



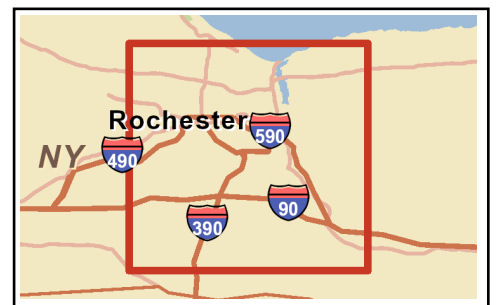
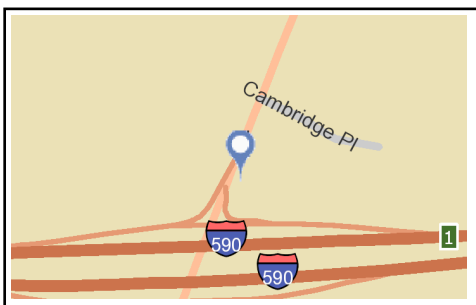
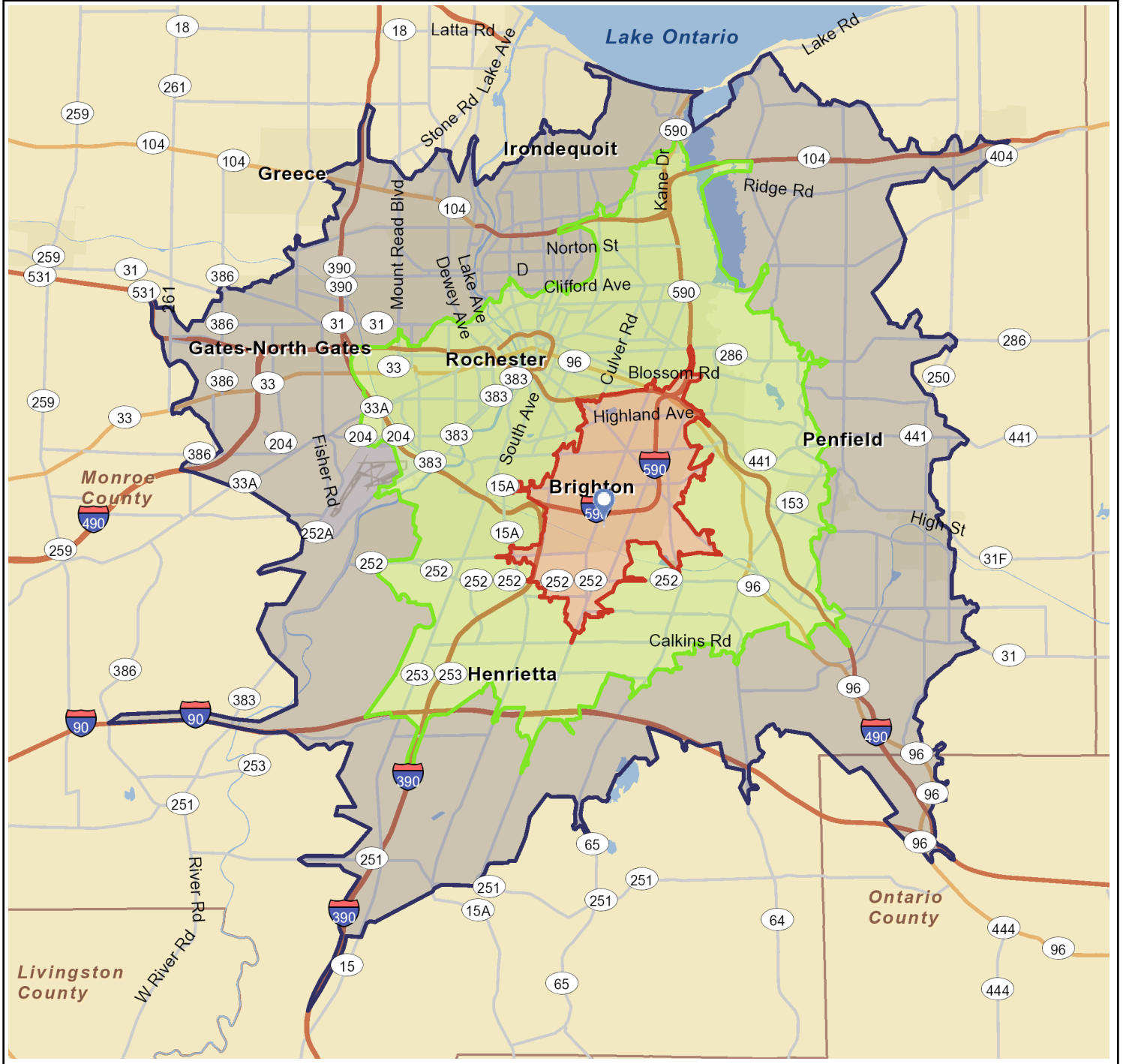
# Site Map

Jay Birnbaum Company

1840 S Winton Rd, Rochester,...

Latitude: 43.109057  
Longitude: -77.575117

Drive Time: 5, 10, 15 Minutes





# Executive Summary

Jay Birnbaum Company

1840 S Winton Rd, Rochester,...

Latitude: 43.109057

Longitude: -77.575117

Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
<b>2010 Population</b>			
Total Population	25,932	240,002	472,774
Male Population	47.5%	47.9%	48.2%
Female Population	52.5%	52.1%	51.8%
Median Age	43.3	36.1	37.1
<b>2010 Income</b>			
Median HH Income	\$69,410	\$48,199	\$52,338
Per Capita Income	\$39,695	\$27,406	\$27,569
Average HH Income	\$89,577	\$64,007	\$67,306
<b>2010 Households</b>			
Total Households	11,331	98,762	187,840
Average Household Size	2.21	2.27	2.38
<b>2010 Housing</b>			
Owner Occupied Housing Units	59.0%	45.4%	52.1%
Renter Occupied Housing Units	33.0%	42.2%	36.8%
Vacant Housing Units	8.0%	12.4%	11.1%
<b>Population</b>			
1990 Population	26,566	251,882	475,220
2000 Population	26,811	246,368	477,334
2010 Population	25,932	240,002	472,774
2015 Population	25,630	237,161	469,029
1990-2000 Annual Rate	0.09%	-0.22%	0.04%
2000-2010 Annual Rate	-0.32%	-0.26%	-0.09%
2010-2015 Annual Rate	-0.23%	-0.24%	-0.16%

In the identified market area, the current year population is 472,774. In 2000, the Census count in the market area was 477,334. The rate of change since 2000 was -0.09 percent annually. The five-year projection for the population in the market area is 469,029, representing a change of -0.16 percent annually from 2010 to 2015. Currently, the population is 48.2 percent male and 51.8 percent female.

<b>Households</b>			
1990 Households	11,358	102,318	187,391
2000 Households	11,701	102,076	190,681
2010 Households	11,331	98,762	187,840
2015 Households	11,212	97,688	186,535
1990-2000 Annual Rate	0.3%	-0.02%	0.17%
2000-2010 Annual Rate	-0.31%	-0.32%	-0.15%
2010-2015 Annual Rate	-0.21%	-0.22%	-0.14%

The household count in this market area has changed from 190,681 in 2000 to 187,840 in the current year, a change of -0.15 percent annually. The five-year projection of households is 186,535, a change of -0.14 percent annually from the current year total. Average household size is currently 2.38, compared to 2.39 in the year 2000. The number of families in the current year is 111,679 in the market area.

## Housing

Currently, 52.1 percent of the 211,381 housing units in the market area are owner occupied; 36.8 percent, renter occupied; and 11.1 percent are vacant. In 2000, there were 205,062 housing units - 54.6 percent owner occupied, 38.4 percent renter occupied and 7.0 percent vacant. The rate of change in housing units since 2000 is 0.3 percent. Median home value in the market area is \$146,419, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 4.17 percent annually to \$179,583. From 2000 to the current year, median home value changed by 4.58 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015. ESRI converted 1990 Census data into 2000 geography.



1840 S Winton Rd, Rochester,...

# Executive Summary

Jay Birnbaum Company

Latitude: 43.109057

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Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
<b>Median Household Income</b>			
1990 Median HH Income	\$46,065	\$29,557	\$31,825
2000 Median HH Income	\$57,098	\$36,493	\$40,180
2010 Median HH Income	\$69,410	\$48,199	\$52,338
2015 Median HH Income	\$80,096	\$60,088	\$63,377
1990-2000 Annual Rate	2.17%	2.13%	2.36%
2000-2010 Annual Rate	1.92%	2.75%	2.61%
2010-2015 Annual Rate	2.91%	4.51%	3.9%
<b>Per Capita Income</b>			
1990 Per Capita Income	\$25,632	\$15,796	\$15,852
2000 Per Capita Income	\$34,133	\$21,956	\$22,095
2010 Per Capita Income	\$39,695	\$27,406	\$27,569
2015 Per Capita Income	\$45,731	\$32,345	\$32,422
1990-2000 Annual Rate	2.91%	3.35%	3.38%
2000-2010 Annual Rate	1.48%	2.19%	2.18%
2010-2015 Annual Rate	2.87%	3.37%	3.3%
<b>Average Household Income</b>			
1990 Average Household Income	\$58,755	\$38,070	\$39,621
2000 Average Household Income	\$77,952	\$51,799	\$54,348
2010 Average HH Income	\$89,577	\$64,007	\$67,306
2015 Average HH Income	\$102,979	\$75,538	\$79,138
1990-2000 Annual Rate	2.87%	3.13%	3.21%
2000-2010 Annual Rate	1.37%	2.09%	2.11%
2010-2015 Annual Rate	2.83%	3.37%	3.29%

### Households by Income

Current median household income is \$52,338 in the market area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$63,377 in five years. In 2000, median household income was \$40,180, compared to \$31,825 in 1990.

Current average household income is \$67,306 in this market area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$79,138 in five years. In 2000, average household income was \$54,348, compared to \$39,621 in 1990.

Current per capita income is \$27,569 in the market area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$32,422 in five years. In 2000, the per capita income was \$22,095, compared to \$15,852 in 1990.

### Population by Employment

Currently, 90.7 percent of the civilian labor force in the identified market area is employed and 9.3 percent are unemployed. In comparison, 89.2 percent of the U.S. civilian labor force is employed, and 10.8 percent are unemployed. In five years the rate of employment in the market area will be 92.4 percent of the civilian labor force, and unemployment will be 7.6 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 91.2 percent, and 8.8 percent will be unemployed. In 2000, 64.2 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 66.6 percent in white collar jobs (compared to 61.6 percent of U.S. employment)
- 18.3 percent in service jobs (compared to 17.3 percent of U.S. employment)
- 15.1 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 79.3 percent of the market area population drove alone to work, and 2.8 percent worked at home. The average travel time to work in 2000 was 18.6 minutes in the market area, compared to the U.S. average of 25.5 minutes.

### Population by Education

In 2010, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 13.4 percent had not earned a high school diploma (14.8 percent in the U.S.)
- 25.7 percent were high school graduates only (29.6 percent in the U.S.)
- 10.1 percent had completed an Associate degree (7.7 percent in the U.S.)
- 19.2 percent had a Bachelor's degree (17.7 percent in the U.S.)
- 15.9 percent had earned a Master's/Professional/Doctorate Degree (10.4 percent in the U.S.)

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015. ESRI converted 1990 Census data into 2000 geography.



# Demographic and Income Profile

1840 S Winton Rd, Rochester, NY 14618  
 Drive Time: 5 minutes

Jay Birnbaum Company  
 Latitude: 43.109057  
 Longitude: -77.575117

Summary	2000	2010	2015
Population	26,811	25,932	25,630
Households	11,701	11,331	11,212
Families	6,818	6,475	6,369
Average Household Size	2.23	2.21	2.21
Owner Occupied Housing Units	7,616	7,267	7,200
Renter Occupied Housing Units	4,085	4,064	4,012
Median Age	40.6	43.3	43.9
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	-0.23%	0.20%	0.76%
Households	-0.21%	0.20%	0.78%
Families	-0.33%	0.12%	0.64%
Owner HHs	-0.19%	0.19%	0.82%
Median Household Income	2.91%	3.04%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	863	7.5%	567	5.0%	342	3.1%
\$15,000 - \$24,999	1,001	8.7%	521	4.6%	345	3.1%
\$25,000 - \$34,999	1,219	10.6%	874	7.7%	627	5.6%
\$35,000 - \$49,999	1,883	16.3%	1,630	14.4%	955	8.5%
\$50,000 - \$74,999	2,520	21.8%	2,621	23.1%	2,829	25.2%
\$75,000 - \$99,999	1,382	12.0%	1,777	15.7%	1,933	17.2%
\$100,000 - \$149,999	1,574	13.6%	1,893	16.7%	2,272	20.3%
\$150,000 - \$199,999	626	5.4%	817	7.2%	1,073	9.6%
\$200,000+	482	4.2%	632	5.6%	837	7.5%

Median Household Income	\$57,098	\$69,410	\$80,096
Average Household Income	\$77,952	\$89,577	\$102,979
Per Capita Income	\$34,134	\$39,695	\$45,731

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,430	5.3%	1,268	4.9%	1,234	4.8%
5 - 9	1,507	5.6%	1,272	4.9%	1,242	4.8%
10 - 14	1,699	6.3%	1,454	5.6%	1,357	5.3%
15 - 19	1,416	5.3%	1,452	5.6%	1,391	5.4%
20 - 24	1,527	5.7%	1,921	7.4%	1,757	6.9%
25 - 34	3,669	13.7%	3,022	11.7%	3,561	13.9%
35 - 44	3,968	14.8%	3,148	12.1%	2,577	10.1%
45 - 54	4,252	15.9%	3,854	14.9%	3,531	13.8%
55 - 64	2,636	9.8%	3,715	14.3%	3,597	14.0%
65 - 74	2,099	7.8%	2,215	8.5%	2,906	11.3%
75 - 84	1,806	6.7%	1,597	6.2%	1,505	5.9%
85+	803	3.0%	1,015	3.9%	974	3.8%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	23,682	88.3%	21,913	84.5%	21,146	82.5%
Black Alone	962	3.6%	1,369	5.3%	1,568	6.1%
American Indian Alone	48	0.2%	56	0.2%	58	0.2%
Asian Alone	1,584	5.9%	1,808	7.0%	1,932	7.5%
Pacific Islander Alone	9	0.0%	10	0.0%	10	0.0%
Some Other Race Alone	146	0.5%	207	0.8%	239	0.9%
Two or More Races	380	1.4%	569	2.2%	676	2.6%
Hispanic Origin (Any Race)	583	2.2%	832	3.2%	965	3.8%

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.

September 28, 2010

Made with ESRI Business Analyst

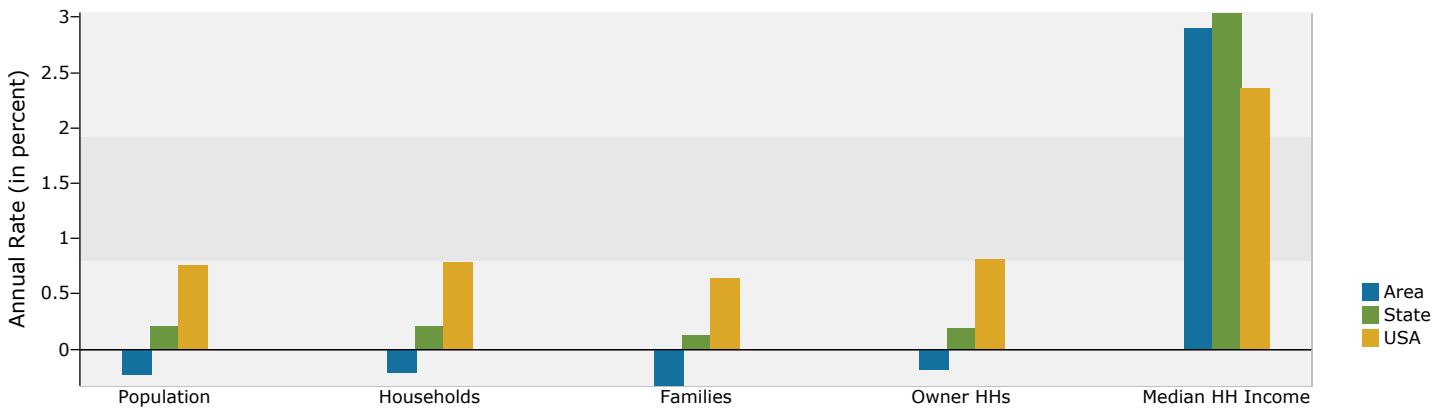


# Demographic and Income Profile

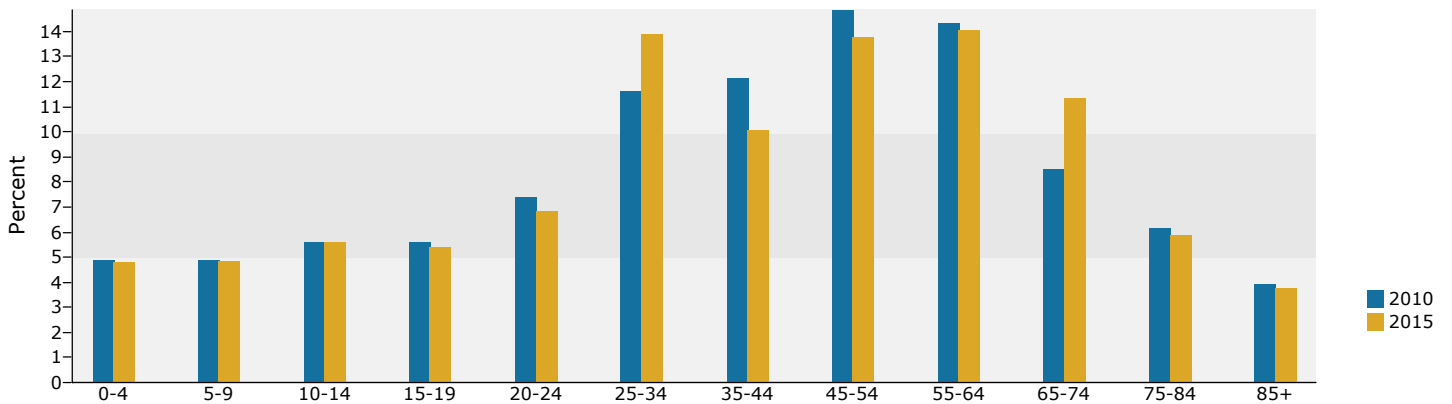
1840 S Winton Rd, Rochester, NY 14618  
 Drive Time: 5 minutes

Jay Birnbaum Company  
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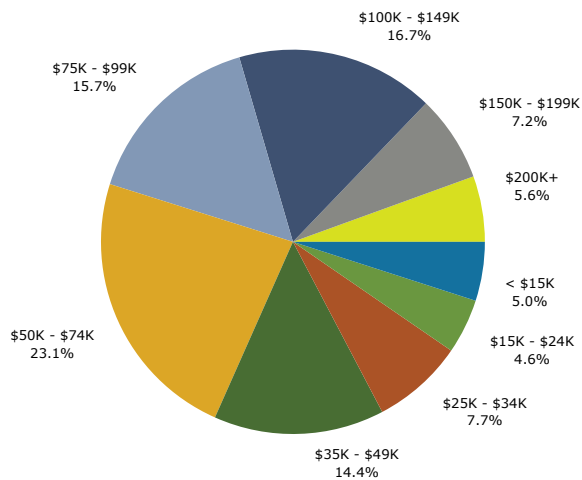
## Trends 2010-2015



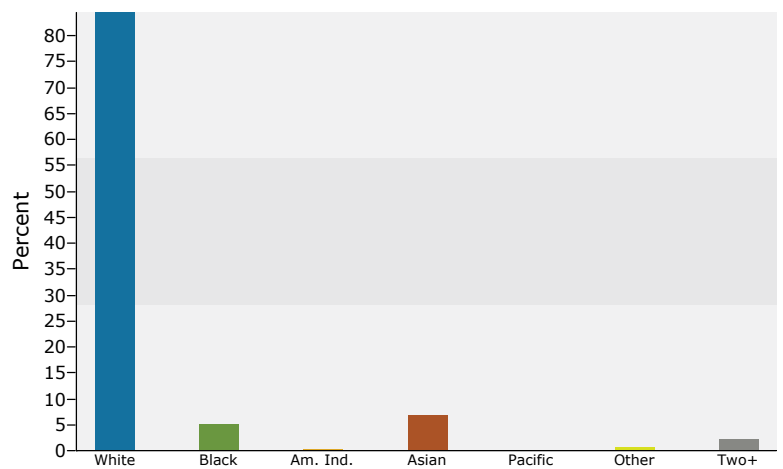
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 3.2%

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

September 28, 2010

Made with ESRI Business Analyst



# Demographic and Income Profile

1840 S Winton Rd, Rochester, NY 14618  
 Drive Time: 10 minutes

Jay Birnbaum Company  
 Latitude: 43.109057  
 Longitude: -77.575117

Summary	2000	2010	2015
Population	246,368	240,002	237,161
Households	102,076	98,762	97,688
Families	56,006	53,211	52,338
Average Household Size	2.29	2.27	2.26
Owner Occupied Housing Units	52,565	51,169	50,604
Renter Occupied Housing Units	49,511	47,593	47,084
Median Age	34.5	36.1	36.0
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	-0.24%	0.20%	0.76%
Households	-0.22%	0.20%	0.78%
Families	-0.33%	0.12%	0.64%
Owner HHs	-0.22%	0.19%	0.82%
Median Household Income	4.51%	3.04%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	20,945	20.5%	14,412	14.6%	11,005	11.3%
\$15,000 - \$24,999	14,745	14.4%	10,434	10.6%	8,382	8.6%
\$25,000 - \$34,999	13,565	13.3%	10,996	11.1%	9,361	9.6%
\$35,000 - \$49,999	15,954	15.6%	15,319	15.5%	10,769	11.0%
\$50,000 - \$74,999	16,974	16.6%	19,238	19.5%	21,723	22.2%
\$75,000 - \$99,999	8,681	8.5%	12,839	13.0%	14,792	15.1%
\$100,000 - \$149,999	7,045	6.9%	9,387	9.5%	12,683	13.0%
\$150,000 - \$199,999	2,031	2.0%	3,214	3.3%	4,957	5.1%
\$200,000+	2,124	2.1%	2,923	3.0%	4,017	4.1%

Median Household Income	\$36,493	\$48,199	\$60,088
Average Household Income	\$51,799	\$64,007	\$75,538
Per Capita Income	\$21,956	\$27,406	\$32,345

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	15,907	6.5%	15,102	6.3%	14,746	6.2%
5 - 9	17,465	7.1%	14,709	6.1%	14,492	6.1%
10 - 14	16,953	6.9%	14,193	5.9%	14,135	6.0%
15 - 19	16,663	6.8%	18,007	7.5%	16,231	6.8%
20 - 24	19,288	7.8%	21,241	8.9%	20,844	8.8%
25 - 34	38,672	15.7%	33,471	13.9%	35,439	14.9%
35 - 44	36,826	14.9%	29,899	12.5%	26,380	11.1%
45 - 54	31,417	12.8%	32,623	13.6%	29,732	12.5%
55 - 64	19,624	8.0%	26,979	11.2%	28,050	11.8%
65 - 74	15,238	6.2%	15,269	6.4%	19,409	8.2%
75 - 84	12,439	5.0%	11,274	4.7%	10,692	4.5%
85+	5,875	2.4%	7,234	3.0%	7,009	3.0%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	160,240	65.0%	145,501	60.6%	138,778	58.5%
Black Alone	63,482	25.8%	68,365	28.5%	70,467	29.7%
American Indian Alone	774	0.3%	829	0.3%	842	0.4%
Asian Alone	7,935	3.2%	8,897	3.7%	9,373	4.0%
Pacific Islander Alone	93	0.0%	96	0.0%	94	0.0%
Some Other Race Alone	7,700	3.1%	8,593	3.6%	9,020	3.8%
Two or More Races	6,144	2.5%	7,721	3.2%	8,587	3.6%
Hispanic Origin (Any Race)	16,819	6.8%	19,086	8.0%	20,209	8.5%

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.

September 28, 2010

Made with ESRI Business Analyst

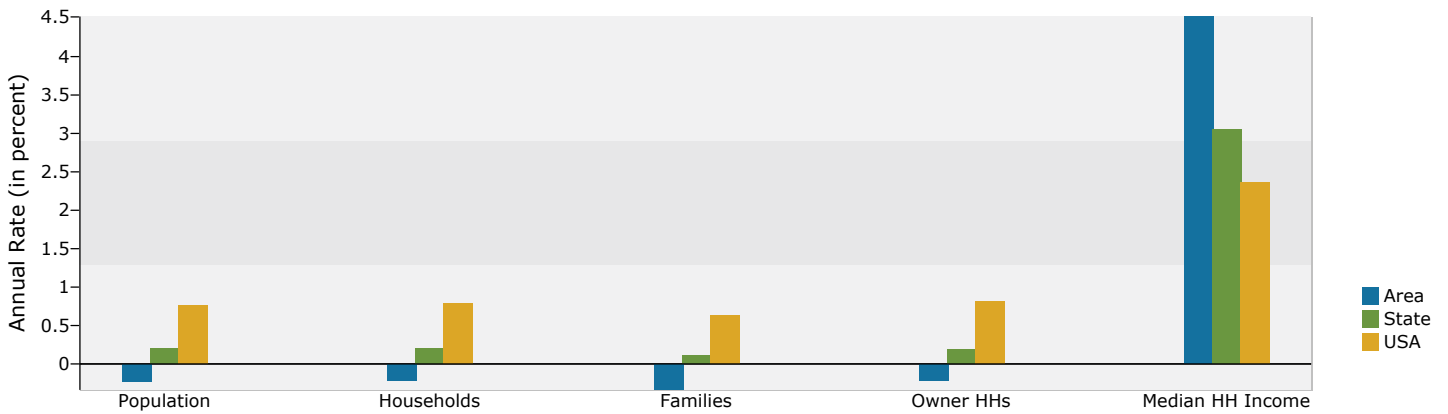


# Demographic and Income Profile

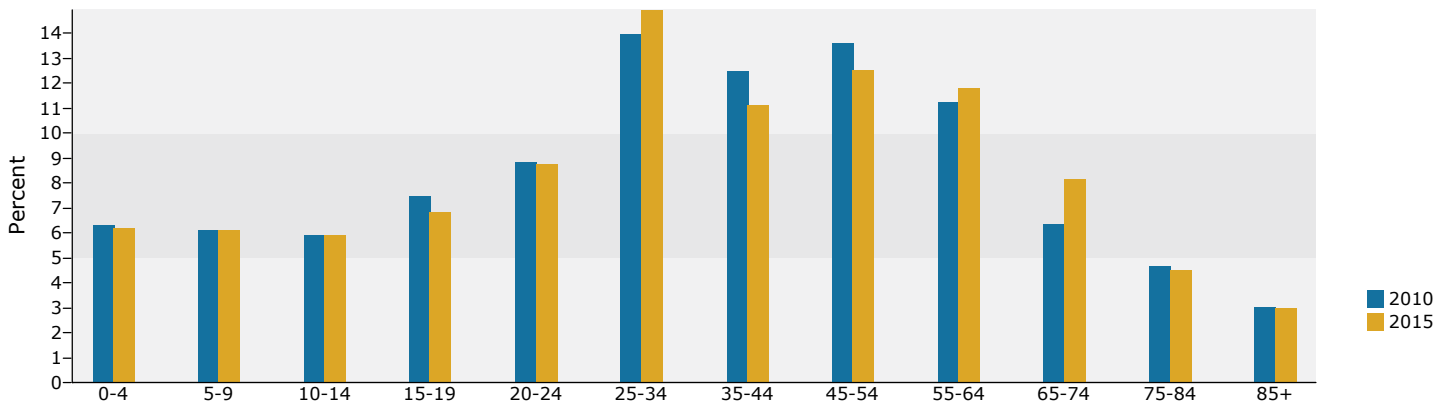
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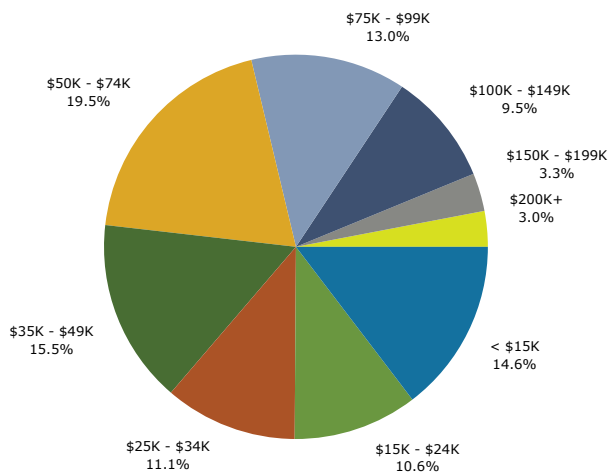
## Trends 2010-2015



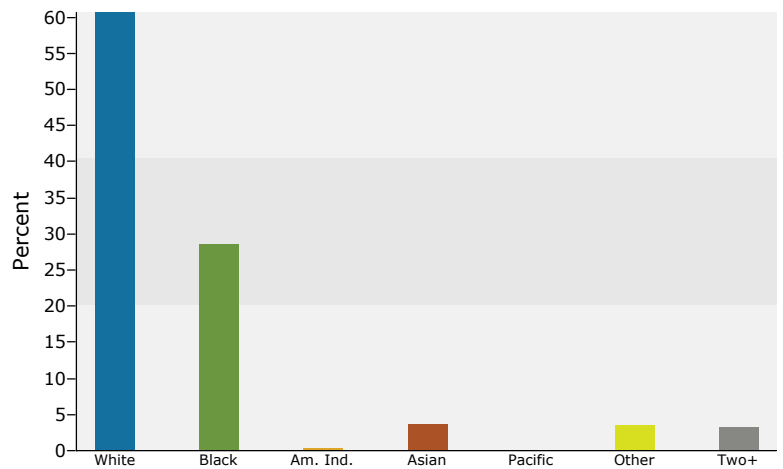
## Population by Age



## 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.

September 28, 2010

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# Demographic and Income Profile

1840 S Winton Rd, Rochester, NY 14618  
 Drive Time: 15 minutes

Jay Birnbaum Company  
 Latitude: 43.109057  
 Longitude: -77.575117

Summary	2000	2010	2015
Population	477,334	472,774	469,029
Households	190,681	187,840	186,535
Families	115,075	111,679	110,351
Average Household Size	2.39	2.38	2.38
Owner Occupied Housing Units	111,945	110,120	109,388
Renter Occupied Housing Units	78,736	77,720	77,147
Median Age	35.2	37.1	37.0
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	-0.16%	0.20%	0.76%
Households	-0.14%	0.20%	0.78%
Families	-0.24%	0.12%	0.64%
Owner HHs	-0.13%	0.19%	0.82%
Median Household Income	3.90%	3.04%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	34,825	18.2%	24,186	12.9%	18,267	9.8%
\$15,000 - \$24,999	25,831	13.5%	18,193	9.7%	14,427	7.7%
\$25,000 - \$34,999	24,035	12.6%	19,622	10.4%	16,627	8.9%
\$35,000 - \$49,999	29,806	15.6%	28,289	15.1%	19,447	10.4%
\$50,000 - \$74,999	34,647	18.1%	37,971	20.2%	42,246	22.6%
\$75,000 - \$99,999	19,149	10.0%	26,566	14.1%	29,950	16.1%
\$100,000 - \$149,999	14,755	7.7%	20,649	11.0%	27,561	14.8%
\$150,000 - \$199,999	3,980	2.1%	6,598	3.5%	9,936	5.3%
\$200,000+	4,035	2.1%	5,762	3.1%	8,072	4.3%

Median Household Income	\$40,180	\$52,338	\$63,377
Average Household Income	\$54,348	\$67,306	\$79,138
Per Capita Income	\$22,095	\$27,569	\$32,422

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	31,424	6.6%	30,254	6.4%	29,536	6.3%
5 - 9	35,545	7.4%	30,099	6.4%	29,766	6.3%
10 - 14	34,791	7.3%	29,607	6.3%	29,640	6.3%
15 - 19	33,570	7.0%	36,928	7.8%	33,310	7.1%
20 - 24	33,681	7.1%	39,459	8.3%	39,305	8.4%
25 - 34	67,823	14.2%	58,320	12.3%	63,038	13.4%
35 - 44	73,543	15.4%	58,901	12.5%	51,110	10.9%
45 - 54	62,827	13.2%	67,476	14.3%	61,951	13.2%
55 - 64	39,863	8.4%	54,953	11.6%	57,652	12.3%
65 - 74	30,157	6.3%	31,632	6.7%	39,838	8.5%
75 - 84	24,141	5.1%	22,099	4.7%	21,238	4.5%
85+	9,971	2.1%	13,046	2.8%	12,647	2.7%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	339,115	71.0%	316,794	67.0%	304,877	65.0%
Black Alone	94,425	19.8%	104,323	22.1%	108,588	23.2%
American Indian Alone	1,406	0.3%	1,530	0.3%	1,570	0.3%
Asian Alone	14,316	3.0%	16,425	3.5%	17,405	3.7%
Pacific Islander Alone	156	0.0%	173	0.0%	174	0.0%
Some Other Race Alone	16,247	3.4%	18,447	3.9%	19,474	4.2%
Two or More Races	11,669	2.4%	15,081	3.2%	16,942	3.6%
Hispanic Origin (Any Race)	34,004	7.1%	39,400	8.3%	42,005	9.0%

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.

September 28, 2010

Made with ESRI Business Analyst

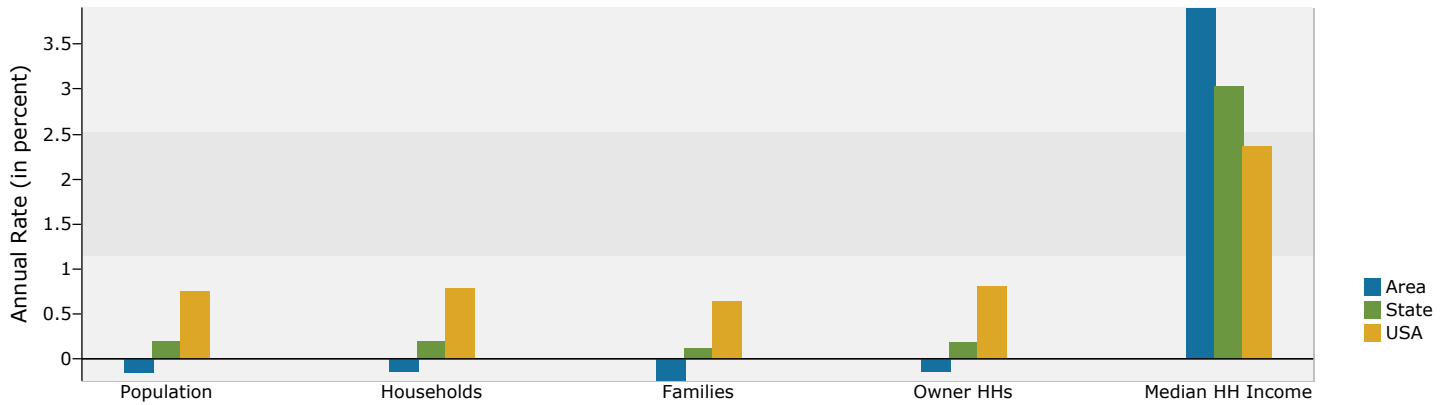


# Demographic and Income Profile

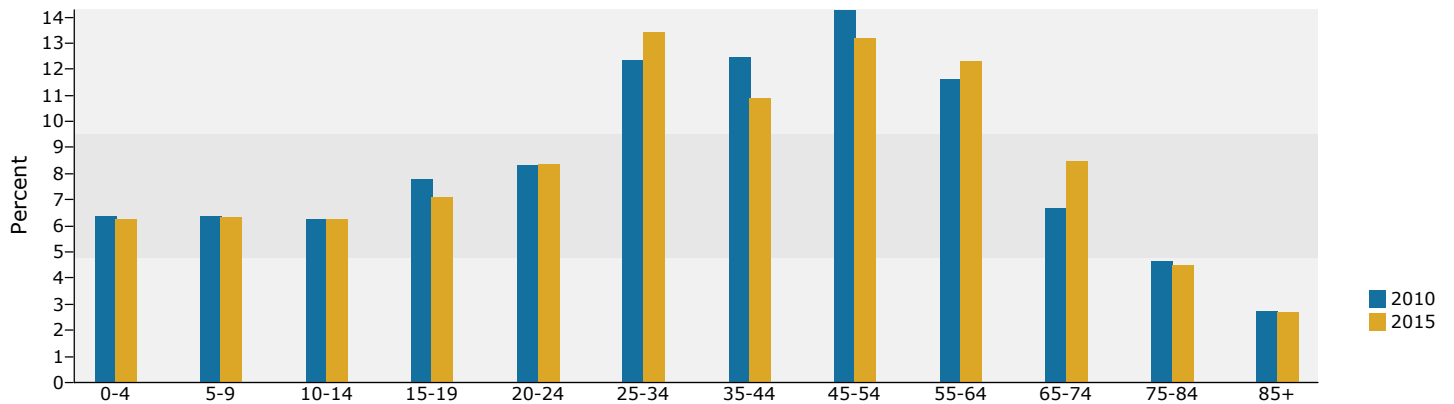
1840 S Winton Rd, Rochester, NY 14618  
 Drive Time: 15 minutes

Jay Birnbaum Company  
 Latitude: 43.109057  
 Longitude: -77.575117

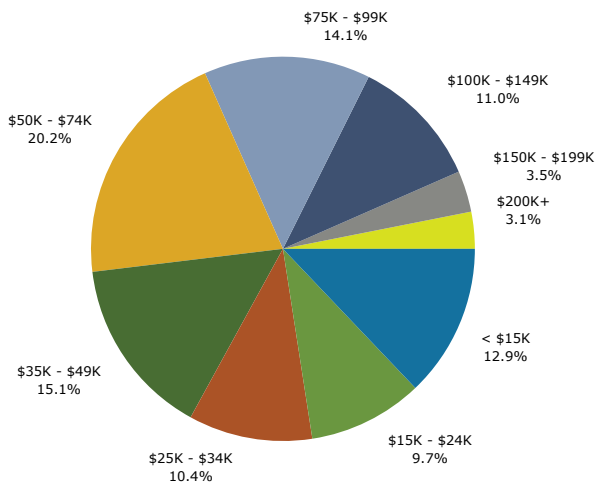
## Trends 2010-2015



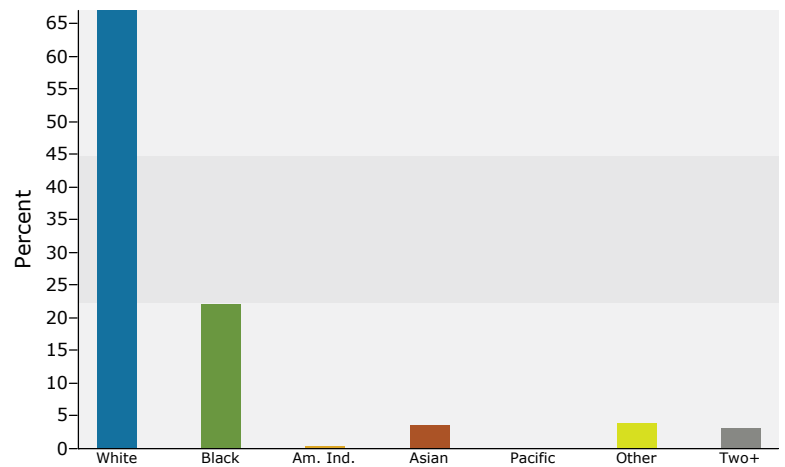
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 8.3%

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

September 28, 2010




Made with ESRI Business Analyst



1840 S Winton Rd, Rochester,...

Latitude: 43.109057  
Longitude: -77.575117

Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
 2000 Total Population	26,811	246,368	477,334
2000 Group Quarters	735	13,083	20,765
2010 Total Population	25,932	240,002	472,774
2015 Total Population	25,630	237,161	469,029
2010 - 2015 Annual Rate	-0.23%	-0.24%	-0.16%
 2000 Households	11,701	102,076	190,681
2000 Average Household Size	2.23	2.29	2.39
2010 Households	11,331	98,762	187,840
2010 Average Household Size	2.21	2.27	2.38
2015 Households	11,212	97,688	186,535
2015 Average Household Size	2.21	2.26	2.38
2010 - 2015 Annual Rate	-0.21%	-0.22%	-0.14%
2000 Families	6,818	56,006	115,075
2000 Average Family Size	2.87	3.03	3.06
2010 Families	6,475	53,211	111,679
2010 Average Family Size	2.87	3.03	3.06
2015 Families	6,369	52,338	110,351
2015 Average Family Size	2.87	3.03	3.06
2010 - 2015 Annual Rate	-0.33%	-0.33%	-0.24%
 <b>2000 Housing Units</b>	12,223	110,725	205,062
Owner Occupied Housing Units	62.3%	47.5%	54.6%
Renter Occupied Housing Units	33.4%	44.7%	38.4%
Vacant Housing Units	4.4%	7.8%	7.0%
<b>2010 Housing Units</b>	12,310	112,777	211,381
Owner Occupied Housing Units	59.0%	45.4%	52.1%
Renter Occupied Housing Units	33.0%	42.2%	36.8%
Vacant Housing Units	8.0%	12.4%	11.1%
<b>2015 Housing Units</b>	12,345	113,569	213,285
Owner Occupied Housing Units	58.3%	44.6%	51.3%
Renter Occupied Housing Units	32.5%	41.5%	36.2%
Vacant Housing Units	9.2%	14.0%	12.5%
<b>Median Household Income</b>			
2000	\$57,098	\$36,493	\$40,180
2010	\$69,410	\$48,199	\$52,338
2015	\$80,096	\$60,088	\$63,377
<b>Median Home Value</b>			
2000	\$125,192	\$87,905	\$92,553
2010	\$190,970	\$137,063	\$146,419
2015	\$230,303	\$168,345	\$179,583
<b>Per Capita Income</b>			
2000	\$34,133	\$21,956	\$22,095
2010	\$39,695	\$27,406	\$27,569
2015	\$45,731	\$32,345	\$32,422
<b>Median Age</b>			
2000	40.6	34.5	35.2
2010	43.3	36.1	37.1
2015	43.9	36.0	37.0

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.



1840 S Winton Rd, Rochester,...

Latitude: 43.109057  
Longitude: -77.575117

Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
<b>2000 Households by Income</b>			
 Household Income Base	11,550	102,064	191,063
< \$15,000	7.5%	20.5%	18.2%
\$15,000 - \$24,999	8.7%	14.4%	13.5%
\$25,000 - \$34,999	10.6%	13.3%	12.6%
\$35,000 - \$49,999	16.3%	15.6%	15.6%
\$50,000 - \$74,999	21.8%	16.6%	18.1%
\$75,000 - \$99,999	12.0%	8.5%	10.0%
\$100,000 - \$149,999	13.6%	6.9%	7.7%
\$150,000 - \$199,999	5.4%	2.0%	2.1%
\$200,000+	4.2%	2.1%	2.1%
Average Household Income	\$77,952	\$51,799	\$54,348
<b>2010 Households by Income</b>			
Household Income Base	11,332	98,762	187,836
< \$15,000	5.0%	14.6%	12.9%
\$15,000 - \$24,999	4.6%	10.6%	9.7%
\$25,000 - \$34,999	7.7%	11.1%	10.4%
\$35,000 - \$49,999	14.4%	15.5%	15.1%
\$50,000 - \$74,999	23.1%	19.5%	20.2%
\$75,000 - \$99,999	15.7%	13.0%	14.1%
\$100,000 - \$149,999	16.7%	9.5%	11.0%
\$150,000 - \$199,999	7.2%	3.3%	3.5%
\$200,000+	5.6%	3.0%	3.1%
Average Household Income	\$89,577	\$64,007	\$67,306
<b>2015 Households by Income</b>			
Household Income Base	11,213	97,689	186,533
< \$15,000	3.1%	11.3%	9.8%
\$15,000 - \$24,999	3.1%	8.6%	7.7%
\$25,000 - \$34,999	5.6%	9.6%	8.9%
\$35,000 - \$49,999	8.5%	11.0%	10.4%
\$50,000 - \$74,999	25.2%	22.2%	22.6%
\$75,000 - \$99,999	17.2%	15.1%	16.1%
\$100,000 - \$149,999	20.3%	13.0%	14.8%
\$150,000 - \$199,999	9.6%	5.1%	5.3%
\$200,000+	7.5%	4.1%	4.3%
Average Household Income	\$102,979	\$75,538	\$79,138
<b>2000 Owner Occupied HUs by Value</b>			
Total	7,517	52,553	111,897
<\$50,000	0.3%	11.0%	9.2%
\$50,000 - 99,999	26.0%	50.8%	48.4%
\$100,000 - 149,999	40.0%	20.3%	24.1%
\$150,000 - 199,999	15.5%	8.4%	9.7%
\$200,000 - \$299,999	11.5%	5.9%	5.8%
\$300,000 - 499,999	4.3%	2.6%	2.1%
\$500,000 - 999,999	2.1%	0.8%	0.6%
\$1,000,000+	0.3%	0.1%	0.1%
Average Home Value	\$159,730	\$113,019	\$113,656
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	4,123	49,351	78,424
With Cash Rent	97.5%	98.4%	98.1%
No Cash Rent	2.5%	1.6%	1.9%
Median Rent	\$670	\$517	\$522
Average Rent	\$733	\$538	\$535

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.



1840 S Winton Rd, Rochester,...

Latitude: 43.109057  
Longitude: -77.575117

Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
<b>2000 Population by Age</b>			
 Total	26,812	246,366	477,335
Age 0 - 4	5.3%	6.5%	6.6%
Age 5 - 9	5.6%	7.1%	7.4%
Age 10 - 14	6.3%	6.9%	7.3%
Age 15 - 19	5.3%	6.8%	7.0%
Age 20 - 24	5.7%	7.8%	7.1%
Age 25 - 34	13.7%	15.7%	14.2%
Age 35 - 44	14.8%	14.9%	15.4%
Age 45 - 54	15.9%	12.8%	13.2%
Age 55 - 64	9.8%	8.0%	8.4%
Age 65 - 74	7.8%	6.2%	6.3%
Age 75 - 84	6.7%	5.0%	5.1%
Age 85+	3.0%	2.4%	2.1%
Age 18+	79.0%	75.9%	74.8%
<b>2010 Population by Age</b>			
Total	25,934	240,001	472,774
Age 0 - 4	4.9%	6.3%	6.4%
Age 5 - 9	4.9%	6.1%	6.4%
Age 10 - 14	5.6%	5.9%	6.3%
Age 15 - 19	5.6%	7.5%	7.8%
Age 20 - 24	7.4%	8.9%	8.3%
Age 25 - 34	11.7%	13.9%	12.3%
Age 35 - 44	12.1%	12.5%	12.5%
Age 45 - 54	14.9%	13.6%	14.3%
Age 55 - 64	14.3%	11.2%	11.6%
Age 65 - 74	8.5%	6.4%	6.7%
Age 75 - 84	6.2%	4.7%	4.7%
Age 85+	3.9%	3.0%	2.8%
Age 18+	81.0%	77.8%	76.9%
<b>2015 Population by Age</b>			
Total	25,631	237,159	469,031
Age 0 - 4	4.8%	6.2%	6.3%
Age 5 - 9	4.8%	6.1%	6.3%
Age 10 - 14	5.3%	6.0%	6.3%
Age 15 - 19	5.4%	6.8%	7.1%
Age 20 - 24	6.9%	8.8%	8.4%
Age 25 - 34	13.9%	14.9%	13.4%
Age 35 - 44	10.1%	11.1%	10.9%
Age 45 - 54	13.8%	12.5%	13.2%
Age 55 - 64	14.0%	11.8%	12.3%
Age 65 - 74	11.3%	8.2%	8.5%
Age 75 - 84	5.9%	4.5%	4.5%
Age 85+	3.8%	3.0%	2.7%
Age 18+	81.5%	78.3%	77.4%
<b>2000 Population by Sex</b>			
Males	47.1%	47.6%	47.9%
Females	52.9%	52.4%	52.1%
<b>2010 Population by Sex</b>			
Males	47.5%	47.9%	48.2%
Females	52.5%	52.1%	51.8%
<b>2015 Population by Sex</b>			
Males	47.6%	48.0%	48.3%
Females	52.4%	52.0%	51.7%



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



1840 S Winton Rd, Rochester,...

Latitude: 43.109057  
Longitude: -77.575117

Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
<b>2000 Population by Race/Ethnicity</b>			
 Total	26,811	246,368	477,334
White Alone	88.3%	65.0%	71.0%
Black Alone	3.6%	25.8%	19.8%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	5.9%	3.3%	3.0%
Some Other Race Alone	0.5%	3.1%	3.4%
Two or More Races	1.4%	2.5%	2.4%
Hispanic Origin	2.2%	6.8%	7.1%
Diversity Index	24.8	57.2	52.7
<b>2010 Population by Race/Ethnicity</b>			
Total	25,932	240,002	472,773
White Alone	84.5%	60.6%	67.0%
Black Alone	5.3%	28.5%	22.1%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	7.0%	3.7%	3.5%
Some Other Race Alone	0.8%	3.6%	3.9%
Two or More Races	2.2%	3.2%	3.2%
Hispanic Origin	3.2%	8.0%	8.3%
Diversity Index	32.3	61.6	57.7
<b>2015 Population by Race/Ethnicity</b>			
Total	25,629	237,161	469,030
White Alone	82.5%	58.5%	65.0%
Black Alone	6.1%	29.7%	23.2%
American Indian Alone	0.2%	0.4%	0.3%
Asian or Pacific Islander Alone	7.6%	4.0%	3.7%
Some Other Race Alone	0.9%	3.8%	4.2%
Two or More Races	2.6%	3.6%	3.6%
Hispanic Origin	3.8%	8.5%	9.0%
Diversity Index	36.0	63.5	60.0
<b>2000 Population 3+ by School Enrollment</b>			
 Total	25,834	236,706	458,793
Enrolled in Nursery/Preschool	1.8%	1.7%	1.8%
Enrolled in Kindergarten	1.1%	1.4%	1.4%
Enrolled in Grade 1-8	10.4%	12.3%	12.9%
Enrolled in Grade 9-12	5.6%	5.3%	5.7%
Enrolled in College	4.3%	6.8%	6.7%
Enrolled in Grad/Prof School	3.0%	2.4%	1.8%
Not Enrolled in School	73.7%	70.2%	69.7%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	18,566	156,747	306,427
Less than 9th Grade	1.9%	4.7%	4.6%
9th - 12th Grade, No Diploma	3.3%	9.4%	8.8%
High School Graduate	12.1%	23.8%	25.7%
Some College, No Degree	11.4%	15.3%	15.8%
Associate Degree	7.6%	9.3%	10.1%
Bachelor's Degree	27.2%	19.6%	19.2%
Graduate/Professional Degree	36.6%	18.0%	15.9%

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.



1840 S Winton Rd, Rochester,...

Latitude: 43.109057
Longitude: -77.575117

Drive Time: 5, 10, 15 Minutes

Table with 4 columns: Category, 5 minutes, 10 minutes, 15 minutes. Rows include: 2010 Population 15+ by Marital Status, 2000 Population 16+ by Employment Status, 2010 Civilian Population 16+ in Labor Force, 2015 Civilian Population 16+ in Labor Force, 2000 Females 16+ by Employment Status and Age of Children, 2010 Employed Population 16+ by Industry.


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



1840 S Winton Rd, Rochester,...

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Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
<b>2010 Employed Population 16+ by Occupation</b>			
Total	13,000	107,004	212,157
White Collar	83.3%	67.1%	66.6%
Management/Business/Financial	16.1%	12.6%	13.4%
Professional	45.9%	32.6%	29.9%
Sales	12.6%	10.3%	11.0%
Administrative Support	8.6%	11.7%	12.2%
Services	10.0%	19.0%	18.3%
Blue Collar	6.8%	14.0%	15.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	1.5%	2.5%	2.7%
Installation/Maintenance/Repair	1.3%	2.2%	2.4%
Production	2.1%	5.3%	5.9%
Transportation/Material Moving	1.9%	3.9%	4.1%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
 Total	13,499	111,025	215,625
Drove Alone - Car, Truck, or Van	86.0%	76.6%	79.3%
Carpooled - Car, Truck, or Van	6.6%	9.5%	9.0%
Public Transportation	1.3%	4.9%	3.9%
Walked	1.5%	5.3%	4.1%
Other Means	0.6%	1.0%	0.9%
Worked at Home	4.0%	2.8%	2.8%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	13,502	111,024	215,624
Did Not Work at Home	96.0%	97.2%	97.2%
Less than 5 minutes	2.4%	3.0%	2.8%
5 to 9 minutes	12.3%	12.5%	12.2%
10 to 19 minutes	52.9%	46.3%	42.6%
20 to 24 minutes	16.8%	18.3%	19.5%
25 to 34 minutes	7.7%	11.2%	13.8%
35 to 44 minutes	1.3%	1.6%	1.8%
45 to 59 minutes	1.1%	1.6%	1.6%
60 to 89 minutes	0.8%	1.8%	1.7%
90 or more minutes	0.6%	0.9%	1.1%
Worked at Home	4.0%	2.8%	2.8%
Average Travel Time to Work (in min)	16.2	17.8	18.6
<b>2000 Households by Vehicles Available</b>			
Total	11,643	102,014	190,626
None	5.3%	17.6%	14.7%
1	40.2%	42.1%	39.3%
2	44.2%	31.8%	35.5%
3	7.7%	6.5%	8.0%
4	1.9%	1.5%	1.9%
5+	0.7%	0.5%	0.6%
Average Number of Vehicles Available	1.6	1.3	1.5



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



1840 S Winton Rd, Rochester,...

Latitude: 43.109057  
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Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
<b>2000 Households by Type</b>			
 Total	11,701	102,076	190,682
Family Households	58.3%	54.9%	60.3%
Married-couple Family	48.8%	35.0%	41.2%
With Related Children	20.9%	15.4%	18.8%
Other Family (No Spouse)	9.4%	19.9%	19.1%
With Related Children	5.6%	14.1%	13.4%
Nonfamily Households	41.7%	45.1%	39.7%
Householder Living Alone	33.4%	35.8%	31.8%
Householder Not Living Alone	8.4%	9.4%	7.8%
Households with Related Children	26.5%	29.5%	32.2%
Households with Persons 65+	27.3%	22.2%	23.3%
<b>2000 Households by Size</b>			
Total	11,701	102,076	190,681
1 Person Household	33.4%	35.8%	31.8%
2 Person Household	36.4%	31.2%	31.6%
3 Person Household	13.2%	14.2%	15.1%
4 Person Household	11.8%	11.1%	12.8%
5 Person Household	4.0%	4.9%	5.6%
6 Person Household	1.0%	1.8%	2.0%
7+ Person Household	0.4%	1.1%	1.1%
<b>2000 Households by Year Householder Moved In</b>			
Total	11,641	102,013	190,625
Moved in 1999 to March 2000	19.2%	23.9%	21.1%
Moved in 1995 to 1998	27.0%	28.7%	27.5%
Moved in 1990 to 1994	14.2%	14.1%	15.2%
Moved in 1980 to 1989	18.1%	14.3%	15.4%
Moved in 1970 to 1979	11.7%	9.1%	9.8%
Moved in 1969 or Earlier	9.8%	10.0%	11.0%
Median Year Householder Moved In	1994	1995	1995
<b>2000 Housing Units by Units in Structure</b>			
 Total	12,180	110,627	204,987
1, Detached	56.1%	50.0%	56.8%
1, Attached	8.8%	4.8%	5.2%
2	3.4%	12.1%	10.6%
3 or 4	5.9%	9.0%	7.9%
5 to 9	12.5%	9.4%	7.8%
10 to 19	5.4%	3.5%	3.1%
20+	7.8%	10.2%	8.0%
Mobile Home	0.1%	0.9%	0.5%
Other	0.0%	0.0%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	12,169	110,640	204,962
1999 to March 2000	0.5%	0.4%	0.8%
1995 to 1998	2.0%	1.8%	2.2%
1990 to 1994	1.5%	1.9%	2.9%
1980 to 1989	6.5%	4.9%	6.6%
1970 to 1979	14.9%	10.0%	12.7%
1969 or Earlier	74.6%	81.0%	74.8%
Median Year Structure Built	1958	1949	1955

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




1840 S Winton Rd, Rochester,...

Latitude: 43.109057  
Longitude: -77.575117

Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
<b>Top 3 Tapestry Segments</b>			
1.	Old and Newcomers	City Commons	Cozy and Comfortable
2.	Metropolitans	Metro Renters	Prosperous Empty Nests
3.	Retirement Communities	Great Expectations	City Commons

 **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 \$	\$24,624,844	\$158,094,509	\$312,342,487
Average Spent	\$2,173.23	\$1,600.76	\$1,662.81
Spending Potential Index	91	67	69
Computers & Accessories: Total \$	\$3,238,264	\$20,325,528	\$40,227,391
Average Spent	\$285.79	\$205.80	\$214.16
Spending Potential Index	130	94	97
Education: Total \$	\$18,890,068	\$119,278,066	\$238,725,589
Average Spent	\$1,667.11	\$1,207.73	\$1,270.90
Spending Potential Index	137	99	104
Entertainment/Recreation: Total \$	\$47,663,550	\$293,488,845	\$589,393,207
Average Spent	\$4,206.47	\$2,971.68	\$3,137.74
Spending Potential Index	130	92	97
Food at Home: Total \$	\$64,403,272	\$419,613,016	\$829,256,499
Average Spent	\$5,683.81	\$4,248.73	\$4,414.70
Spending Potential Index	127	95	99
Food Away from Home: Total \$	\$46,972,930	\$302,544,691	\$598,479,562
Average Spent	\$4,145.52	\$3,063.37	\$3,186.11
Spending Potential Index	129	95	99
Health Care: Total \$	\$54,679,989	\$338,918,361	\$684,017,100
Average Spent	\$4,825.70	\$3,431.67	\$3,641.49
Spending Potential Index	130	92	98
HH Furnishings & Equipment: Total \$	\$26,413,815	\$160,720,005	\$323,422,201
Average Spent	\$2,331.11	\$1,627.35	\$1,721.80
Spending Potential Index	113	79	84
Investments: Total \$	\$26,172,042	\$141,453,048	\$291,867,165
Average Spent	\$2,309.77	\$1,432.26	\$1,553.81
Spending Potential Index	133	82	89
Retail Goods: Total \$	\$342,463,498	\$2,149,409,424	\$4,301,321,698
Average Spent	\$30,223.59	\$21,763.53	\$22,898.86
Spending Potential Index	122	88	92
Shelter: Total \$	\$236,886,783	\$1,459,735,195	\$2,904,765,131
Average Spent	\$20,906.08	\$14,780.33	\$15,464.04
Spending Potential Index	132	94	98
TV/Video/Audio: Total \$	\$17,947,861	\$116,904,523	\$230,842,425
Average Spent	\$1,583.96	\$1,183.70	\$1,228.93
Spending Potential Index	128	95	99
Travel: Total \$	\$28,697,398	\$164,820,685	\$336,067,882
Average Spent	\$2,532.64	\$1,668.87	\$1,789.12
Spending Potential Index	134	88	95
Vehicle Maintenance & Repairs: Total \$	\$13,719,896	\$85,981,814	\$171,452,044
Average Spent	\$1,210.83	\$870.60	\$912.76
Spending Potential Index	128	92	97

**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.