



Market Profile

Susquehanna township
Susquehanna township (4204375528)
Geography: County Subdivision

Prepared by Esri

		Susquehanna t...
Population Summary		
2000 Total Population		21,702
2010 Total Population		24,036
2016 Total Population		24,707
2016 Group Quarters		244
2021 Total Population		25,182
2016-2021 Annual Rate		0.38%
Household Summary		
2000 Households		9,092
2000 Average Household Size		2.29
2010 Households		10,825
2010 Average Household Size		2.20
2016 Households		11,187
2016 Average Household Size		2.19
2021 Households		11,430
2021 Average Household Size		2.18
2016-2021 Annual Rate		0.43%
2010 Families		6,216
2010 Average Family Size		2.90
2016 Families		6,355
2016 Average Family Size		2.89
2021 Families		6,458
2021 Average Family Size		2.88
2016-2021 Annual Rate		0.32%
Housing Unit Summary		
2000 Housing Units		9,504
Owner Occupied Housing Units		71.2%
Renter Occupied Housing Units		24.5%
Vacant Housing Units		4.3%
2010 Housing Units		11,586
Owner Occupied Housing Units		65.5%
Renter Occupied Housing Units		28.0%
Vacant Housing Units		6.6%
2016 Housing Units		11,846
Owner Occupied Housing Units		63.7%
Renter Occupied Housing Units		30.7%
Vacant Housing Units		5.6%
2021 Housing Units		12,053
Owner Occupied Housing Units		64.1%
Renter Occupied Housing Units		30.8%
Vacant Housing Units		5.2%
Median Household Income		
2016		\$64,483
2021		\$75,336
Median Home Value		
2016		\$174,155
2021		\$196,802
Per Capita Income		
2016		\$36,708
2021		\$40,758
Median Age		
2010		42.4
2016		43.9
2021		44.8

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 the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2016 Households by Income		
Household Income Base		11,186
<\$15,000		6.7%
\$15,000 - \$24,999		7.8%
\$25,000 - \$34,999		9.0%
\$35,000 - \$49,999		13.2%
\$50,000 - \$74,999		19.7%
\$75,000 - \$99,999		16.6%
\$100,000 - \$149,999		18.3%
\$150,000 - \$199,999		4.4%
\$200,000+		4.1%
Average Household Income		\$80,603
2021 Households by Income		
Household Income Base		11,429
<\$15,000		6.5%
\$15,000 - \$24,999		7.2%
\$25,000 - \$34,999		10.7%
\$35,000 - \$49,999		6.5%
\$50,000 - \$74,999		18.8%
\$75,000 - \$99,999		18.0%
\$100,000 - \$149,999		21.9%
\$150,000 - \$199,999		5.7%
\$200,000+		4.7%
Average Household Income		\$89,337
2016 Owner Occupied Housing Units by Value		
Total		7,549
<\$50,000		2.1%
\$50,000 - \$99,999		6.5%
\$100,000 - \$149,999		24.8%
\$150,000 - \$199,999		34.5%
\$200,000 - \$249,999		13.0%
\$250,000 - \$299,999		8.3%
\$300,000 - \$399,999		3.4%
\$400,000 - \$499,999		3.6%
\$500,000 - \$749,999		3.2%
\$750,000 - \$999,999		0.5%
\$1,000,000 +		0.2%
Average Home Value		\$203,537
2021 Owner Occupied Housing Units by Value		
Total		7,720
<\$50,000		1.1%
\$50,000 - \$99,999		3.7%
\$100,000 - \$149,999		15.1%
\$150,000 - \$199,999		32.2%
\$200,000 - \$249,999		19.0%
\$250,000 - \$299,999		14.5%
\$300,000 - \$399,999		5.1%
\$400,000 - \$499,999		4.1%
\$500,000 - \$749,999		4.2%
\$750,000 - \$999,999		0.7%
\$1,000,000 +		0.3%
Average Home Value		\$233,323

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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		Susquehanna t...
2010 Population by Age		
Total		24,036
0 - 4		5.3%
5 - 9		5.1%
10 - 14		6.0%
15 - 24		11.2%
25 - 34		12.9%
35 - 44		12.9%
45 - 54		15.6%
55 - 64		14.6%
65 - 74		7.3%
75 - 84		5.6%
85 +		3.4%
18 +		79.7%
2016 Population by Age		
Total		24,706
0 - 4		4.9%
5 - 9		5.1%
10 - 14		5.2%
15 - 24		11.1%
25 - 34		12.1%
35 - 44		12.9%
45 - 54		13.9%
55 - 64		15.4%
65 - 74		10.1%
75 - 84		5.6%
85 +		3.7%
18 +		81.4%
2021 Population by Age		
Total		25,181
0 - 4		4.8%
5 - 9		4.9%
10 - 14		5.3%
15 - 24		9.8%
25 - 34		12.1%
35 - 44		13.4%
45 - 54		12.6%
55 - 64		14.6%
65 - 74		12.7%
75 - 84		6.2%
85 +		3.7%
18 +		82.0%
2010 Population by Sex		
Males		11,111
Females		12,925
2016 Population by Sex		
Males		11,448
Females		13,258
2021 Population by Sex		
Males		11,710
Females		13,471



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2010 Population by Race/Ethnicity		
Total		24,036
White Alone		67.3%
Black Alone		23.6%
American Indian Alone		0.1%
Asian Alone		3.6%
Pacific Islander Alone		0.0%
Some Other Race Alone		1.9%
Two or More Races		3.5%
Hispanic Origin		4.9%
Diversity Index		53.8
2016 Population by Race/Ethnicity		
Total		24,707
White Alone		64.5%
Black Alone		24.1%
American Indian Alone		0.2%
Asian Alone		4.5%
Pacific Islander Alone		0.1%
Some Other Race Alone		2.4%
Two or More Races		4.2%
Hispanic Origin		6.5%
Diversity Index		58.1
2021 Population by Race/Ethnicity		
Total		25,182
White Alone		61.8%
Black Alone		24.6%
American Indian Alone		0.2%
Asian Alone		5.3%
Pacific Islander Alone		0.1%
Some Other Race Alone		3.0%
Two or More Races		5.0%
Hispanic Origin		8.2%
Diversity Index		62.2
2010 Population by Relationship and Household Type		
Total		24,036
In Households		99.0%
In Family Households		76.6%
Householder		25.9%
Spouse		18.7%
Child		27.4%
Other relative		2.9%
Nonrelative		1.7%
In Nonfamily Households		22.3%
In Group Quarters		1.0%
Institutionalized Population		0.4%
Noninstitutionalized Population		0.6%

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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2016 Population 25+ by Educational Attainment		
Total		18,180
Less than 9th Grade		2.4%
9th - 12th Grade, No Diploma		4.4%
High School Graduate		26.0%
GED/Alternative Credential		3.0%
Some College, No Degree		18.4%
Associate Degree		8.9%
Bachelor's Degree		22.0%
Graduate/Professional Degree		14.9%
2016 Population 15+ by Marital Status		
Total		20,929
Never Married		31.3%
Married		47.5%
Widowed		8.1%
Divorced		13.2%
2016 Civilian Population 16+ in Labor Force		
Civilian Employed		95.1%
Civilian Unemployed		4.9%
2016 Employed Population 16+ by Industry		
Total		13,791
Agriculture/Mining		0.1%
Construction		3.1%
Manufacturing		5.2%
Wholesale Trade		2.2%
Retail Trade		10.2%
Transportation/Utilities		6.4%
Information		1.2%
Finance/Insurance/Real Estate		11.3%
Services		45.6%
Public Administration		14.7%
2016 Employed Population 16+ by Occupation		
Total		13,791
White Collar		71.0%
Management/Business/Financial		19.0%
Professional		25.7%
Sales		8.7%
Administrative Support		17.6%
Services		15.8%
Blue Collar		13.2%
Farming/Forestry/Fishing		0.1%
Construction/Extraction		2.5%
Installation/Maintenance/Repair		2.1%
Production		2.9%
Transportation/Material Moving		5.5%
2010 Population By Urban/ Rural Status		
Total Population		24,036
Population Inside Urbanized Area		99.9%
Population Inside Urbanized Cluster		0.0%
Rural Population		0.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type	
Total	10,825
Households with 1 Person	36.1%
Households with 2+ People	63.9%
Family Households	57.4%
Husband-wife Families	41.6%
With Related Children	16.4%
Other Family (No Spouse Present)	15.8%
Other Family with Male Householder	3.6%
With Related Children	2.0%
Other Family with Female Householder	12.2%
With Related Children	7.7%
Nonfamily Households	6.5%
All Households with Children	26.4%
Multigenerational Households	2.9%
Unmarried Partner Households	6.3%
Male-female	5.2%
Same-sex	1.1%
2010 Households by Size	
Total	10,825
1 Person Household	36.1%
2 Person Household	33.3%
3 Person Household	14.4%
4 Person Household	10.1%
5 Person Household	4.2%
6 Person Household	1.3%
7 + Person Household	0.6%
2010 Households by Tenure and Mortgage Status	
Total	10,825
Owner Occupied	70.1%
Owned with a Mortgage/Loan	53.8%
Owned Free and Clear	16.2%
Renter Occupied	29.9%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	11,586
Housing Units Inside Urbanized Area	99.8%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.2%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments		
	1.	In Style (5B)
	2.	Parks and Rec (5C)
	3.	Golden Years (9B)
2016 Consumer Spending		
Apparel & Services: Total \$		\$23,112,261
Average Spent		\$2,065.99
Spending Potential Index		103
Education: Total \$		\$17,401,711
Average Spent		\$1,555.53
Spending Potential Index		110
Entertainment/Recreation: Total \$		\$33,718,402
Average Spent		\$3,014.07
Spending Potential Index		103
Food at Home: Total \$		\$56,759,677
Average Spent		\$5,073.72
Spending Potential Index		102
Food Away from Home: Total \$		\$35,324,214
Average Spent		\$3,157.61
Spending Potential Index		102
Health Care: Total \$		\$62,102,628
Average Spent		\$5,551.32
Spending Potential Index		105
HH Furnishings & Equipment: Total \$		\$20,607,319
Average Spent		\$1,842.08
Spending Potential Index		104
Personal Care Products & Services: Total \$		\$8,524,164
Average Spent		\$761.97
Spending Potential Index		104
Shelter: Total \$		\$184,335,456
Average Spent		\$16,477.65
Spending Potential Index		106
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$27,725,213
Average Spent		\$2,478.34
Spending Potential Index		107
Travel: Total \$		\$22,400,815
Average Spent		\$2,002.40
Spending Potential Index		108
Vehicle Maintenance & Repairs: Total \$		\$11,895,099
Average Spent		\$1,063.30
Spending Potential Index		103

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. 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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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