



ECHO Realty: Market Profile Report

Brentwood Towne Square
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 40.36391
Longitude: -79.98408

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	14,844	103,481	282,739
2010 Total Population	14,055	98,917	268,915
2019 Total Population	13,922	98,288	267,408
2019 Group Quarters	213	812	7,653
2024 Total Population	13,890	98,188	267,338
2018-2023 Annual Rate	-0.05%	-0.02%	-0.01%
2019 Total Daytime Population	11,156	79,902	228,460
Workers	4,594	33,688	105,624
Residents	6,562	46,214	122,836
Household Summary			
2000 Households	6,594	43,570	119,368
2000 Average Household Size	2.22	2.35	2.32
2010 Households	6,347	43,414	117,450
2010 Average Household Size	2.18	2.26	2.23
2019 Households	6,326	43,508	117,855
2019 Average Household Size	2.17	2.24	2.20
2024 Households	6,329	43,604	118,196
2024 Average Household Size	2.16	2.23	2.20
2018-2023 Annual Rate	0.01%	0.04%	0.06%
2010 Families	3,819	26,605	68,239
2010 Average Family Size	2.84	2.89	2.89
2019 Families	3,735	26,201	67,113
2019 Average Family Size	2.84	2.88	2.87
2024 Families	3,713	26,112	66,879
2024 Average Family Size	2.84	2.87	2.87
2018-2023 Annual Rate	-0.12%	-0.07%	-0.07%
Housing Unit Summary			
2000 Housing Units	6,877	45,970	128,264
Owner Occupied Housing Units	68.0%	71.8%	65.5%
Renter Occupied Housing Units	27.8%	23.0%	27.5%
Vacant Housing Units	4.1%	5.2%	6.9%
2010 Housing Units	6,871	46,795	128,467
Owner Occupied Housing Units	66.5%	67.5%	61.1%
Renter Occupied Housing Units	25.9%	25.3%	30.3%
Vacant Housing Units	7.6%	7.2%	8.6%
2019 Housing Units	6,933	47,125	129,890
Owner Occupied Housing Units	64.2%	65.4%	58.3%
Renter Occupied Housing Units	27.1%	27.0%	32.4%
Vacant Housing Units	8.8%	7.7%	9.3%
2024 Housing Units	6,969	47,334	130,631
Owner Occupied Housing Units	63.3%	64.8%	57.7%
Renter Occupied Housing Units	27.5%	27.3%	32.8%
Vacant Housing Units	9.2%	7.9%	9.5%
Median Household Income			
2019	\$64,000	\$58,921	\$60,288
2024	\$74,756	\$67,389	\$69,103
Median Home Value			
2019	\$145,693	\$134,880	\$147,409
2024	\$157,669	\$144,259	\$162,286
Per Capita Income			
2019	\$37,500	\$34,370	\$37,184
2024	\$43,454	\$40,024	\$42,765
Median Age			
2010	45.6	43.6	41.3
2019	47.3	45.3	42.9
2024	47.7	45.9	43.7

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	6,326	43,508	117,845
<\$15,000	6.6%	8.5%	9.5%
\$15,000 - \$24,999	10.7%	10.2%	9.8%
\$25,000 - \$34,999	7.4%	9.6%	9.2%
\$35,000 - \$49,999	12.3%	12.2%	11.8%
\$50,000 - \$74,999	19.7%	21.0%	19.1%
\$75,000 - \$99,999	14.2%	13.7%	12.8%
\$100,000 - \$149,999	17.6%	15.5%	15.6%
\$150,000 - \$199,999	6.9%	5.3%	6.2%
\$200,000+	4.5%	4.1%	6.0%
Average Household Income	\$83,083	\$77,369	\$84,136
2024 Households by Income			
Household Income Base	6,329	43,604	118,186
<\$15,000	5.7%	7.2%	8.2%
\$15,000 - \$24,999	8.8%	8.4%	8.2%
\$25,000 - \$34,999	6.3%	8.2%	7.9%
\$35,000 - \$49,999	10.9%	10.8%	10.6%
\$50,000 - \$74,999	18.4%	20.1%	18.3%
\$75,000 - \$99,999	14.3%	14.3%	13.2%
\$100,000 - \$149,999	20.6%	18.6%	18.3%
\$150,000 - \$199,999	9.3%	7.2%	8.1%
\$200,000+	5.7%	5.3%	7.2%
Average Household Income	\$96,031	\$89,807	\$96,514
2019 Owner Occupied Housing Units by Value			
Total	4,450	30,797	75,715
<\$50,000	1.2%	3.4%	5.5%
\$50,000 - \$99,999	17.7%	23.1%	20.8%
\$100,000 - \$149,999	34.0%	33.7%	25.0%
\$150,000 - \$199,999	25.6%	20.1%	19.3%
\$200,000 - \$249,999	7.4%	8.0%	9.9%
\$250,000 - \$299,999	6.1%	4.2%	6.1%
\$300,000 - \$399,999	3.4%	3.5%	6.3%
\$400,000 - \$499,999	3.3%	1.6%	3.2%
\$500,000 - \$749,999	1.1%	1.3%	2.5%
\$750,000 - \$999,999	0.0%	0.6%	0.8%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$168,847	\$164,745	\$188,457
2024 Owner Occupied Housing Units by Value			
Total	4,413	30,686	75,334
<\$50,000	0.6%	2.3%	4.1%
\$50,000 - \$99,999	14.2%	18.9%	17.0%
\$100,000 - \$149,999	31.2%	32.6%	24.0%
\$150,000 - \$199,999	25.9%	21.0%	19.5%
\$200,000 - \$249,999	8.2%	8.9%	10.5%
\$250,000 - \$299,999	7.7%	5.0%	7.2%
\$300,000 - \$399,999	4.7%	4.5%	7.5%
\$400,000 - \$499,999	5.4%	2.5%	4.3%
\$500,000 - \$749,999	2.1%	2.7%	3.8%
\$750,000 - \$999,999	0.1%	0.9%	1.3%
\$1,000,000 - \$1,499,999	0.0%	0.6%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$189,579	\$188,365	\$212,994

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	14,055	98,917	268,915
0 - 4	5.0%	5.2%	5.0%
5 - 9	4.8%	5.3%	5.1%
10 - 14	5.1%	5.5%	5.3%
15 - 24	10.4%	10.7%	13.2%
25 - 34	12.2%	12.9%	14.0%
35 - 44	11.6%	12.2%	11.8%
45 - 54	15.2%	15.7%	15.2%
55 - 64	14.3%	13.5%	13.0%
65 - 74	8.8%	8.4%	7.8%
75 - 84	8.1%	7.1%	6.4%
85 +	4.4%	3.5%	3.1%
18 +	81.4%	80.4%	81.0%
2019 Population by Age			
Total	13,923	98,289	267,408
0 - 4	4.5%	4.7%	4.5%
5 - 9	4.6%	4.9%	4.7%
10 - 14	5.0%	5.2%	5.0%
15 - 24	9.6%	9.8%	12.0%
25 - 34	11.8%	12.4%	13.9%
35 - 44	11.8%	12.7%	12.1%
45 - 54	12.2%	12.6%	12.1%
55 - 64	15.1%	15.1%	14.4%
65 - 74	12.8%	11.8%	11.0%
75 - 84	7.5%	6.8%	6.3%
85 +	5.1%	4.1%	3.7%
18 +	83.0%	82.1%	82.7%
2024 Population by Age			
Total	13,890	98,188	267,336
0 - 4	4.6%	4.7%	4.5%
5 - 9	4.6%	4.8%	4.7%
10 - 14	4.9%	5.2%	4.9%
15 - 24	9.2%	9.5%	11.6%
25 - 34	11.7%	11.7%	13.2%
35 - 44	12.0%	13.1%	12.7%
45 - 54	11.6%	12.1%	11.5%
55 - 64	13.6%	13.7%	13.1%
65 - 74	14.2%	13.4%	12.6%
75 - 84	8.9%	7.9%	7.5%
85 +	4.8%	3.9%	3.6%
18 +	83.0%	82.2%	82.9%
2010 Population by Sex			
Males	6,691	47,283	129,806
Females	7,364	51,634	139,109
2019 Population by Sex			
Males	6,661	47,296	129,842
Females	7,261	50,992	137,566
2024 Population by Sex			
Males	6,658	47,416	130,145
Females	7,232	50,772	137,194

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	14,055	98,916	268,916
White Alone	93.7%	92.5%	87.5%
Black Alone	2.5%	3.9%	7.9%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	2.4%	1.7%	2.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.3%	0.4%
Two or More Races	1.0%	1.4%	1.6%
Hispanic Origin	1.3%	1.2%	1.6%
Diversity Index	14.4	16.3	25.2
2019 Population by Race/Ethnicity			
Total	13,923	98,289	267,407
White Alone	92.1%	90.8%	85.4%
Black Alone	2.5%	4.1%	8.0%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	3.5%	2.6%	3.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.4%	0.4%	0.6%
Two or More Races	1.4%	2.0%	2.3%
Hispanic Origin	1.9%	1.8%	2.4%
Diversity Index	18.2	20.3	29.6
2024 Population by Race/Ethnicity			
Total	13,889	98,189	267,339
White Alone	91.0%	89.5%	84.0%
Black Alone	2.4%	4.2%	8.1%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	4.2%	3.2%	4.3%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.5%	0.5%	0.7%
Two or More Races	1.6%	2.4%	2.7%
Hispanic Origin	2.4%	2.3%	2.9%
Diversity Index	20.8	23.2	32.7
2010 Population by Relationship and Household Type			
Total	14,055	98,917	268,915
In Households	98.5%	99.2%	97.2%
In Family Households	78.4%	79.3%	74.8%
Householder	27.0%	27.0%	25.4%
Spouse	21.4%	20.4%	18.7%
Child	26.3%	27.8%	26.7%
Other relative	2.5%	2.6%	2.6%
Nonrelative	1.1%	1.5%	1.5%
In Nonfamily Households	20.1%	19.9%	22.4%
In Group Quarters	1.5%	0.8%	2.8%
Institutionalized Population	1.5%	0.7%	1.6%
Noninstitutionalized Population	0.0%	0.1%	1.2%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	10,620	74,144	197,052
Less than 9th Grade	3.1%	2.5%	1.8%
9th - 12th Grade, No Diploma	2.8%	3.9%	3.6%
High School Graduate	27.3%	27.3%	24.0%
GED/Alternative Credential	2.2%	3.8%	3.6%
Some College, No Degree	14.8%	16.9%	15.9%
Associate Degree	11.1%	11.3%	10.0%
Bachelor's Degree	24.2%	21.8%	24.5%
Graduate/Professional Degree	14.6%	12.4%	16.5%
2019 Population 15+ by Marital Status			
Total	11,951	83,732	229,214
Never Married	30.4%	31.4%	36.5%
Married	51.7%	51.1%	46.8%
Widowed	8.4%	7.9%	7.3%
Divorced	9.4%	9.6%	9.4%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.1%	96.2%	96.4%
Civilian Unemployed (Unemployment Rate)	2.9%	3.8%	3.6%
2019 Employed Population 16+ by Industry			
Total	7,477	52,963	144,479
Agriculture/Mining	0.4%	0.5%	0.5%
Construction	6.9%	7.0%	5.7%
Manufacturing	7.6%	6.5%	6.1%
Wholesale Trade	1.7%	2.6%	2.4%
Retail Trade	11.2%	11.2%	10.4%
Transportation/Utilities	6.3%	6.6%	5.8%
Information	1.6%	1.8%	1.8%
Finance/Insurance/Real Estate	9.3%	9.5%	9.9%
Services	51.3%	50.9%	53.8%
Public Administration	3.5%	3.4%	3.6%
2019 Employed Population 16+ by Occupation			
Total	7,477	52,965	144,477
White Collar	68.3%	64.3%	67.6%
Management/Business/Financial	12.3%	14.5%	16.2%
Professional	25.0%	22.5%	26.2%
Sales	12.4%	11.2%	10.9%
Administrative Support	18.6%	16.1%	14.3%
Services	14.0%	18.0%	17.9%
Blue Collar	17.7%	17.7%	14.4%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	5.9%	4.8%	3.7%
Installation/Maintenance/Repair	2.8%	3.4%	2.7%
Production	4.1%	4.3%	3.5%
Transportation/Material Moving	4.8%	5.2%	4.5%
2010 Population By Urban/ Rural Status			
Total Population	14,055	98,917	268,915
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	6,346	43,414	117,450
Households with 1 Person	35.1%	33.0%	34.5%
Households with 2+ People	64.9%	67.0%	65.5%
Family Households	60.2%	61.3%	58.1%
Husband-wife Families	47.8%	46.3%	42.8%
With Related Children	17.9%	17.4%	16.2%
Other Family (No Spouse Present)	12.4%	15.0%	15.3%
Other Family with Male Householder	3.5%	4.1%	3.9%
With Related Children	1.5%	1.9%	1.8%
Other Family with Female Householder	9.0%	10.9%	11.4%
With Related Children	4.2%	5.8%	6.4%
Nonfamily Households	4.8%	5.7%	7.4%
All Households with Children	23.9%	25.4%	24.5%
Multigenerational Households	1.9%	2.3%	2.3%
Unmarried Partner Households	5.1%	6.0%	6.1%
Male-female	4.6%	5.4%	5.4%
Same-sex	0.5%	0.6%	0.6%
2010 Households by Size			
Total	6,347	43,415	117,449
1 Person Household	35.1%	33.0%	34.5%
2 Person Household	34.0%	34.5%	33.9%
3 Person Household	15.0%	15.4%	14.9%
4 Person Household	10.4%	11.3%	10.8%
5 Person Household	3.8%	4.0%	4.1%
6 Person Household	1.2%	1.3%	1.3%
7 + Person Household	0.6%	0.5%	0.6%
2010 Households by Tenure and Mortgage Status			
Total	6,347	43,414	117,450
Owner Occupied	72.0%	72.7%	66.9%
Owned with a Mortgage/Loan	45.5%	46.3%	42.3%
Owned Free and Clear	26.5%	26.5%	24.6%
Renter Occupied	28.0%	27.3%	33.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,871	46,795	128,467
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

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. Comfortable Empty Nesters	Comfortable Empty Nesters	Comfortable Empty Nesters
	2. Midlife Constants (5E)	Rustbelt Traditions (5D)	Midlife Constants (5E)
	3. Retirement Communities	Midlife Constants (5E)	Rustbelt Traditions (5D)
2019 Consumer Spending			
Apparel & Services: Total \$	\$12,648,049	\$80,691,752	\$240,650,487
Average Spent	\$1,999.38	\$1,854.64	\$2,041.92
Spending Potential Index	93	87	95
Education: Total \$	\$9,440,346	\$60,219,943	\$179,771,686
Average Spent	\$1,492.31	\$1,384.11	\$1,525.36
Spending Potential Index	94	87	96
Entertainment/Recreation: Total \$	\$19,758,142	\$127,245,926	\$372,752,574
Average Spent	\$3,123.32	\$2,924.66	\$3,162.81
Spending Potential Index	96	89	97
Food at Home: Total \$	\$31,234,924	\$199,931,072	\$589,287,577
Average Spent	\$4,937.55	\$4,595.27	\$5,000.11
Spending Potential Index	95	89	97
Food Away from Home: Total \$	\$21,826,703	\$139,491,491	\$415,093,865
Average Spent	\$3,450.32	\$3,206.11	\$3,522.07
Spending Potential Index	94	87	96
Health Care: Total \$	\$37,342,220	\$241,465,414	\$697,450,575
Average Spent	\$5,902.98	\$5,549.91	\$5,917.87
Spending Potential Index	99	94	100
HH Furnishings & Equipment: Total \$	\$12,919,909	\$82,900,806	\$243,456,445
Average Spent	\$2,042.35	\$1,905.42	\$2,065.73
Spending Potential Index	96	89	97
Personal Care Products & Services: Total \$	\$5,434,536	\$34,650,180	\$102,045,254
Average Spent	\$859.08	\$796.41	\$865.85
Spending Potential Index	97	90	98
Shelter: Total \$	\$111,367,500	\$704,566,703	\$2,094,219,068
Average Spent	\$17,604.73	\$16,193.96	\$17,769.45
Spending Potential Index	95	88	96
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$15,600,858	\$99,314,635	\$290,433,193
Average Spent	\$2,466.15	\$2,282.68	\$2,464.33
Spending Potential Index	99	92	99
Travel: Total \$	\$13,451,952	\$85,795,795	\$251,669,301
Average Spent	\$2,126.45	\$1,971.95	\$2,135.41
Spending Potential Index	95	88	95
Vehicle Maintenance & Repairs: Total \$	\$7,181,315	\$45,652,937	\$135,366,961
Average Spent	\$1,135.21	\$1,049.30	\$1,148.59
Spending Potential Index	99	92	100

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.