Market Profile

64 Main St, Binghamton, New York, 13905
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	18,750	75,260	97,160
2010 Total Population	19,442	76,835	98,552
2019 Total Population	19,340	75,518	97,040
2019 Group Quarters	776	8,799	10,035
2024 Total Population	19,160	73,987	95,086
2019-2024 Annual Rate	-0.19%	-0.41%	-0.41%
2019 Total Daytime Population	28,410	97,610	124,460
Workers	16,256	53,768	68,892
Residents	12,154	43,842	55,568
Household Summary			
2000 Households	8,946	30,797	39,646
2000 Average Household Size	2.02	2.21	2.24
2010 Households	9,047	31,018	40,070
2010 Average Household Size	2.07	2.21	2.23
2019 Households	8,913	29,964	38,914
2019 Average Household Size	2.08	2.23	2.24
2024 Households	8,833	29,251	38,014
2024 Average Household Size	2.08	2.23	2.24
2019-2024 Annual Rate	-0.18%	-0.48%	-0.47%
2010 Families	3,343	15,291	20,960
2010 Average Family Size	2.92	2.95	2.92
2019 Families	3,182	14,431	19,942
2019 Average Family Size	2.97	2.99	2.95
2024 Families	3,120	13,979	19,350
2024 Average Family Size	2.97	3.00	2.96
2019-2024 Annual Rate	-0.39%	-0.63%	-0.60%
Housing Unit Summary			
2000 Housing Units	10,480	34,510	43,836
Owner Occupied Housing Units	26.9%	43.0%	48.9%
Renter Occupied Housing Units	58.4%	46.3%	41.6%
Vacant Housing Units	14.6%	10.8%	9.6%
2010 Housing Units	10,474	34,572	44,170
Owner Occupied Housing Units	26.3%	42.9%	48.7%
Renter Occupied Housing Units	60.1%	46.8%	42.0%
Vacant Housing Units	13.6%	10.3%	9.3%
2019 Housing Units	10,596	34,219	43,957
Owner Occupied Housing Units	22.5%	38.5%	44.2%
Renter Occupied Housing Units	61.7%	49.1%	44.3%
Vacant Housing Units	15.9%	12.4%	11.5%
2024 Housing Units	10,734	34,367	44,121
Owner Occupied Housing Units	21.5%	37.3%	42.9%
Renter Occupied Housing Units	60.8%	47.8%	43.3%
Vacant Housing Units	17.7%	14.9%	13.8%
Median Household Income			
2019	$22,719	$35,464	$40,050
2024	$24,086	$37,978	$43,279
Median Home Value			
2019	$96,251	$95,605	$110,506
2024	$104,839	$106,510	$125,894
Per Capita Income			
2019	$19,273	$21,340	$24,371
2024	$20,966	$23,838	$27,204
Median Age			
2010	32.8	33.2	36.0
2019	34.6	34.6	37.2
2024	36.5	35.9	38.3

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

December 04, 2019

Market Profile

64 Main St, Binghamton, New York, 13905
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 42.09979
Longitude: -75.92134

	1 mile	3 miles	5 miles
2019 Households by Income			
Household Income Base	8,913	29,964	38,914
<$15,000	36.7%	25.1%	21.2%
$15,000 - $24,999	16.0%	13.3%	12.5%
$25,000 - $34,999	10.4%	10.9%	10.4%
$35,000 - $49,999	11.4%	14.5%	14.3%
$50,000 - $74,999	10.1%	13.6%	14.5%
$75,000 - $99,999	6.6%	9.8%	11.2%
$100,000 - $149,999	5.0%	8.0%	9.4%
$150,000 - $199,999	2.4%	2.8%	3.6%
$200,000+	1.5%	2.0%	2.9%
Average Household Income	$41,319	$52,389	$59,936
2024 Households by Income			
Household Income Base	8,833	29,251	38,014
<$15,000	35.1%	23.5%	19.7%
$15,000 - $24,999	15.9%	12.4%	11.5%
$25,000 - $34,999	10.2%	10.4%	9.9%
$35,000 - $49,999	11.8%	14.3%	14.1%
$50,000 - $74,999	10.1%	13.6%	14.3%
$75,000 - $99,999	7.1%	10.5%	11.8%
$100,000 - $149,999	5.4%	9.2%	10.6%
$150,000 - $199,999	2.8%	3.7%	4.7%
$200,000+	1.6%	2.4%	3.4%
Average Household Income	$44,986	$58,817	$67,186
2019 Owner Occupied Housing Units by Value			
Total	2,363	13,162	19,404
<$50,000	10.6%	7.5%	7.3%
$50,000 - $99,999	42.6%	46.6%	38.2%
$100,000 - $149,999	23.1%	21.3%	21.4%
$150,000 - $199,999	9.1%	10.5%	13.6%
$200,000 - $249,999	7.0%	5.2%	7.1%
$250,000 - $299,999	1.9%	2.4%	3.9%
$300,000 - $399,999	2.4%	2.6%	3.4%
$400,000 - $499,999	1.5%	1.4%	1.5%
$500,000 - $749,999	1.7%	1.8%	1.9%
$750,000 - $999,999	0.0%	0.3%	0.9%
$1,000,000 - $1,499,999	0.0%	0.5%	0.4%
$1,500,000 - $1,999,999	0.0%	0.0%	0.1%
$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	$126,460	$135,886	$158,241
2024 Owner Occupied Housing Units by Value			
Total	2,289	12,799	18,899
<$50,000	9.4%	6.4%	6.1%
$50,000 - $99,999	38.3%	40.7%	32.8%
$100,000 - $149,999	23.0%	21.8%	21.3%
$150,000 - $199,999	9.1%	11.1%	13.9%
$200,000 - $249,999	8.3%	5.8%	7.7%
$250,000 - $299,999	2.1%	2.8%	4.4%
$300,000 - $399,999	3.2%	3.5%	4.3%
$400,000 - $499,999	2.6%	2.5%	2.5%
$500,000 - $749,999	3.8%	3.8%	3.8%
$750,000 - $999,999	0.0%	0.8%	1.8%
$1,000,000 - $1,499,999	0.0%	0.7%	0.6%
$1,500,000 - $1,999,999	0.0%	0.0%	0.1%
$2,000,000 +	0.0%	0.1%	0.5%
Average Home Value	$147,247	$163,721	$193,689

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

December 04, 2019

Market Profile

64 Main St, Binghamton, New York, 13905
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 42.09979
Longitude: -75.92134

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	19,442	76,835	98,549
0 - 4	5.3%	5.4%	5.1%
5 - 9	4.6%	4.9%	4.9%
10 - 14	4.4%	4.9%	5.1%
15 - 24	23.7%	23.9%	21.7%
25 - 34	14.4%	12.9%	12.3%
35 - 44	9.8%	9.8%	10.1%
45 - 54	12.0%	12.7%	13.4%
55 - 64	10.1%	10.8%	11.5%
65 - 74	6.6%	6.5%	7.0%
75 - 84	5.5%	5.2%	5.7%
85 +	3.4%	3.0%	3.2%
18 +	82.8%	81.8%	81.6%
2019 Population by Age			
Total	19,339	75,518	97,038
0 - 4	4.8%	4.8%	4.6%
5 - 9	4.4%	4.6%	4.5%
10 - 14	4.2%	4.6%	4.7%
15 - 24	20.5%	22.5%	20.2%
25 - 34	16.7%	14.0%	13.5%
35 - 44	9.6%	10.1%	10.2%
45 - 54	10.2%	10.3%	10.8%
55 - 64	11.0%	11.6%	12.4%
65 - 74	9.1%	9.1%	9.8%
75 - 84	5.8%	5.2%	5.6%
85 +	3.7%	3.3%	3.6%
18 +	84.2%	83.3%	83.3%
2024 Population by Age			
Total	19,156	73,988	95,087
0 - 4	4.8%	4.8%	4.6%
5 - 9	4.3%	4.5%	4.5%
10 - 14	4.2%	4.5%	4.6%
15 - 24	19.7%	22.3%	19.8%
25 - 34	15.4%	12.8%	12.5%
35 - 44	10.9%	11.2%	11.4%
45 - 54	9.8%	9.7%	10.1%
55 - 64	10.4%	10.7%	11.5%
65 - 74	9.9%	10.0%	10.8%
75 - 84	7.1%	6.2%	6.7%
85 +	3.6%	3.2%	3.5%
18 +	84.5%	83.5%	83.5%
2010 Population by Sex			
Males	9,751	37,731	48,254
Females	9,691	39,104	50,298
2019 Population by Sex			
Males	9,729	37,294	47,755
Females	9,611	38,225	49,285
2024 Population by Sex			
Males	9,609	36,598	46,863
Females	9,551	37,390	48,222

December 04, 2019

Market Profile

64 Main St, Binghamton, New York, 13905
Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	19,442	76,835	98,552
White Alone	75.2%	78.7%	81.1%
Black Alone	11.9%	9.4%	7.8%
American Indian Alone	0.4%	0.3%	0.2%
Asian Alone	5.5%	5.9%	5.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	1.8%	1.5%
Two or More Races	4.6%	3.8%	3.4%
Hispanic Origin	7.1%	5.7%	4.9%
Diversity Index	49.5	43.7	39.4
2019 Population by Race/Ethnicity			
Total	19,340	75,518	97,039
White Alone	68.6%	72.5%	75.5%
Black Alone	14.8%	11.7%	9.8%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	7.3%	8.1%	8.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.0%	2.4%	2.0%
Two or More Races	5.9%	4.9%	4.3%
Hispanic Origin	9.3%	7.6%	6.5%
Diversity Index	58.6	53.0	48.5
2024 Population by Race/Ethnicity			
Total	19,160	73,988	95,087
White Alone	64.5%	68.8%	72.0%
Black Alone	16.6%	13.2%	11.0%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	8.4%	9.4%	9.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.4%	2.7%	2.3%
Two or More Races	6.6%	5.6%	4.9%
Hispanic Origin	10.9%	8.8%	7.6%
Diversity Index	63.7	58.1	53.6
2010 Population by Relationship and Household Type			
Total	19,442	76,835	98,552
In Households	96.3%	89.4%	90.5%
In Family Households	53.1%	61.4%	64.5%
Householder	17.1%	20.0%	21.3%
Spouse	9.2%	12.3%	14.1%
Child	21.2%	23.7%	24.1%
Other relative	2.7%	2.7%	2.6%
Nonrelative	2.8%	2.6%	2.5%
In Nonfamily Households	43.2%	28.0%	26.0%
In Group Quarters	3.7%	10.6%	9.5%
Institutionalized Population	2.4%	1.9%	2.2%
Noninstitutionalized Population	1.3%	8.7%	7.3%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

December 04, 2019

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2019 Population 25+ by Educational Attainment			
Total	12,778	47,951	63,968
Less than 9th Grade	4.9%	3.9%	3.4%
9th - 12th Grade, No Diploma	11.8%	8.5%	7.5%
High School Graduate	23.4%	24.2%	24.0%
GED/Alternative Credential	7.7%	7.1%	6.5%
Some College, No Degree	18.6%	18.0%	17.3%
Associate Degree	8.2%	11.3%	11.6%
Bachelor's Degree	13.7%	14.5%	15.8%
Graduate/Professional Degree	11.6%	12.4%	13.9%
2019 Population 15+ by Marital Status			
Total	16,751	64,962	83,579
Never Married	52.7%	50.1%	45.8%
Married	26.8%	32.2%	36.4%
Widowed	7.3%	6.5%	6.6%
Divorced	13.2%	11.2%	11.1%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	93.8%	95.1%	95.8%
Civilian Unemployed (Unemployment Rate)	6.2%	4.9%	4.2%
2019 Employed Population 16+ by Industry			
Total	7,308	31,738	41,699
Agriculture/Mining	0.5%	0.4%	0.3%
Construction	5.4%	4.2%	4.1%
Manufacturing	6.1%	7.4%	8.0%
Wholesale Trade	1.2%	1.7%	1.9%
Retail Trade	11.0%	12.7%	11.6%
Transportation/Utilities	3.9%	4.2%	4.3%
Information	1.1%	1.6%	1.6%
Finance/Insurance/Real Estate	3.7%	4.7%	4.5%
Services	63.1%	59.3%	59.5%
Public Administration	4.2%	3.8%	4.1%
2019 Employed Population 16+ by Occupation			
Total	7,309	31,738	41,699
White Collar	62.9%	63.2%	64.0%
Management/Business/Financial	11.9%	9.5%	10.3%
Professional	24.9%	25.7%	27.2%
Sales	12.3%	12.3%	11.7%
Administrative Support	13.7%	15.7%	14.9%
Services	24.8%	24.0%	22.7%
Blue Collar	12.4%	12.8%	13.3%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	3.5%	2.8%	2.6%
Installation/Maintenance/Repair	1.5%	1.9%	2.3%
Production	3.4%	3.9%	4.0%
Transportation/Material Moving	3.7%	4.1%	4.3%
2010 Population By Urban/ Rural Status			
Total Population	19,442	76,835	98,552
Population Inside Urbanized Area	100.0%	97.9%	93.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	2.1%	6.9%

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2010 Households by Type			
Total	9,046	31,018	40,070
Households with 1 Person	46.8%	38.9%	37.0%
Households with 2+ People	53.2%	61.1%	63.0%
Family Households	37.0%	49.3%	52.3%
Husband-wife Families	19.8%	30.3%	34.7%
With Related Children	7.2%	11.3%	12.8%
Other Family (No Spouse Present)	17.1%	19.0%	17.7%
Other Family with Male Householder	3.9%	4.5%	4.4%
With Related Children	2.3%	2.5%	2.4%
Other Family with Female Householder	13.2%	14.5%	13.2%
With Related Children	9.0%	9.5%	8.4%
Nonfamily Households	16.3%	11.8%	10.7%
All Households with Children	18.8%	23.7%	24.1%
Multigenerational Households	1.7%	2.4%	2.4%
Unmarried Partner Households	8.7%	8.9%	8.4%
Male-female	7.9%	8.1%	7.7%
Same-sex	0.8%	0.8%	0.8%
2010 Households by Size			
Total	9,048	31,019	40,070
1 Person Household	46.8%	38.9%	37.0%
2 Person Household	27.0%	30.9%	32.3%
3 Person Household	11.7%	13.6%	13.8%
4 Person Household	7.4%	9.4%	9.8%
5 Person Household	3.8%	4.2%	4.3%
6 Person Household	1.6%	1.6%	1.6%
7 + Person Household	1.6%	1.3%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	9,047	31,018	40,070
Owner Occupied	30.4%	47.9%	53.7%
Owned with a Mortgage/Loan	17.5%	28.7%	32.2%
Owned Free and Clear	12.9%	19.1%	21.5%
Renter Occupied	69.6%	52.1%	46.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	10,474	34,572	44,170
Housing Units Inside Urbanized Area	100.0%	97.9%	93.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	2.1%	6.4%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

December 04, 2019

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Top 3 Tapestry Segments			
1.	College Towns (14B)	Set to Impress (11D)	Traditional Living (12B)
2.	Social Security Set (9F)	Traditional Living (12B)	Rustbelt Traditions (5D)
3.	Set to Impress (11D)	Hardscrabble Road (8G)	Set to Impress (11D)
2019 Consumer Spending			
Apparel & Services: Total $	$9,558,997	$39,528,003	$57,963,552
Average Spent	$1,072.48	$1,319.18	$1,489.53
Spending Potential Index	50	62	70
Education: Total $	$6,823,052	$28,230,338	$42,018,925
Average Spent	$765.52	$942.14	$1,079.79
Spending Potential Index	48	59	68
Entertainment/Recreation: Total $	$13,802,600	$59,442,661	$88,212,496
Average Spent	$1,548.59	$1,983.80	$2,266.86
Spending Potential Index	47	61	69
Food at Home: Total $	$23,218,220	$97,317,559	$142,617,027
Average Spent	$2,604.98	$3,247.82	$3,664.93
Spending Potential Index	50	63	71
Food Away from Home: Total $	$16,302,924	$67,797,480	$99,649,516
Average Spent	$1,829.12	$2,262.63	$2,560.76
Spending Potential Index	50	62	70
Health Care: Total $	$25,250,951	$111,350,892	$165,513,859
Average Spent	$2,833.05	$3,716.16	$4,253.32
Spending Potential Index	48	63	72
HH Furnishings & Equipment: Total $	$9,032,756	$38,764,102	$57,556,978
Average Spent	$1,013.44	$1,293.69	$1,479.08
Spending Potential Index	48	61	69
Personal Care Products & Services: Total $	$3,827,360	$16,268,326	$24,133,203
Average Spent	$429.41	$542.93	$620.17
Spending Potential Index	48	61	70
Shelter: Total $	$81,880,019	$336,912,614	$496,617,930
Average Spent	$9,186.58	$11,243.91	$12,761.93
Spending Potential Index	50	61	69
Support Payments/Cash Contributions/Gifts in Kind: Total $	$10,556,321	$45,217,859	$67,686,063
Average Spent	$1,184.37	$1,509.07	$1,739.38
Spending Potential Index	48	61	70
Travel: Total $	$8,783,361	$38,111,972	$57,478,485
Average Spent	$985.46	$1,271.93	$1,477.06
Spending Potential Index	44	57	66
Vehicle Maintenance & Repairs: Total $	$5,389,265	$22,293,632	$32,710,797
Average Spent	$604.65	$744.01	$840.59
Spending Potential Index	53	65	73

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

December 04, 2019