



ECHO Retail: Market Profile Report

Land Development
 20400 Route 19, Cranberry Township, Pennsylvania, 16066
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 40.69332
 Longitude: -80.10148

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	3,429	27,397	48,776
2010 Total Population	3,631	32,782	61,204
2021 Total Population	4,110	39,442	70,915
2021 Group Quarters	45	204	471
2026 Total Population	4,628	42,111	74,870
2018-2023 Annual Rate	2.40%	1.32%	1.09%
2021 Total Daytime Population	8,499	48,979	79,737
Workers	6,469	29,957	45,069
Residents	2,030	19,022	34,668
Household Summary			
2000 Households	1,295	9,792	17,289
2000 Average Household Size	2.61	2.77	2.79
2010 Households	1,377	12,327	22,899
2010 Average Household Size	2.61	2.64	2.65
2021 Households	1,580	14,981	26,896
2021 Average Household Size	2.57	2.62	2.62
2026 Households	1,825	16,116	28,577
2026 Average Household Size	2.51	2.60	2.60
2018-2023 Annual Rate	2.93%	1.47%	1.22%
2010 Families	964	9,074	17,181
2010 Average Family Size	3.16	3.13	3.11
2021 Families	1,062	10,900	19,889
2021 Average Family Size	3.17	3.11	3.09
2026 Families	1,199	11,653	21,016
2026 Average Family Size	3.13	3.10	3.08
2018-2023 Annual Rate	2.46%	1.34%	1.11%
Housing Unit Summary			
2010 Housing Units	1,462	12,972	24,088
Owner Occupied Housing Units	69.4%	77.7%	79.5%
Renter Occupied Housing Units	24.8%	17.3%	15.6%
Vacant Housing Units	5.8%	5.0%	4.9%
2021 Housing Units	1,692	15,777	28,217
Owner Occupied Housing Units	54.4%	71.1%	75.1%
Renter Occupied Housing Units	39.0%	23.9%	20.3%
Vacant Housing Units	6.6%	5.0%	4.7%
2026 Housing Units	1,943	16,978	29,956
Owner Occupied Housing Units	51.1%	70.3%	74.7%
Renter Occupied Housing Units	42.8%	24.7%	20.7%
Vacant Housing Units	6.1%	5.1%	4.6%
Median Household Income			
2021	\$92,401	\$111,467	\$114,513
2026	\$96,184	\$117,915	\$122,365
Median Home Value			
2021	\$255,462	\$328,487	\$347,441
2026	\$284,200	\$354,272	\$377,036
Per Capita Income			
2021	\$47,591	\$54,451	\$56,975
2026	\$52,447	\$60,076	\$63,123
Median Age			
2010	40.3	38.3	39.7
2021	41.9	40.0	41.2
2026	44.4	42.3	43.2
Data for all businesses in area			
Total Businesses:	702	1,929	2,888
Total Employees:	10,635	31,702	44,966
Total Residential Population:	4,110	39,442	70,915
Employee/Residential Population Ratio (per 100 Residents)	259	80	63

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: Esri, Esri and Bureau of Labor Statistics, Esri and Infogroup, U.S. Census



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2021 Households by Income			
Household Income Base	1,580	14,981	26,896
<\$15,000	2.5%	3.0%	3.1%
\$15,000 - \$24,999	3.8%	2.6%	2.7%
\$25,000 - \$34,999	5.1%	3.6%	3.4%
\$35,000 - \$49,999	10.4%	7.9%	7.4%
\$50,000 - \$74,999	15.5%	13.5%	13.1%
\$75,000 - \$99,999	16.8%	12.5%	11.9%
\$100,000 - \$149,999	19.4%	21.8%	21.5%
\$150,000 - \$199,999	13.4%	14.5%	13.6%
\$200,000+	13.1%	20.6%	23.2%
Average Household Income	\$121,414	\$143,333	\$150,542
2026 Households by Income			
Household Income Base	1,825	16,116	28,577
<\$15,000	2.1%	2.7%	2.7%
\$15,000 - \$24,999	3.6%	2.3%	2.4%
\$25,000 - \$34,999	5.0%	3.3%	3.0%
\$35,000 - \$49,999	10.0%	7.0%	6.6%
\$50,000 - \$74,999	14.8%	12.8%	12.3%
\$75,000 - \$99,999	16.4%	12.4%	11.6%
\$100,000 - \$149,999	19.2%	20.9%	20.7%
\$150,000 - \$199,999	14.6%	15.7%	14.7%
\$200,000+	14.3%	23.0%	25.9%
Average Household Income	\$131,141	\$156,981	\$165,678
2021 Owner Occupied Housing Units by Value			
Total	920	11,213	21,177
<\$50,000	0.9%	1.5%	1.5%
\$50,000 - \$99,999	1.5%	1.2%	1.3%
\$100,000 - \$149,999	6.6%	3.9%	3.2%
\$150,000 - \$199,999	17.2%	9.7%	8.6%
\$200,000 - \$249,999	22.4%	13.8%	12.2%
\$250,000 - \$299,999	12.9%	12.4%	11.5%
\$300,000 - \$399,999	17.3%	26.3%	24.8%
\$400,000 - \$499,999	11.0%	16.9%	19.0%
\$500,000 - \$749,999	6.6%	10.6%	12.8%
\$750,000 - \$999,999	3.6%	2.2%	3.2%
\$1,000,000 - \$1,499,999	0.0%	1.0%	1.4%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.2%
\$2,000,000 +	0.0%	0.4%	0.4%
Average Home Value	\$308,370	\$365,130	\$389,480
2026 Owner Occupied Housing Units by Value			
Total	993	11,929	22,391
<\$50,000	0.4%	0.7%	0.7%
\$50,000 - \$99,999	0.9%	0.6%	0.6%
\$100,000 - \$149,999	4.5%	2.2%	1.7%
\$150,000 - \$199,999	14.8%	7.2%	6.1%
\$200,000 - \$249,999	20.8%	12.3%	10.3%
\$250,000 - \$299,999	12.6%	11.8%	10.6%
\$300,000 - \$399,999	18.7%	28.2%	26.0%
\$400,000 - \$499,999	13.7%	20.5%	23.1%
\$500,000 - \$749,999	9.3%	12.7%	15.5%
\$750,000 - \$999,999	4.4%	2.4%	3.5%
\$1,000,000 - \$1,499,999	0.0%	0.9%	1.4%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.2%
\$2,000,000 +	0.0%	0.4%	0.4%
Average Home Value	\$337,060	\$390,553	\$417,848

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: Esri, Esri and Bureau of Labor Statistics, Esri and Infogroup, U.S. Census



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2010 Population by Age			
Total	3,630	32,780	61,203
0 - 4	6.0%	6.8%	6.5%
5 - 9	7.5%	8.3%	8.2%
10 - 14	7.4%	8.0%	8.0%
15 - 24	9.4%	9.6%	9.6%
25 - 34	12.1%	12.3%	10.9%
35 - 44	15.3%	16.5%	15.9%
45 - 54	15.5%	17.0%	17.7%
55 - 64	13.0%	11.9%	12.5%
65 - 74	5.3%	5.0%	5.7%
75 - 84	4.5%	2.9%	3.4%
85 +	4.0%	1.7%	1.7%
18 +	75.7%	72.6%	72.8%
2021 Population by Age			
Total	4,109	39,443	70,915
0 - 4	5.2%	5.9%	5.7%
5 - 9	6.1%	6.7%	6.6%
10 - 14	7.2%	7.6%	7.6%
15 - 24	10.6%	11.4%	11.2%
25 - 34	11.3%	10.7%	10.1%
35 - 44	13.9%	14.6%	13.9%
45 - 54	14.2%	14.5%	14.3%
55 - 64	12.6%	14.0%	14.8%
65 - 74	9.9%	9.1%	9.7%
75 - 84	4.5%	3.5%	4.1%
85 +	4.5%	1.9%	2.0%
18 +	77.3%	75.2%	75.6%
2026 Population by Age			
Total	4,628	42,111	74,872
0 - 4	4.8%	5.7%	5.5%
5 - 9	5.7%	6.4%	6.3%
10 - 14	6.5%	7.1%	7.0%
15 - 24	10.0%	10.6%	10.3%
25 - 34	8.5%	10.0%	9.6%
35 - 44	15.3%	14.6%	14.0%
45 - 54	14.1%	13.9%	13.7%
55 - 64	13.1%	13.8%	14.2%
65 - 74	10.8%	10.9%	11.4%
75 - 84	6.6%	5.1%	5.7%
85 +	4.4%	2.1%	2.2%
18 +	79.0%	76.7%	77.0%
2010 Population by Sex			
Males	1,805	16,133	30,066
Females	1,826	16,649	31,138
2021 Population by Sex			
Males	2,065	19,458	34,825
Females	2,045	19,984	36,090
2026 Population by Sex			
Males	2,333	20,808	36,805
Females	2,295	21,303	38,066



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2010 Population by Race/Ethnicity			
Total	3,632	32,782	61,204
White Alone	94.4%	94.2%	94.4%
Black Alone	1.0%	1.3%	1.2%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	3.1%	3.0%	2.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.6%	0.4%	0.3%
Two or More Races	0.8%	1.1%	1.0%
Hispanic Origin	1.6%	1.6%	1.5%
Diversity Index	13.6	14.1	13.4
2021 Population by Race/Ethnicity			
Total	4,110	39,443	70,916
White Alone	91.8%	91.6%	91.9%
Black Alone	1.4%	1.6%	1.4%
American Indian Alone	0.2%	0.1%	0.1%
Asian Alone	4.6%	4.5%	4.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	0.6%	0.5%
Two or More Races	1.1%	1.5%	1.5%
Hispanic Origin	2.7%	2.8%	2.6%
Diversity Index	19.9	20.4	19.5
2026 Population by Race/Ethnicity			
Total	4,628	42,111	74,872
White Alone	90.0%	90.0%	90.4%
Black Alone	1.6%	1.8%	1.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	5.8%	5.4%	5.4%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.1%	0.7%	0.6%
Two or More Races	1.3%	1.8%	1.8%
Hispanic Origin	3.3%	3.5%	3.2%
Diversity Index	23.8	24.1	23.1
2010 Population by Relationship and Household Type			
Total	3,631	32,782	61,204
In Households	98.8%	99.4%	99.2%
In Family Households	85.0%	87.5%	88.2%
Householder	27.2%	27.6%	28.0%
Spouse	23.8%	24.2%	24.7%
Child	31.2%	33.3%	33.2%
Other relative	1.8%	1.5%	1.5%
Nonrelative	1.0%	0.8%	0.8%
In Nonfamily Households	13.8%	11.9%	11.1%
In Group Quarters	1.2%	0.6%	0.8%
Institutionalized Population	1.2%	0.6%	0.7%
Noninstitutionalized Population	0.0%	0.1%	0.0%

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: Esri, Esri and Bureau of Labor Statistics, Esri and Infogroup, U.S. Census



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2021 Population 25+ by Educational Attainment			
Total	2,914	26,944	48,836
Less than 9th Grade	0.9%	0.8%	0.8%
9th - 12th Grade, No Diploma	1.3%	1.5%	1.6%
High School Graduate	15.9%	13.4%	14.6%
GED/Alternative Credential	0.8%	0.6%	0.8%
Some College, No Degree	14.8%	12.7%	12.6%
Associate Degree	9.7%	8.4%	8.0%
Bachelor's Degree	37.2%	37.9%	36.1%
Graduate/Professional Degree	19.4%	24.6%	25.5%
2021 Population 15+ by Marital Status			
Total	3,349	31,441	56,810
Never Married	22.3%	23.5%	22.7%
Married	63.9%	65.6%	66.0%
Widowed	7.0%	4.0%	4.3%
Divorced	6.8%	6.9%	7.1%
2021 Civilian Population 16+ in Labor Force			
Civilian Employed	98.3%	96.7%	96.3%
Civilian Unemployed (Unemployment Rate)	1.7%	3.3%	3.7%
2021 Employed Population 16+ by Industry			
Total	2,097	20,554	36,478
Agriculture/Mining	0.2%	0.6%	0.8%
Construction	7.0%	4.6%	5.3%
Manufacturing	9.0%	10.1%	9.7%
Wholesale Trade	2.5%	3.6%	3.2%
Retail Trade	13.4%	11.2%	11.2%
Transportation/Utilities	6.8%	6.9%	6.2%
Information	1.7%	1.9%	1.7%
Finance/Insurance/Real Estate	6.5%	10.7%	11.2%
Services	49.3%	47.6%	48.2%
Public Administration	3.5%	2.8%	2.5%
2021 Employed Population 16+ by Occupation			
Total	2,097	20,553	36,478
White Collar	75.3%	82.1%	81.3%
Management/Business/Financial	23.7%	32.2%	32.1%
Professional	31.1%	29.2%	29.3%
Sales	11.5%	11.9%	11.6%
Administrative Support	9.0%	8.8%	8.5%
Services	9.2%	8.1%	8.1%
Blue Collar	15.5%	9.8%	10.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	5.1%	3.0%	3.2%
Installation/Maintenance/Repair	3.6%	1.7%	2.1%
Production	2.3%	2.0%	1.9%
Transportation/Material Moving	4.5%	3.2%	3.3%
2010 Population By Urban/ Rural Status			
Total Population	3,631	32,782	61,204
Population Inside Urbanized Area	100.0%	94.9%	90.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	5.1%	10.0%

Source: Esri, Esri and Bureau of Labor Statistics, Esri and Infogroup, U.S. Census



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2010 Households by Type			
Total	1,377	12,328	22,898
Households with 1 Person	24.5%	21.7%	20.6%
Households with 2+ People	75.5%	78.3%	79.4%
Family Households	70.0%	73.6%	75.0%
Husband-wife Families	61.3%	64.4%	66.2%
With Related Children	28.0%	32.7%	33.1%
Other Family (No Spouse Present)	8.7%	9.2%	8.8%
Other Family with Male Householder	2.8%	2.7%	2.7%
With Related Children	1.7%	1.6%	1.6%
Other Family with Female Householder	6.0%	6.6%	6.1%
With Related Children	3.3%	4.0%	3.6%
Nonfamily Households	5.4%	4.7%	4.4%
All Households with Children	33.3%	38.5%	38.3%
Multigenerational Households	2.5%	1.9%	1.9%
Unmarried Partner Households	4.5%	4.5%	4.2%
Male-female	3.9%	3.9%	3.6%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	1,376	12,326	22,900
1 Person Household	24.6%	21.7%	20.6%
2 Person Household	33.2%	33.1%	34.2%
3 Person Household	16.9%	17.3%	17.2%
4 Person Household	16.7%	18.0%	17.9%
5 Person Household	5.7%	7.3%	7.4%
6 Person Household	2.3%	2.1%	2.1%
7 + Person Household	0.6%	0.5%	0.6%
2010 Households by Tenure and Mortgage Status			
Total	1,377	12,327	22,899
Owner Occupied	73.6%	81.8%	83.6%
Owned with a Mortgage/Loan	55.6%	64.5%	64.0%
Owned Free and Clear	17.9%	17.3%	19.5%
Renter Occupied	26.4%	18.2%	16.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,462	12,972	24,088
Housing Units Inside Urbanized Area	100.0%	95.1%	90.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	4.9%	10.0%

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.

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Top 3 Tapestry Segments			
	1. Professional Pride (1B)	Professional Pride (1B)	Professional Pride (1B)
	2. Golden Years (9B)	Soccer Moms (4A)	Soccer Moms (4A)
	3. Comfortable Empty Nesters (10B)	Golden Years (9B)	Savvy Suburbanites (1D)
2021 Consumer Spending			
Apparel & Services: Total \$	\$4,276,778	\$47,802,952	\$89,684,506
Average Spent	\$2,706.82	\$3,190.91	\$3,334.49
Spending Potential Index	128	151	157
Education: Total \$	\$3,880,864	\$41,379,967	\$79,734,392
Average Spent	\$2,456.24	\$2,762.16	\$2,964.54
Spending Potential Index	142	160	172
Entertainment/Recreation: Total \$	\$6,540,969	\$73,959,381	\$139,156,890
Average Spent	\$4,139.85	\$4,936.88	\$5,173.89
Spending Potential Index	128	153	160
Food at Home: Total \$	\$10,636,099	\$118,825,089	\$223,021,152
Average Spent	\$6,731.71	\$7,931.72	\$8,291.98
Spending Potential Index	124	146	152
Food Away from Home: Total \$	\$7,513,845	\$84,523,260	\$158,389,143
Average Spent	\$4,755.60	\$5,642.03	\$5,888.95
Spending Potential Index	125	149	155
Health Care: Total \$	\$12,540,601	\$140,607,682	\$264,270,530
Average Spent	\$7,937.09	\$9,385.73	\$9,825.64
Spending Potential Index	127	150	158
HH Furnishings & Equipment: Total \$	\$4,699,256	\$53,202,732	\$99,923,551
Average Spent	\$2,974.21	\$3,551.35	\$3,715.18
Spending Potential Index	132	157	165
Personal Care Products & Services: Total \$	\$1,842,862	\$20,398,993	\$38,349,249
Average Spent	\$1,166.37	\$1,361.66	\$1,425.83
Spending Potential Index	130	152	159
Shelter: Total \$	\$40,809,617	\$449,736,648	\$849,355,065
Average Spent	\$25,828.87	\$30,020.47	\$31,579.23
Spending Potential Index	128	149	157
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,005,666	\$58,033,224	\$108,338,169
Average Spent	\$3,168.14	\$3,873.79	\$4,028.04
Spending Potential Index	133	162	168
Travel: Total \$	\$5,475,793	\$61,460,747	\$116,132,134
Average Spent	\$3,465.69	\$4,102.58	\$4,317.82
Spending Potential Index	137	162	171
Vehicle Maintenance & Repairs: Total \$	\$2,145,696	\$24,708,100	\$46,113,328
Average Spent	\$1,358.04	\$1,649.30	\$1,714.51
Spending Potential Index	123	149	155

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.