50,000	11.8%	11.1%
\$50,000 - 99,999	41.5%	38.8%
\$100,000 - 149,999	28.2%	31.9%
\$150,000 - 199,999	10.1%	10.1%
\$200,000 - \$299,999	5.6%	5.6%
\$300,000 - 499,999	1.8%	1.7%
\$500,000 - 999,999	0.6%	0.5%
\$1,000,000+	0.3%	0.2%
Average Home Value	\$116,301	\$116,554
2000 Specified Renter Occupied HUs by Contract Rent		
Total	16,232	21,455
With Cash Rent	97.4%	97.1%
No Cash Rent	2.6%	2.9%
Median Rent	\$429	\$439
Average Rent	\$459	\$468


Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Northwest Triangle - York, PA
Drive-Time Study
Drive Time: 10, 15 Minutes

Latitude: 39.965792
Longitude: -76.73166



	10 minutes	15 minutes
2000 Population by Age		
 Total	122,325	185,668
Age 0 - 4	6.1%	6.1%
Age 5 - 9	6.8%	6.8%
Age 10 - 14	6.6%	6.8%
Age 15 - 19	6.7%	6.6%
Age 20 - 24	6.3%	5.9%
Age 25 - 34	13.4%	13.4%
Age 35 - 44	15.2%	15.9%
Age 45 - 54	13.2%	13.8%
Age 55 - 64	9.1%	9.4%
Age 65 - 74	7.9%	7.6%
Age 75 - 84	6.3%	5.8%
Age 85+	2.4%	2.1%
Age 18+	76.8%	76.5%
2010 Population by Age		
Total	135,768	212,633
Age 0 - 4	6.0%	6.0%
Age 5 - 9	5.9%	6.0%
Age 10 - 14	5.9%	6.1%
Age 15 - 19	7.1%	6.9%
Age 20 - 24	7.0%	6.4%
Age 25 - 34	11.3%	11.4%
Age 35 - 44	13.0%	13.4%
Age 45 - 54	14.5%	15.2%
Age 55 - 64	12.2%	12.6%
Age 65 - 74	7.7%	7.7%
Age 75 - 84	6.0%	5.5%
Age 85+	3.3%	2.8%
Age 18+	78.1%	77.9%
2015 Population by Age		
Total	141,082	223,688
Age 0 - 4	5.9%	5.8%
Age 5 - 9	5.9%	6.0%
Age 10 - 14	6.0%	6.2%
Age 15 - 19	6.5%	6.3%
Age 20 - 24	7.1%	6.4%
Age 25 - 34	12.0%	11.9%
Age 35 - 44	11.6%	12.1%
Age 45 - 54	13.3%	14.0%
Age 55 - 64	13.2%	13.7%
Age 65 - 74	9.5%	9.5%
Age 75 - 84	5.7%	5.3%
Age 85+	3.3%	2.8%
Age 18+	78.6%	78.3%
2000 Population by Sex		
Males	48.0%	48.5%
Females	52.0%	51.5%
2010 Population by Sex		
Males	48.2%	48.6%
Females	51.8%	51.4%
2015 Population by Sex		
Males	48.3%	48.6%
Females	51.7%	51.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Northwest Triangle - York, PA
Drive-Time Study
Drive Time: 10, 15 Minutes

Latitude: 39.965792
Longitude: -76.73166

	10 minutes	15 minutes
2000 Population by Race/Ethnicity		
 Total	122,322	185,668
White Alone	82.7%	87.5%
Black Alone	10.1%	7.0%
American Indian Alone	0.2%	0.2%
Asian or Pacific Islander Alone	1.5%	1.2%
Some Other Race Alone	3.6%	2.5%
Two or More Races	1.9%	1.5%
Hispanic Origin	7.0%	5.1%
Diversity Index	39.7	30.3
2010 Population by Race/Ethnicity		
Total	135,768	212,633
White Alone	75.7%	82.5%
Black Alone	14.0%	9.6%
American Indian Alone	0.2%	0.2%
Asian or Pacific Islander Alone	2.1%	1.7%
Some Other Race Alone	5.6%	4.0%
Two or More Races	2.4%	2.0%
Hispanic Origin	10.7%	8.0%
Diversity Index	52.0	41.2
2015 Population by Race/Ethnicity		
Total	141,081	223,688
White Alone	73.0%	80.3%
Black Alone	15.8%	10.9%
American Indian Alone	0.2%	0.2%
Asian or Pacific Islander Alone	2.4%	2.0%
Some Other Race Alone	6.0%	4.3%
Two or More Races	2.6%	2.2%
Hispanic Origin	12.0%	9.1%
Diversity Index	56.0	45.2
2000 Population 3+ by School Enrollment		
 Total	117,908	179,231
Enrolled in Nursery/Preschool	1.6%	1.7%
Enrolled in Kindergarten	1.4%	1.4%
Enrolled in Grade 1-8	11.6%	11.7%
Enrolled in Grade 9-12	5.3%	5.4%
Enrolled in College	4.1%	3.6%
Enrolled in Grad/Prof School	0.7%	0.6%
Not Enrolled in School	75.4%	75.5%
2010 Population 25+ by Educational Attainment		
Total	92,226	145,948
Less than 9th Grade	4.2%	4.1%
9th - 12th Grade, No Diploma	10.4%	9.8%
High School Graduate	37.1%	38.9%
Some College, No Degree	15.6%	15.7%
Associate Degree	7.4%	7.6%
Bachelor's Degree	16.4%	15.7%
Graduate/Professional Degree	8.8%	8.2%




Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Northwest Triangle - York, PA
Drive-Time Study
Drive Time: 10, 15 Minutes

Latitude: 39.965792
Longitude: -76.73166

	10 minutes	15 minutes
 2010 Population 15+ by Marital Status		
Total	111,451	174,147
Never Married	28.4%	26.3%
Married	53.2%	56.2%
Widowed	7.4%	6.6%
Divorced	11.1%	10.9%
 2000 Population 16+ by Employment Status		
Total	96,917	146,724
In Labor Force	62.9%	65.7%
Civilian Employed	59.5%	62.8%
Civilian Unemployed	3.3%	2.9%
In Armed Forces	0.0%	0.0%
Not in Labor Force	37.1%	34.3%
2010 Civilian Population 16+ in Labor Force		
Civilian Employed	88.5%	89.7%
Civilian Unemployed	11.5%	10.3%
2015 Civilian Population 16+ in Labor Force		
Civilian Employed	90.4%	91.4%
Civilian Unemployed	9.6%	8.6%
2000 Females 16+ by Employment Status and Age of Children		
Total	51,273	76,813
Own Children < 6 Only	6.8%	6.9%
Employed/in Armed Forces	4.2%	4.5%
Unemployed	0.4%	0.3%
Not in Labor Force	2.2%	2.0%
Own Children < 6 and 6-17 Only	5.4%	5.3%
Employed/in Armed Forces	3.3%	3.3%
Unemployed	0.2%	0.2%
Not in Labor Force	1.9%	1.8%
Own Children 6-17 Only	15.1%	16.4%
Employed/in Armed Forces	11.5%	12.8%
Unemployed	0.4%	0.3%
Not in Labor Force	3.1%	3.2%
No Own Children < 18	72.8%	71.5%
Employed/in Armed Forces	34.8%	36.0%
Unemployed	2.1%	2.0%
Not in Labor Force	35.9%	33.5%
 2010 Employed Population 16+ by Industry		
Total	58,743	96,880
Agriculture/Mining	0.5%	0.7%
Construction	4.8%	5.6%
Manufacturing	16.4%	17.5%
Wholesale Trade	4.5%	4.3%
Retail Trade	12.3%	12.5%
Transportation/Utilities	4.5%	4.9%
Information	1.6%	1.6%
Finance/Insurance/Real Estate	5.8%	5.6%
Services	45.8%	43.6%
Public Administration	3.7%	3.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Northwest Triangle - York, PA
Drive-Time Study
Drive Time: 10, 15 Minutes

Latitude: 39.965792
Longitude: -76.73166

10 minutes

15 minutes

2010 Employed Population 16+ by Occupation

	10 minutes	15 minutes
Total	58,740	96,880
White Collar	61.1%	60.2%
Management/Business/Financial	13.5%	13.0%
Professional	21.3%	20.8%
Sales	12.1%	11.6%
Administrative Support	14.2%	14.8%
Services	15.6%	14.6%
Blue Collar	23.3%	25.3%
Farming/Forestry/Fishing	0.2%	0.2%
Construction/Extraction	4.0%	4.4%
Installation/Maintenance/Repair	2.9%	3.4%
Production	9.0%	9.8%
Transportation/Material Moving	7.1%	7.5%



2000 Workers 16+ by Means of Transportation to Work

	10 minutes	15 minutes
Total	56,726	90,697
Drove Alone - Car, Truck, or Van	81.3%	83.6%
Carpooled - Car, Truck, or Van	10.1%	9.5%
Public Transportation	1.6%	1.1%
Walked	3.9%	2.8%
Other Means	1.0%	0.8%
Worked at Home	2.1%	2.3%

2000 Workers 16+ by Travel Time to Work

	10 minutes	15 minutes
Total	56,726	90,697
Did Not Work at Home	97.9%	97.7%
Less than 5 minutes	3.8%	3.4%
5 to 9 minutes	13.6%	11.8%
10 to 19 minutes	42.2%	39.2%
20 to 24 minutes	15.4%	17.1%
25 to 34 minutes	11.2%	13.4%
35 to 44 minutes	3.7%	4.3%
45 to 59 minutes	4.3%	4.6%
60 to 89 minutes	2.2%	2.4%
90 or more minutes	1.6%	1.5%
Worked at Home	2.1%	2.3%
Average Travel Time to Work (in min)	19.7	20.7

2000 Households by Vehicles Available



	10 minutes	15 minutes
Total	48,795	73,667
None	11.7%	9.1%
1	36.9%	34.0%
2	37.9%	41.0%
3	10.4%	12.0%
4	2.3%	3.0%
5+	0.7%	1.0%
Average Number of Vehicles Available	1.6	1.7

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Northwest Triangle - York, PA
Drive-Time Study
Drive Time: 10, 15 Minutes

Latitude: 39.965792
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	10 minutes	15 minutes
2000 Households by Type		
 Total	48,774	73,719
Family Households	64.0%	67.0%
Married-couple Family	48.1%	52.5%
With Related Children	19.7%	21.9%
Other Family (No Spouse)	15.9%	14.5%
With Related Children	11.1%	10.0%
Nonfamily Households	36.0%	33.0%
Householder Living Alone	29.2%	26.7%
Householder Not Living Alone	6.8%	6.4%
Households with Related Children	30.7%	31.9%
Households with Persons 65+	27.6%	25.8%
2000 Households by Size		
Total	48,773	73,719
1 Person Household	29.2%	26.7%
2 Person Household	35.3%	36.2%
3 Person Household	15.4%	16.2%
4 Person Household	12.3%	13.3%
5 Person Household	5.1%	5.2%
6 Person Household	1.7%	1.6%
7+ Person Household	1.0%	0.8%
2000 Households by Year Householder Moved In		
Total	48,795	73,667
Moved in 1999 to March 2000	20.3%	19.0%
Moved in 1995 to 1998	27.5%	27.2%
Moved in 1990 to 1994	15.4%	15.8%
Moved in 1980 to 1989	14.1%	14.8%
Moved in 1970 to 1979	8.6%	9.8%
Moved in 1969 or Earlier	14.1%	13.5%
Median Year Householder Moved In	1994	1994
2000 Housing Units by Units in Structure		
 Total	52,465	78,381
1, Detached	47.3%	53.8%
1, Attached	25.2%	19.8%
2	7.3%	5.7%
3 or 4	6.8%	5.6%
5 to 9	3.7%	4.1%
10 to 19	3.2%	2.9%
20+	4.9%	3.7%
Mobile Home	1.6%	4.3%
Other	0.0%	0.0%
2000 Housing Units by Year Structure Built		
Total	52,507	78,381
1999 to March 2000	1.5%	2.0%
1995 to 1998	4.9%	5.7%
1990 to 1994	6.1%	7.4%
1980 to 1989	8.0%	10.7%
1970 to 1979	9.9%	13.0%
1969 or Earlier	69.5%	61.2%
Median Year Structure Built	1955	1960

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



Northwest Triangle - York, PA
Drive-Time Study
Drive Time: 10, 15 Minutes

Latitude: 39.965792
Longitude: -76.73166

10 minutes

15 minutes

Top 3 Tapestry Segments

1.	City Dimensions	Cozy and Comfortable
2.	Cozy and Comfortable	Rustbelt Traditions
3.	Rustbelt Retirees	Rustbelt Retirees



2010 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$84,934,339	\$133,802,011
Average Spent	\$1,549.90	\$1,566.40
Spending Potential Index	65	65
Computers & Accessories: Total \$	\$10,894,946	\$17,287,651
Average Spent	\$198.81	\$202.38
Spending Potential Index	90	92
Education: Total \$	\$65,458,589	\$102,582,987
Average Spent	\$1,194.50	\$1,200.92
Spending Potential Index	98	98
Entertainment/Recreation: Total \$	\$163,025,729	\$261,102,677
Average Spent	\$2,974.92	\$3,056.69
Spending Potential Index	92	95
Food at Home: Total \$	\$227,587,402	\$360,061,249
Average Spent	\$4,153.05	\$4,215.19
Spending Potential Index	93	94
Food Away from Home: Total \$	\$163,109,419	\$258,539,863
Average Spent	\$2,976.45	\$3,026.69
Spending Potential Index	92	94
Health Care: Total \$	\$194,208,463	\$310,879,359
Average Spent	\$3,543.95	\$3,639.42
Spending Potential Index	95	98
HH Furnishings & Equipment: Total \$	\$89,319,101	\$142,815,859
Average Spent	\$1,629.91	\$1,671.93
Spending Potential Index	79	81
Investments: Total \$	\$84,770,584	\$136,617,290
Average Spent	\$1,546.91	\$1,599.36
Spending Potential Index	89	92
Retail Goods: Total \$	\$1,187,702,266	\$1,904,881,679
Average Spent	\$21,673.40	\$22,300.18
Spending Potential Index	87	90
Shelter: Total \$	\$795,667,858	\$1,246,280,989
Average Spent	\$14,519.49	\$14,590.04
Spending Potential Index	92	92
TV/Video/Audio: Total \$	\$63,019,077	\$99,883,299
Average Spent	\$1,149.98	\$1,169.32
Spending Potential Index	93	94
Travel: Total \$	\$94,001,264	\$149,370,567
Average Spent	\$1,715.35	\$1,748.66
Spending Potential Index	91	92
Vehicle Maintenance & Repairs: Total \$	\$47,078,187	\$75,175,014
Average Spent	\$859.09	\$880.06
Spending Potential Index	91	93

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.