



Visitor Demographics

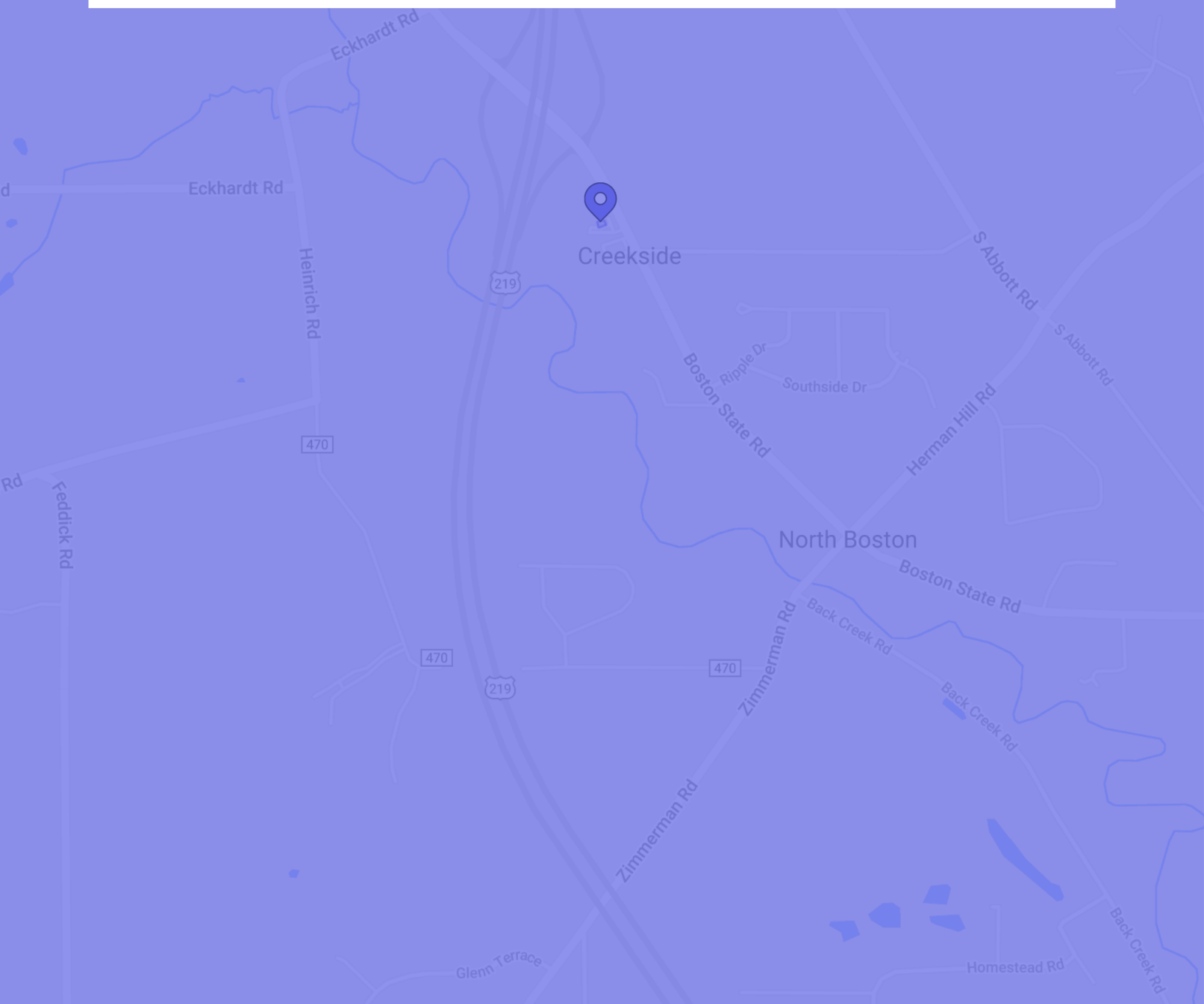
Sep 1, 2023 - Aug 31, 2024

Property:



Tim Hortons

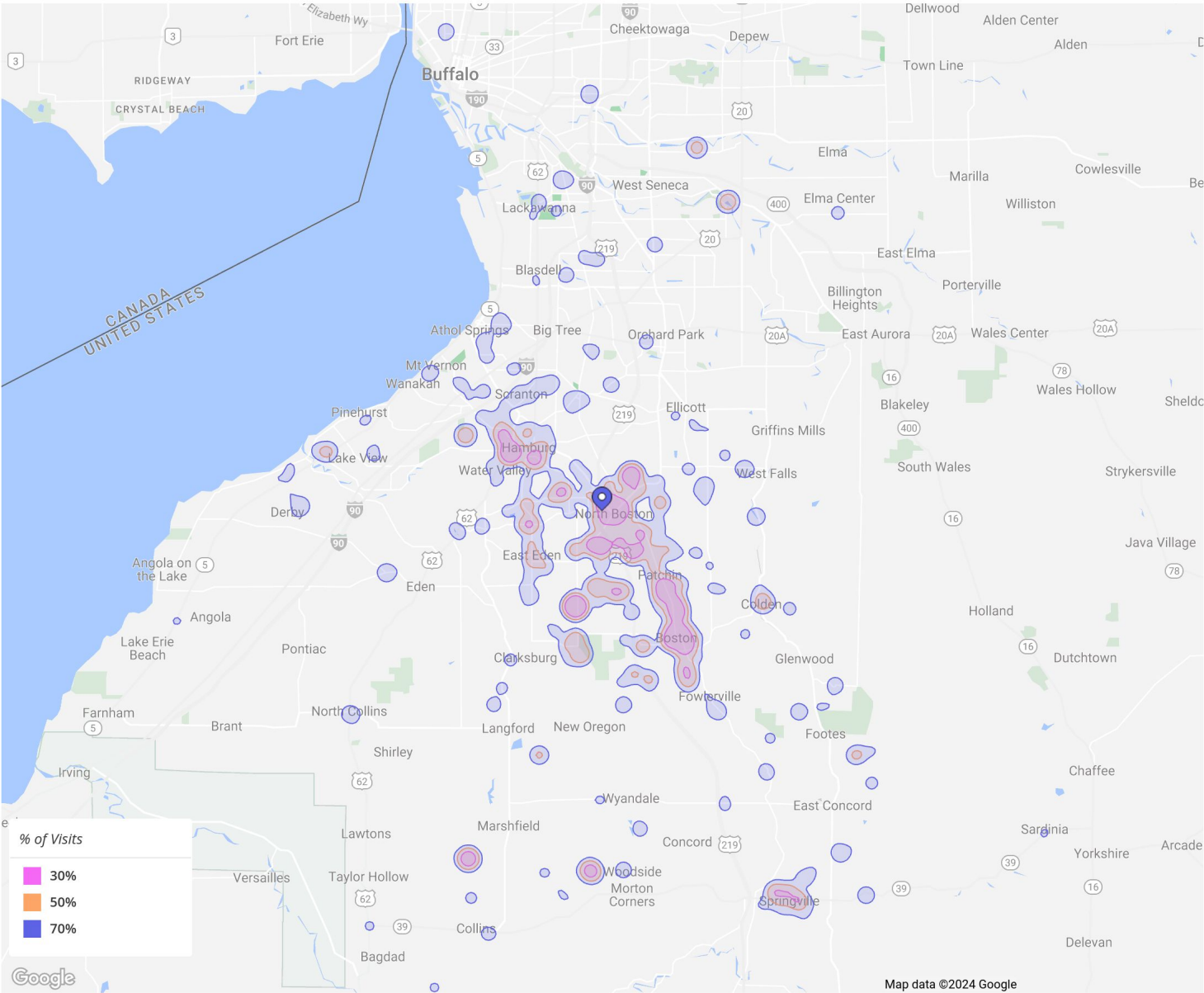
7074 Boston State Rd, North Boston, NY 14075



Visitor Demographics

Sep 1, 2023 - Aug 31, 2024

Tim Hortons / 7074 Boston State Rd, North Boston, NY 14075



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

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Tim Hortons

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Benchmark: State



Overview

Population	3,050	12,613	53,543
Pop density (per sq mile)	1,854	596	910
Area (sq mi) - based on Census Block Groups	1.65	21.17	58.83

Households

Households	1,433	5,790	23,370
Family Households	838 (58.5%) 93	3,383 (58.4%) 93	13,361 (57.2%) 91
Non-Family Households	595 (41.5%) 111	2,407 (41.6%) 112	10,009 (42.8%) 115
Persons per Household	2.13 8	2.18 8	2.29 86

Gender

Male	1,542 (50.6%) 104	6,267 (49.7%) 102	26,215 (49%) 100
Female	1,508 (49.4%) 97	6,346 (50.3%) 98	27,328 (51%) 100

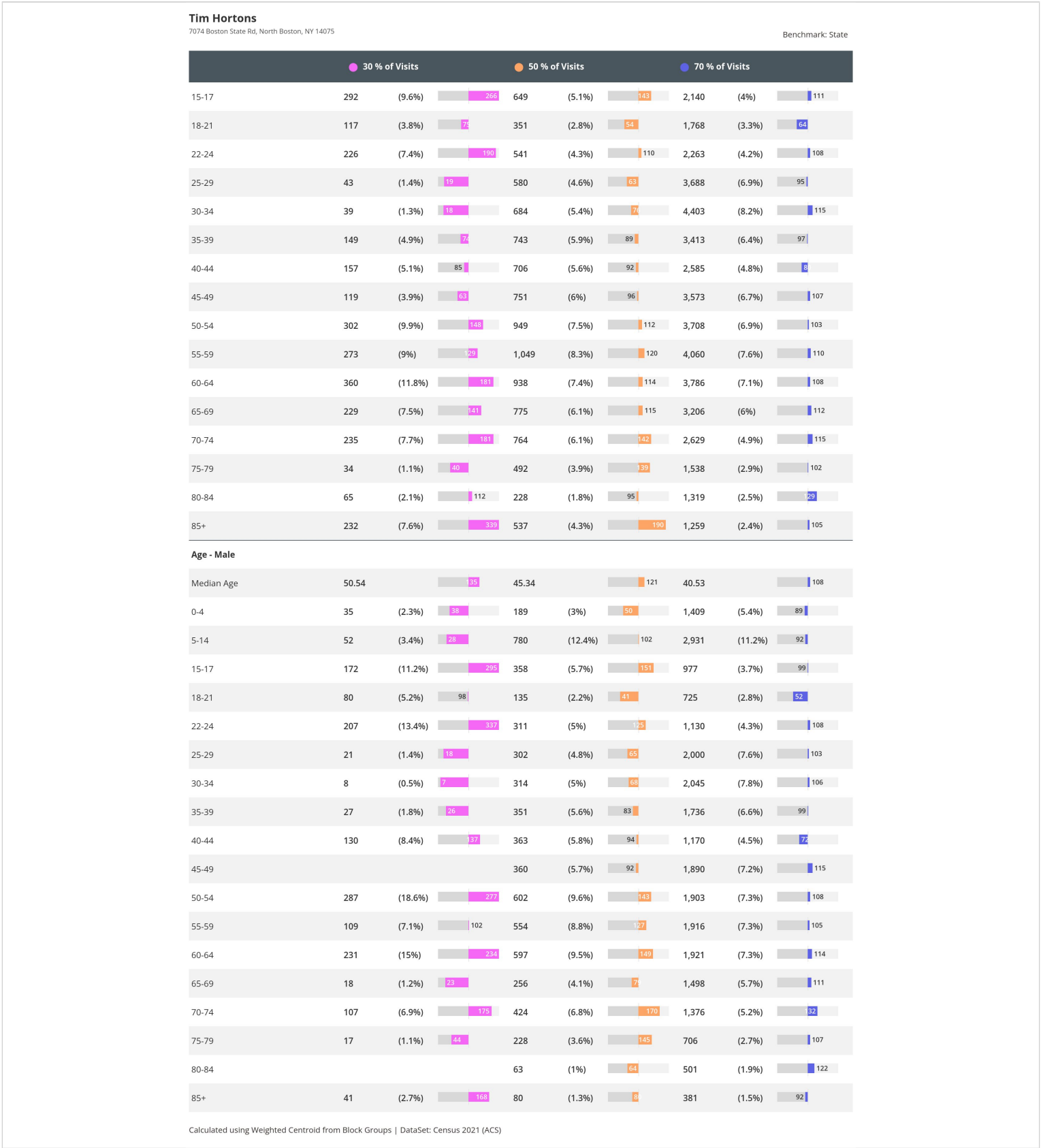
Age

Median Age	52.72 137	45.94 120	41.38 108
0-4	48 (1.6%) 27	439 (3.5%) 61	2,834 (5.3%) 92
5-14	130 (4.3%) 37	1,437 (11.4%) 98	5,371 (10%) 86

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2021 (ACS)

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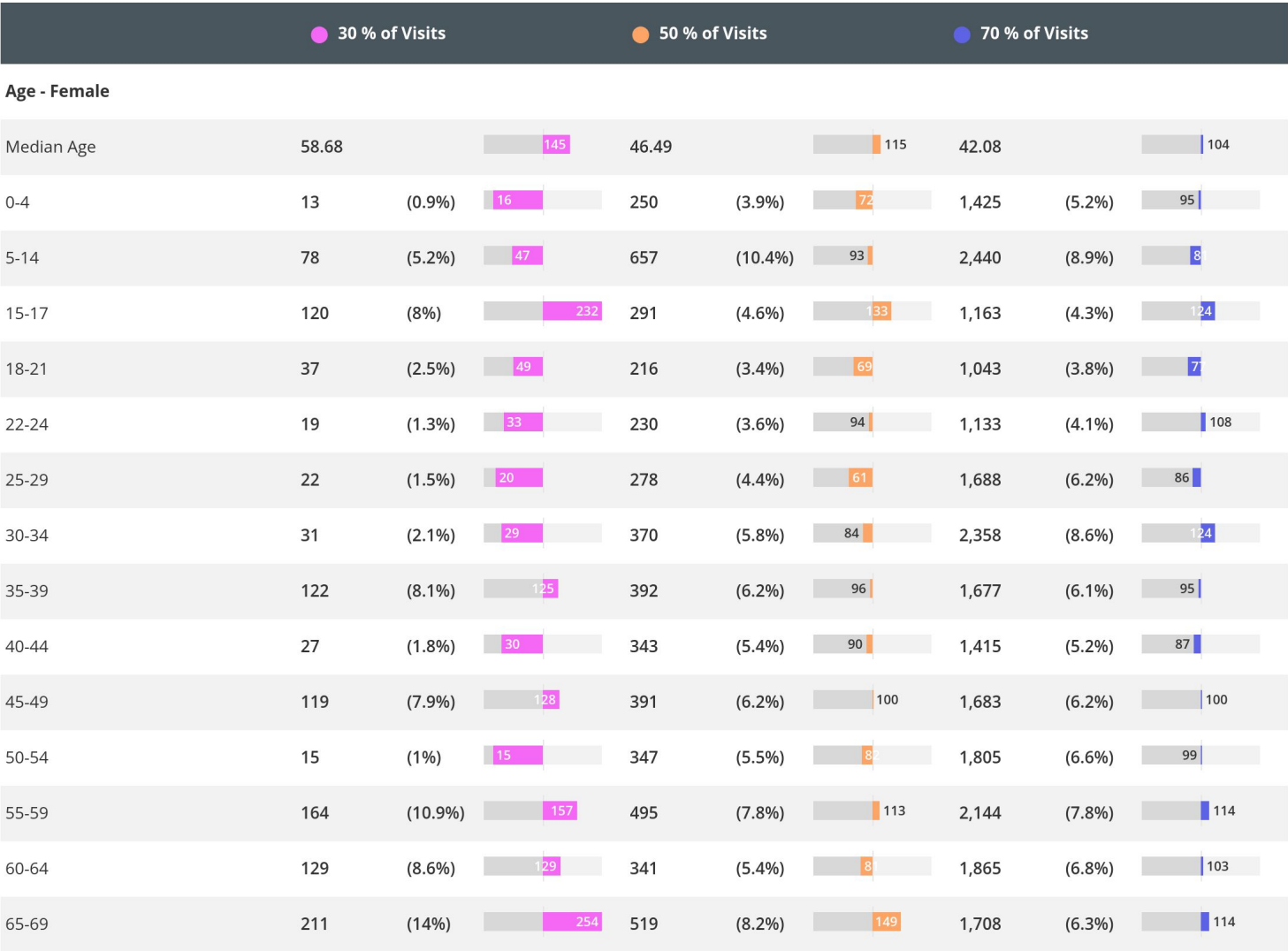
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	30 % of Visits		50 % of Visits		70 % of Visits	
70-74	128	(8.5%)	340	(5.4%)	1,253	(4.6%)
75-79	17	(1.1%)	264	(4.2%)	832	(3%)
80-84	65	(4.3%)	165	(2.6%)	818	(3%)
85+	191	(12.7%)	457	(7.2%)	878	(3.2%)

Population by Generation

Gen Alpha	178	(5.8%)	1,876	(14.9%)	8,205	(15.3%)
Gen Z	635	(20.8%)	1,541	(12.2%)	6,171	(11.5%)
Millennials	231	(7.6%)	2,007	(15.9%)	11,504	(21.5%)
Gen X	578	(19%)	2,406	(19.1%)	9,866	(18.4%)
Baby Boomers	1,097	(36%)	3,526	(28%)	13,681	(25.6%)
Silent & Greatest	331	(10.9%)	1,257	(10%)	4,116	(7.7%)

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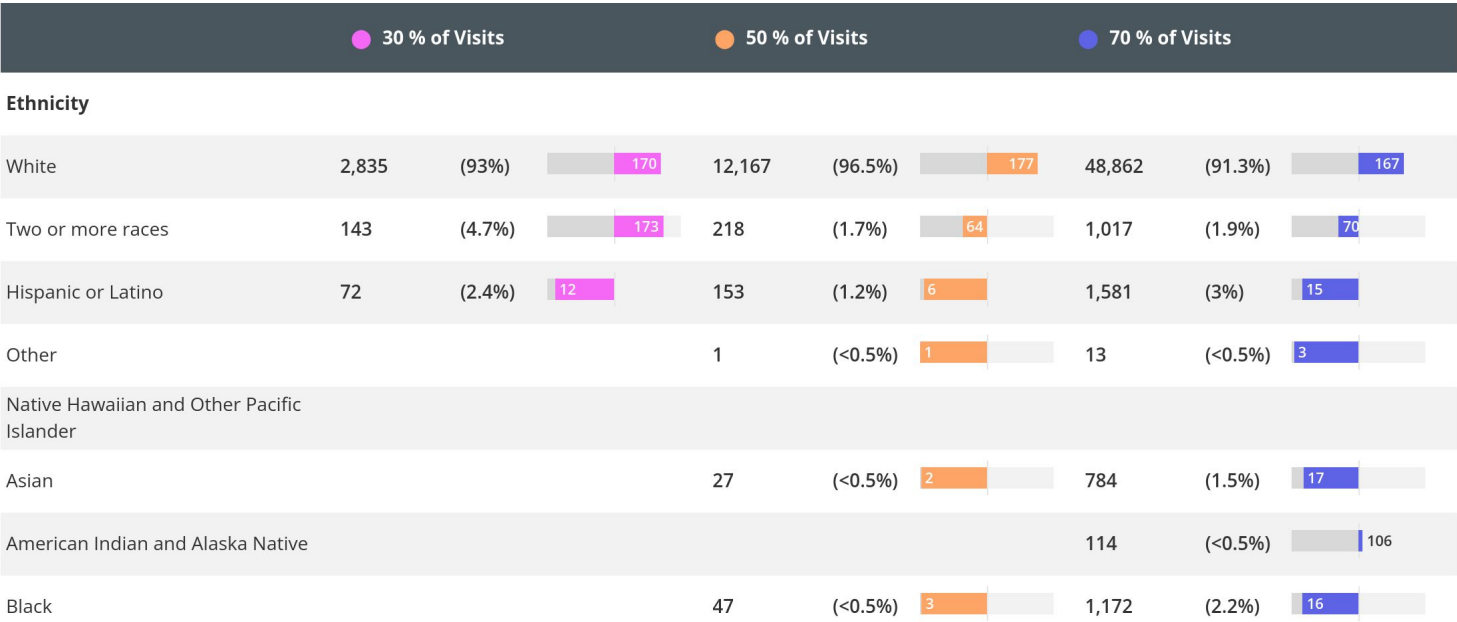
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Hispanic or Latino

Two or more races	72	(100%)	589	116	(75.8%)	447	314	(19.9%)	117
Other							516	(32.6%)	76
Native Hawaiian and Other Pacific Islander									
Asian							24	(1.5%)	365
American Indian and Alaska Native							16	(1%)	90
Black							63	(4%)	59
White				37	(24.2%)	7	648	(41%)	130

Household Income

Household Average Income	\$91,586.67	8	\$84,842.26	76	\$85,577.36	7			
Average Income per Person	\$43,082.82	100	\$39,338.3	91	\$37,858.19	88			
Household Median Income	\$79,777.49	106	\$65,739.79	87	\$66,695.8	89			
<\$10K	53	(3.7%)	61	222	(3.8%)	63	683	(2.9%)	48
\$10K - \$15K	75	(5.2%)	118	280	(4.8%)	109	713	(3.1%)	69
\$15K - \$20K	14	(1%)	26	108	(1.9%)	49	612	(2.6%)	69
\$20K - \$25K	146	(10.2%)	272	269	(4.6%)	124	1,165	(5%)	33

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\$25K - \$30K	40	(2.8%)	76	311	(5.4%)	147	1,168	(5%)	136
\$30K - \$35K	13	(0.9%)	25	188	(3.2%)	91	1,245	(5.3%)	149
\$35K - \$40K	28	(2%)	60	164	(2.8%)	86	713	(3.1%)	93
\$40K - \$45K	77	(5.4%)	153	265	(4.6%)	130	1,090	(4.7%)	133
\$45K - \$50K	35	(2.4%)	8	237	(4.1%)	135	914	(3.9%)	129
\$50K - \$60K	172	(12%)	189	701	(12.1%)	191	2,233	(9.6%)	151
\$60K - \$75K	27	(1.9%)	22	392	(6.8%)	8	2,574	(11%)	130
\$75K - \$100K	191	(13.3%)	113	542	(9.4%)	7	2,708	(11.6%)	98
\$100K - \$125K	145	(10.1%)	107	729	(12.6%)	133	2,296	(9.8%)	104
\$125K - \$150K	50	(3.5%)	50	326	(5.6%)	8	1,631	(7%)	101
\$150K - \$200K	283	(19.7%)	220	716	(12.4%)	138	2,270	(9.7%)	108
>\$200K	84	(5.9%)	45	340	(5.9%)	45	1,355	(5.8%)	45

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Household Size

1 Person Household	572	(39.9%)	133	2,150	(37.1%)	124	8,179	(35%)	116
2 Persons Household	394	(27.5%)	88	2,099	(36.3%)	116	8,164	(34.9%)	112
3 Persons Household	316	(22.1%)	138	766	(13.2%)	83	3,233	(13.8%)	87
4 Persons Household	59	(4.1%)	32	392	(6.8%)	53	2,249	(9.6%)	75
5 Persons Household	92	(6.4%)	111	286	(4.9%)	85	989	(4.2%)	73
6 Persons Household				58	(1%)	43	309	(1.3%)	57
7+ Persons Household				39	(0.7%)	40	247	(1.1%)	62

Education

Elementary	19	(0.8%)	7	357	(3.9%)	31	2,211	(5.6%)	45
High School Graduate	422	(18.9%)	75	2,507	(27.3%)	108	10,224	(26.1%)	103
College / Associate Degree	971	(43.4%)	180	2,899	(31.5%)	131	12,262	(31.3%)	130
Bachelor Degree	287	(12.8%)	60	1,650	(17.9%)	84	8,384	(21.4%)	101
Advanced Degree	538	(24.1%)	143	1,783	(19.4%)	115	6,086	(15.5%)	92

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Labor Force

Employed	1,821	(94.1%)	100	6,529	(95.6%)	102	28,243	(96.5%)	103
Unemployed	114	(5.9%)	94	302	(4.4%)	71	1,016	(3.5%)	56

Marital Status

Never Married	1,240	(43.2%)	112	3,176	(29.6%)	7	15,886	(35%)	91
Married	1,053	(36.7%)	7	5,538	(51.6%)	110	21,317	(47%)	100
Widowed	315	(11%)	192	1,013	(9.4%)	165	3,036	(6.7%)	117
Divorced	264	(9.2%)	102	1,010	(9.4%)	105	5,099	(11.2%)	125

Family Households

Married-couple Family	523	(62.4%)	89	2,704	(79.9%)	115	10,167	(76.1%)	109
Male Householder	225	(26.8%)	335	363	(10.7%)	134	1,265	(9.5%)	118
Female Householder	90	(10.7%)	48	316	(9.3%)	42	1,929	(14.4%)	65

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Transport to Work

Drove alone	1,182	(73.5%)	143	4,815	(77.5%)	151	21,807	(78.8%)	153
Worked from home	200	(12.4%)	130	770	(12.4%)	130	2,471	(8.9%)	94
Carpooled	178	(11.1%)	177	401	(6.5%)	103	1,706	(6.2%)	98
Walked	27	(1.7%)	29	86	(1.4%)	24	881	(3.2%)	55
Bicycle	22	(1.4%)	187	34	(0.5%)	75	67	(<0.5%)	33
Other				35	(0.6%)	69	207	(0.7%)	92
Motorcycle							14	(<0.5%)	70
Taxicab									
Public transportation				72	(1.2%)	5	525	(1.9%)	8

Travel Time to Work

Median travel time to work	23		71	25		84	22		73
Less than 10 minutes	147	(10.4%)	108	710	(13%)	135	3,786	(15%)	156
10-15 minutes	307	(21.8%)	214	604	(11.1%)	109	3,295	(13.1%)	128
15-20 minutes	120	(8.5%)	73	572	(10.5%)	90	3,429	(13.6%)	116
20-25 minutes	160	(11.4%)	95	764	(14%)	117	3,907	(15.5%)	130

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Vacant Housing Units

Other	170	(45.7%)	134	726	(43.1%)	127
For migrant workers						
For seasonal, recreational or occasional use	124	(33.3%)	94	307	(18.2%)	51
Sold, not occupied	53	(14.2%)	333	150	(8.9%)	208
For sale only				57	(3.4%)	55
Rented, not occupied				179	(10.6%)	244
For rent	25	(6.7%)	43	266	(15.8%)	100

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Value of Owner-Occupied Housing Units

Median house value	\$204,283.4		60	\$196,171.03		58	\$176,307.51		52
<\$100K	116	(12%)	94	357	(9.1%)	71	2,363	(15.1%)	118
\$100K - \$200K	338	(35.1%)	182	1,675	(42.8%)	222	6,920	(44.1%)	229
\$200K - \$300K	485	(50.4%)	378	1,399	(35.7%)	268	4,472	(28.5%)	214
\$300K - \$400K	24	(2.5%)	22	309	(7.9%)	69	1,208	(7.7%)	68
\$400K - \$500K				103	(2.6%)	26	263	(1.7%)	16
\$500K - \$1000K				74	(1.9%)	8	351	(2.2%)	9
>\$1000K							108	(0.7%)	8

Types of Housing Units Structure

Single Unit	930	(64.9%)	138	4,352	(70.6%)	150	15,719	(62.7%)	33
Multi-unit	350	(24.4%)	48	1,648	(26.7%)	53	8,514	(34%)	67
Mobile home	153	(10.7%)	493	162	(2.6%)	121	822	(3.3%)	152

Boat, RV, van, etc.

Health Insurance

Employer based health insurance only	1,752	(57.4%)	124	7,138	(57.1%)	123	29,144	(54.9%)	118
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	30 % of Visits		50 % of Visits		70 % of Visits	
Other coverage combinations	302	(9.9%)	845	(6.8%)	3,630	(6.8%)
Medicare coverage only	223	(7.3%)	666	(5.3%)	2,576	(4.9%)
With direct purchase and medicare coverage	157	(5.1%)	600	(4.8%)	2,176	(4.1%)
Employer based and medicare coverage	146	(4.8%)	669	(5.3%)	2,595	(4.9%)
Medicaid/means-tested public coverage only	133	(4.4%)	1,242	(9.9%)	6,521	(12.3%)
Direct purchase health insurance only	114	(3.7%)	567	(4.5%)	2,539	(4.8%)
Medicare and medicaid/means-tested public coverage	52	(1.7%)	233	(1.9%)	888	(1.7%)
Employer based and direct purchase coverage	51	(1.7%)	69	(0.6%)	724	(1.4%)
Other private only combinations	46	(1.5%)	46	(<0.5%)	55	(<0.5%)
TRICARE/military health coverage only	35	(1.1%)	115	(0.9%)	321	(0.6%)
VA Health Care only	20	(0.7%)	64	(0.5%)	170	(<0.5%)
No health insurance coverage	19	(0.6%)	186	(1.5%)	1,473	(2.8%)
Other public only combinations			68	(0.5%)	266	(0.5%)

SNAP Households

Non-snap Households	1,379	(96.2%)	5,425	(93.7%)	21,374	(91.5%)
Snap Households	54	(3.8%)	365	(6.3%)	1,996	(8.5%)

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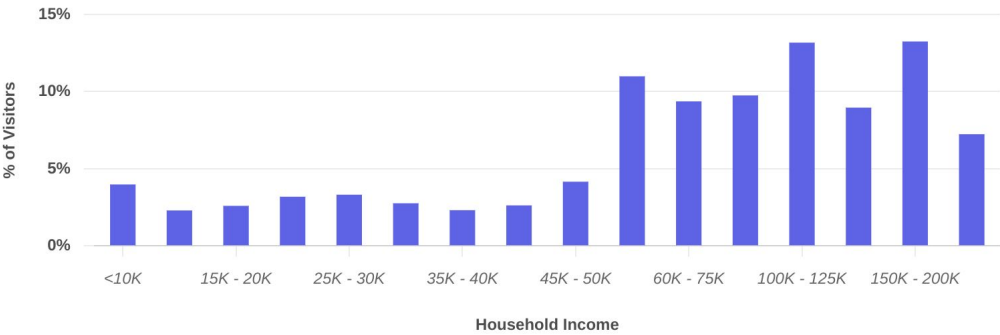
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Household Income

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Average Income	100K
Median Income	81K

*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2022

Sep 1st, 2023 - Aug 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Ethnicity

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