

EXPANDED PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections
 Calculated using Proportional Block Groups



Lat/Lon: 40.27818/-76.82432

Union Square Shopping Center

	1 Mile		3 Miles		5 Miles	
Population (2010)						
Estimated Population	10,232		83,291		164,198	
Census Population (1990)	9,845		81,877		155,855	
Census Population (2000)	9,942		84,911		163,270	
Projected Population (2015)	10,189		89,824		170,404	
Forecasted Population (2020)	10,322		92,526		174,310	
Historical Annual Growth (1990 to 2000)	97	0.10%	3,034	0.37%	7,415	0.48%
Historical Annual Growth (2000 to 2010)	290	0.29%	-1,620	-0.19%	928	0.06%
Projected Annual Growth (2010 to 2015)	-43	-0.08%	6,533	1.57%	6,207	0.76%
Estimated Population Density	3,260 <i>psm</i>		2,947 <i>psm</i>		2,092 <i>psm</i>	
Trade Area Size	3.14 <i>sq mil</i>		28.26 <i>sq mil</i>		78.49 <i>sq mil</i>	
Households (2010)						
Estimated Households	4,649		34,266		69,336	
Census Households (1990)	4,570		33,435		64,378	
Census Households (2000)	4,486		34,645		68,392	
Projected Households (2015)	4,632		36,266		71,299	
Forecasted Households (2020)	4,710		37,138		72,851	
Households with Children	1,025	22.04%	10,445	30.48%	20,226	29.17%
Average Household Size	2.09		2.34		2.30	
Average Household Income (2010)						
Est. Average Household Income	\$62,355		\$58,241		\$64,638	
Proj. Average Household Income (2015)	\$71,275		\$62,820		\$71,073	
Average Family Income	\$79,362		\$69,845		\$79,609	
Median Household Income (2010)						
Est. Median Household Income	\$48,352		\$46,503		\$50,944	
Proj. Median Household Income (2015)	\$53,647		\$47,085		\$53,055	
Median Family Income	\$68,129		\$57,391		\$64,346	
Per Capita Income (2010)						
Est. Per Capita Income	\$29,600		\$24,655		\$27,855	
Proj. Per Capita Income (2015)	\$33,790		\$26,067		\$30,327	
Per Capita Income Est. 5 year change	\$4,190	14.16%	\$1,412	5.73%	\$2,473	8.88%
Other Income (2010)						
Est. Median Disposable Income	\$41,230		\$39,481		\$42,690	
Proj. Median Disposable Income (2015)	\$44,999		\$39,678		\$44,081	
Disposable Income Est. 5 year change	\$3,770	9.14%	\$197	0.50%	\$1,391	3.26%
Est. Average Household Net Worth	\$380,182		\$374,358		\$428,497	
Daytime Demos (2010)						
Total Number of Businesses	483		3,422		8,235	
Total Number of Employees	9,503		68,764		157,706	
Company Headqtrs: Businesses	-	0.01%	9	0.27%	30	0.36%
Company Headqtrs: Employees	5	0.05%	3,711	5.40%	8,010	5.08%
Unemployment Rate	4.15%		6.24%		6.01%	
Employee Population per Business	19.7 to 1		20.1 to 1		19.2 to 1	
Residential Population per Business	21.2 to 1		24.3 to 1		19.9 to 1	

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Race & Ethnicity (2010)							
White	8,043	78.60%	51,120	61.37%	111,910	68.16%	
Black or African American	1,582	15.46%	25,852	31.04%	42,272	25.74%	
American Indian & Alaska Native	18	0.17%	254	0.30%	449	0.27%	
Asian	390	3.81%	3,196	3.84%	5,130	3.12%	
Hawaiian & Pacific Islander	4	0.04%	58	0.07%	107	0.07%	
Other Race	90	0.88%	1,654	1.99%	2,311	1.41%	
Two or More Races	105	1.03%	1,157	1.39%	2,019	1.23%	
Not Hispanic or Latino Population	9,675	94.55%	73,567	88.32%	150,043	91.38%	
Hispanic or Latino Population	558	5.45%	9,724	11.68%	14,155	8.62%	
Not of Hispanic Origin Population (1990)	9,746	98.99%	77,990	95.25%	150,413	96.51%	
Hispanic Origin Population (1990)	99	1.01%	3,886	4.75%	5,441	3.49%	
Not Hispanic or Latino Population (2000)	9,597	96.53%	78,490	92.44%	154,091	94.38%	
Hispanic or Latino Population (2000)	345	3.47%	6,421	7.56%	9,179	5.62%	
Not Hispanic or Latino Population (2015)	9,639	94.60%	76,037	84.65%	152,203	89.32%	
Hispanic or Latino Population (2015)	550	5.40%	13,787	15.35%	18,202	10.68%	
Hist. Hispanic Ann Growth (1990 to 2010)	459	23.16%	5,838	7.51%	8,714	8.01%	
Proj. Hispanic Ann Growth (2015 to 2010)	-7	-0.26%	4,063	8.36%	4,047	5.72%	
Age Distribution (2010)							
0 to 4 yrs	576	5.63%	6,364	7.64%	11,686	7.12%	
5 to 9 yrs	466	4.55%	5,276	6.33%	10,189	6.21%	
10 to 14 yrs	439	4.29%	5,104	6.13%	10,005	6.09%	
15 to 19 yrs	488	4.77%	5,248	6.30%	9,997	6.09%	
20 to 24 yrs	634	6.19%	5,477	6.58%	9,937	6.05%	
25 to 29 yrs	675	6.60%	5,404	6.49%	10,543	6.42%	
30 to 34 yrs	636	6.22%	5,323	6.39%	10,517	6.40%	
35 to 39 yrs	586	5.73%	5,335	6.40%	10,787	6.57%	
40 to 44 yrs	600	5.87%	5,470	6.57%	11,279	6.87%	
45 to 49 yrs	675	6.60%	5,789	6.95%	12,271	7.47%	
50 to 54 yrs	750	7.33%	6,097	7.32%	12,847	7.82%	
55 to 59 yrs	710	6.94%	5,574	6.69%	11,448	6.97%	
60 to 64 yrs	618	6.04%	4,571	5.49%	9,218	5.61%	
65 to 74 yrs	896	8.75%	6,092	7.31%	12,096	7.37%	
75 to 84 yrs	865	8.46%	4,077	4.89%	7,730	4.71%	
85 yrs plus	618	6.04%	2,093	2.51%	3,649	2.22%	
Median Age	44.22	yrs	37.39	yrs	38.26	yrs	
Gender Age Distribution (2010)							
Female Population	5,548	54.22%	43,752	52.53%	85,550	52.10%	
0 to 19 yrs	960	17.30%	10,879	24.87%	20,763	24.27%	
20 to 64 yrs	3,068	55.30%	25,472	58.22%	50,850	59.44%	
65 yrs plus	1,520	27.40%	7,401	16.92%	13,938	16.29%	
Female Median Age	48	yrs	39	yrs	40	yrs	
Male Population	4,685	45.78%	39,539	47.47%	78,648	47.90%	
0 to 19 yrs	1,008	21.53%	11,112	28.10%	21,114	26.85%	
20 to 64 yrs	2,817	60.13%	23,565	59.60%	47,997	61.03%	
65 yrs plus	859	18.34%	4,862	12.30%	9,537	12.13%	
Male Median Age	40.33	yrs	35.38	yrs	36.70	yrs	

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Union Square Shopping Center	1 Mile		3 Miles		5 Miles	
Household Income Distribution (2010)						
\$200,000 or More	51	1.10%	347	1.01%	1,378	1.99%
\$150,000 to \$199,999	84	1.80%	666	1.94%	2,158	3.11%
\$100,000 to \$149,999	559	12.02%	3,459	10.09%	7,816	11.27%
\$75,000 to \$99,999	530	11.39%	4,266	12.45%	9,086	13.10%
\$50,000 to \$74,999	984	21.16%	6,341	18.51%	12,574	18.14%
\$35,000 to \$49,999	895	19.26%	5,656	16.51%	10,723	15.47%
\$25,000 to \$34,999	580	12.48%	4,390	12.81%	8,331	12.02%
\$15,000 to \$24,999	621	13.36%	4,420	12.90%	8,291	11.96%
\$0 to \$14,999	345	7.43%	4,721	13.78%	8,979	12.95%
\$35,000+	3,102	66.72%	20,734	60.51%	43,736	63.08%
\$75,000+	1,223	26.31%	8,737	25.50%	20,438	29.48%
Housing (2010)						
Total Housing Units	5,127		38,346		77,405	
Housing Units, Occupied	4,649	90.68%	34,266	89.36%	69,336	89.58%
<i>Housing Units, Owner-Occupied</i>	2,525	54.30%	20,041	58.48%	42,241	60.92%
<i>Housing Units, Renter-Occupied</i>	2,125	45.70%	14,226	41.52%	27,095	39.08%
Housing Units, Vacant	478	9.32%	4,080	10.64%	8,069	10.42%
Median Years in Residence	4 yrs		4 yrs		4 yrs	
Marital Status (2010)						
Never Married	2,341	26.73%	21,245	31.89%	40,930	30.91%
Now Married	3,872	44.21%	28,592	42.92%	60,170	45.44%
Separated	512	5.84%	4,144	6.22%	7,253	5.48%
Widowed	1,053	12.03%	5,402	8.11%	9,889	7.47%
Divorced	980	11.19%	7,231	10.85%	14,183	10.71%
Household Type (2010)						
Population Family	7,114	69.52%	62,369	74.88%	123,558	75.25%
Population Non-Family	2,586	25.27%	17,742	21.30%	36,078	21.97%
Population Group Qtrs	533	5.21%	3,180	3.82%	4,562	2.78%
Family Households	2,419	52.03%	19,888	58.04%	39,566	57.06%
<i>Married Couple With Children</i>	592	15.28%	4,890	17.10%	10,731	17.83%
<i>Average Family Household Size</i>	2.9		3.1		3.1	
Non-Family Households	2,230	47.97%	14,378	41.96%	29,770	42.94%
Household Size (2010)						
1 Person Household	1,892	40.70%	12,140	35.43%	25,077	36.17%
2 Person Households	1,486	31.96%	10,172	29.68%	20,719	29.88%
3 Person Households	596	12.81%	4,937	14.41%	9,727	14.03%
4 Person Households	425	9.14%	4,118	12.02%	8,383	12.09%
5 Person Households	164	3.53%	1,828	5.33%	3,488	5.03%
6+ Person Households	86	1.86%	1,070	3.12%	1,941	2.80%
Household Vehicles (2010)						
Total Vehicles Available	7,526		53,625		111,971	
Household: 0 Vehicles Available	407	8.75%	4,291	12.52%	8,452	12.19%
Household: 1 Vehicles Available	1,978	42.55%	14,138	41.26%	26,923	38.83%
Household: 2+ Vehicles Available	2,264	48.70%	15,837	46.22%	33,961	48.98%
Average Vehicles Per Household	1.6		1.6		1.6	

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Labor Force (2010)						
Est. Labor: Population Age 16+	8,682		65,639		130,471	
Est. Civilian Employed	5,276	60.77%	39,860	60.73%	81,096	62.16%
Est. Civilian Unemployed	361	4.15%	4,095	6.24%	7,835	6.01%
Est. in Armed Forces	9	0.10%	47	0.07%	225	0.17%
Est. not in Labor Force	3,037	34.98%	21,637	32.96%	41,315	31.67%
Occupation (2000)						
Occupation: Population Age 16+	4,991		39,533		79,004	
Mgmt, Business, & Financial Operations	751	15.05%	5,375	13.60%	11,141	14.10%
Professional and Related	1,132	22.69%	7,469	18.89%	16,487	20.87%
Service	726	14.54%	6,130	15.50%	11,633	14.72%
Sales and Office	1,552	31.10%	12,368	31.28%	24,303	30.76%
Farming, Fishing, and Forestry	20	0.39%	177	0.45%	269	0.34%
Construct, Extraction, & Maintenance	262	5.25%	2,401	6.07%	4,851	6.14%
Production, Transp. & Material Moving	548	10.98%	5,615	14.20%	10,319	13.06%
Percent White Collar Workers	68.84%		63.77%		65.73%	
Percent Blue Collar Workers	31.16%		36.23%		34.27%	
Consumer Expenditure (2010)						
Total Household Expenditure	\$236 M		\$1.66 B		\$3.59 B	
Total Non-Retail Expenditures	\$135 M	57.30%	\$950 M	57.32%	\$2.06 B	57.40%
Total Retail Expenditures	\$101 M	42.70%	\$707 M	42.68%	\$1.53 B	42.60%
Apparel	\$11.2 M	4.73%	\$78.8 M	4.76%	\$171 M	4.77%
Contributions	\$8.22 M	3.48%	\$57.5 M	3.47%	\$130 M	3.62%
Education	\$5.28 M	2.23%	\$37.6 M	2.27%	\$84.5 M	2.36%
Entertainment	\$13.1 M	5.56%	\$91.9 M	5.55%	\$200 M	5.57%
Food And Beverages	\$36.7 M	15.52%	\$258 M	15.57%	\$553 M	15.41%
Furnishings And Equipment	\$10.2 M	4.32%	\$71.5 M	4.32%	\$157 M	4.37%
Gifts	\$6.03 M	2.55%	\$42.0 M	2.53%	\$93.6 M	2.61%
Health Care	\$15.0 M	6.35%	\$105 M	6.34%	\$224 M	6.23%
Household Operations	\$8.06 M	3.41%	\$56.7 M	3.42%	\$126 M	3.51%
Miscellaneous Expenses	\$4.06 M	1.72%	\$28.4 M	1.71%	\$60.8 M	1.69%
Personal Care	\$3.44 M	1.46%	\$24.2 M	1.46%	\$52.2 M	1.46%
Personal Insurance	\$2.29 M	0.97%	\$16.1 M	0.97%	\$35.9 M	1.00%
Reading	\$784 K	0.33%	\$5.46 M	0.33%	\$11.8 M	0.33%
Shelter	\$45.3 M	19.19%	\$318 M	19.19%	\$691 M	19.26%
Tobacco	\$1.64 M	0.69%	\$11.6 M	0.70%	\$24.1 M	0.67%
Transportation	\$47.9 M	20.27%	\$334 M	20.18%	\$719 M	20.04%
Utilities	\$17.0 M	7.21%	\$120 M	7.23%	\$255 M	7.10%
Educational Attainment (2010)						
Adult Population (25 Years or Older)	7,630		55,823		112,384	
Elementary (0 to 8)	264	3.45%	2,001	3.58%	3,426	3.05%
Some High School (9 to 11)	488	6.39%	5,203	9.32%	9,128	8.12%
High School Graduate (12)	2,896	37.95%	21,859	39.16%	41,232	36.69%
Some College (13 to 16)	1,284	16.83%	9,516	17.05%	18,755	16.69%
Associate Degree Only	679	8.90%	4,429	7.93%	9,082	8.08%
Bachelor Degree Only	1,338	17.53%	8,472	15.18%	20,100	17.88%
Graduate Degree	682	8.94%	4,343	7.78%	10,660	9.49%

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Units In Structure (2000)						
1 Detached Unit	2,289	47.44%	14,867	39.34%	31,245	41.83%
1 Attached Unit	292	6.06%	10,257	27.14%	18,953	25.38%
2 to 4 Units	430	8.91%	4,448	11.77%	8,987	12.03%
5 to 9 Units	777	16.11%	3,015	7.98%	5,220	6.99%
10 to 19 Units	757	15.69%	3,131	8.29%	4,642	6.22%
20 to 49 Units	98	2.03%	844	2.23%	1,369	1.83%
50 or more Units	172	3.56%	999	2.64%	3,499	4.69%
Mobile Home or Trailer	9	0.20%	217	0.58%	755	1.01%
Other Structure	-	-	8	0.02%	17	0.02%
Homes Built By Year						
1999 to 2000	5	0.11%	263	0.70%	817	1.09%
1995 to 1998	104	2.15%	1,212	3.21%	3,026	4.05%
1990 to 1994	74	1.53%	1,461	3.87%	3,706	4.96%
1980 to 1989	388	8.03%	2,839	7.51%	6,936	9.29%
1970 to 1979	1,258	26.06%	6,056	16.03%	10,738	14.38%
1960 to 1969	875	18.14%	5,290	14.00%	9,457	12.66%
1950 to 1959	1,169	24.24%	8,113	21.47%	13,905	18.62%
Built Before 1949	953	19.74%	12,553	33.22%	26,103	34.95%
Home Values (2000)						
\$1,000,000 or More	2	0.11%	13	0.07%	24	0.06%
\$500,000 to \$999,999	-	-	4	0.02%	93	0.24%
\$400,000 to \$499,999	10	0.47%	29	0.15%	101	0.26%
\$300,000 to \$399,999	6	0.26%	86	0.46%	534	1.40%
\$200,000 to \$299,999	16	0.71%	314	1.67%	1,646	4.30%
\$150,000 to \$199,999	178	7.97%	1,267	6.73%	3,632	9.49%
\$100,000 to \$149,999	933	41.86%	5,739	30.50%	11,705	30.59%
\$70,000 to \$99,999	890	39.91%	5,878	31.24%	11,525	30.12%
\$50,000 to \$69,999	170	7.62%	3,086	16.40%	5,009	13.09%
\$25,000 to \$49,999	19	0.86%	1,974	10.49%	3,241	8.47%
\$0 to \$24,999	5	0.23%	424	2.25%	755	1.97%
Owner Occupied Median Home Value	\$103,187		\$90,137		\$100,939	
Renter Occupied Median Rent	\$524		\$424		\$402	
Average Property Value (2010)	\$129,005		\$106,293		\$150,311	
Transportation To Work (2000)						
Drive to Work Alone	4,132	82.28%	30,188	76.22%	61,029	77.01%
Drive to Work in Carpool	533	10.61%	5,624	14.20%	10,143	12.80%
Travel to Work - Public Transportation	114	2.26%	1,512	3.82%	2,744	3.46%
Drive to Work on Motorcycle	11	0.22%	17	0.04%	49	0.06%
Walk or Bicycle to Work	100	2.00%	1,198	3.03%	3,073	3.88%
Other Means	18	0.35%	322	0.81%	558	0.70%
Work at Home	115	2.29%	744	1.88%	1,649	2.08%
Travel Time (2000)						
Travel to Work in 14 Minutes or Less	1,964	40.03%	13,492	34.72%	27,040	34.85%
Travel to Work in 14 to 29 Minutes	2,340	47.68%	19,568	50.35%	38,869	50.09%
Travel to Work in 30 to 59 Minutes	449	9.15%	4,581	11.79%	9,326	12.02%
Travel to Work in 60 Minutes or More	154	3.14%	1,220	3.14%	2,360	3.04%
Average Travel Time to Work	17.7 mins		18.3 mins		18.4 mins	

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