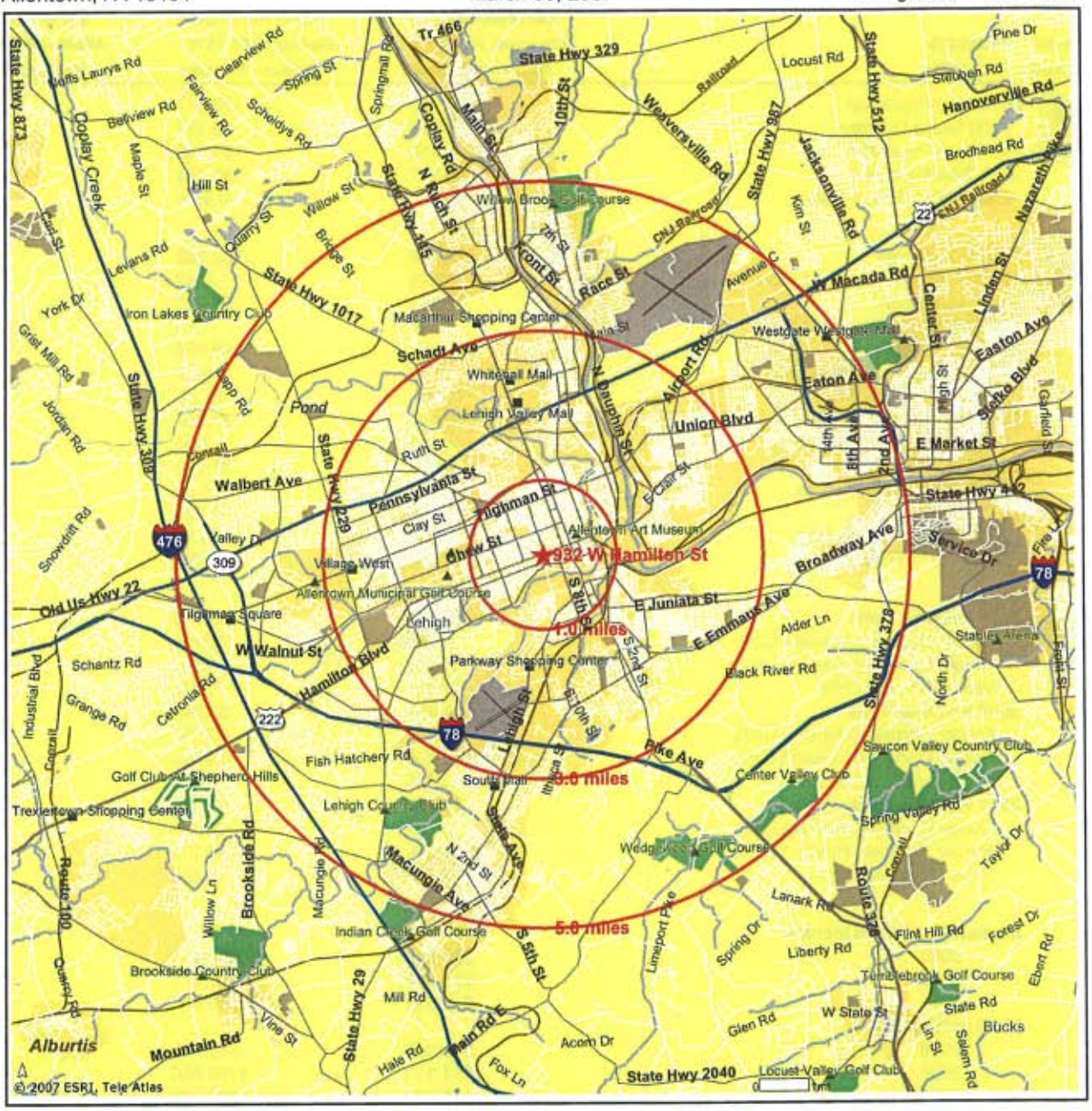
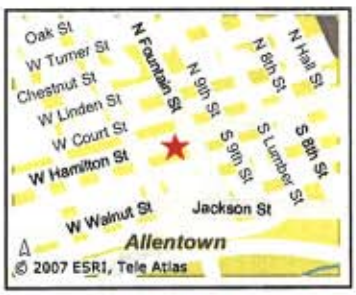
Site Map

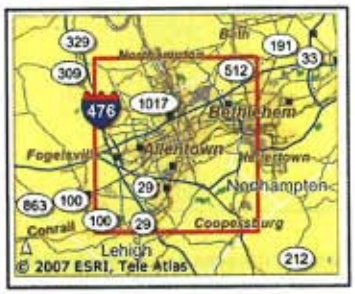
932 W Hamilton St
Allentown, PA 18101

March 30, 2007

Latitude: 40.600639
Longitude: -75.476764







Market Profile

Latitude: 40.600639 Longitude: -75.476764	932 W Hamilton St Allentown, PA 18101 Radius: 1.0 miles	932 W Hamilton St Allentown, PA 18101 Radius: 3.0 miles	932 W Hamilton St Allentown, PA 18101 Radius: 5.0 miles
2000 Total Population	43,988	130,847	217,280
2000 Group Quarters	1,736	5,221	8,302
2006 Total Population	44,340	131,850	222,082
2011 Total Population	45,987	136,186	230,684
2006 - 2011 Annual Rate	0.73%	0.65%	0.76%
2000 Households	17,269	52,002	86,944
2000 Average Household Size	2.45	2.42	2.4
2006 Households	17,309	52,730	89,681
2006 Average Household Size	2.46	2.4	2.38
2011 Households	17,962	54,684	93,620
2011 Average Household Size	2.46	2.39	2.37
2006 - 2011 Annual Rate	0.74%	0.73%	0.86%
2000 Families	9,487	32,087	55,079
2000 Average Family Size	3.27	3.05	3.01
2006 Families	9,153	31,546	55,213
2006 Average Family Size	3.32	3.05	3
2011 Families	9,195	31,836	56,195
2011 Average Family Size	3.34	3.06	3
2006 - 2011 Annual Rate	0.09%	0.18%	0.35%
2000 Housing Units	19,657	56,113	92,718
Owner Occupied Housing Units	35.3%	52.8%	58.0%
Renter Occupied Housing Units	52.5%	39.8%	35.8%
Vacant Housing Units	12.2%	7.4%	6.2%
2006 Housing Units	19,852	57,094	95,847
Owner Occupied Housing Units	35.1%	52.7%	58.2%
Renter Occupied Housing Units	52.1%	39.7%	35.3%
Vacant Housing Units	12.8%	7.6%	6.4%
2011 Housing Units	20,489	59,091	99,907
Owner Occupied Housing Units	35.0%	52.4%	58.0%
Renter Occupied Housing Units	52.6%	40.2%	35.7%
Vacant Housing Units	12.3%	7.5%	6.3%
Median Household Income			
2000	$26,649	$34,651	$38,231
2006	$31,598	$42,271	$47,543
2011	$36,532	$49,637	$56,700
Median Home Value			
2000	$62,069	$87,997	$97,178
2006	$114,103	$158,860	$176,688
2011	$146,300	$200,970	$226,288
Per Capita Income			
2000	$13,692	$17,912	$19,977
2006	$16,592	$22,259	$25,402
2011	$19,377	$26,751	$31,060
Median Age			
2000	32.4	35.9	37.8
2006	32.9	36.9	39.4
2011	33.1	37.7	40.5

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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.

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2000 Households by Income			
Household Income Base	17,242	52,052	86,971
< $15,000	26.8%	18.9%	16.6%
$15,000 - $24,999	20.0%	16.9%	14.8%
$25,000 - $34,999	15.0%	14.7%	14.2%
$35,000 - $49,999	15.9%	17.5%	17.4%
$50,000 - $74,999	14.2%	18.3%	19.7%
$75,000 - $99,999	4.9%	7.5%	8.8%
$100,000 - $149,999	2.5%	4.6%	5.9%
$150,000 - $199,999	0.3%	0.9%	1.5%
$200,000+	0.3%	0.8%	1.2%
Average Household Income	$34,192	$44,153	$48,840
2006 Households by Income			
Household Income Base	17,309	52,728	89,679
< $15,000	22.3%	14.7%	12.4%
$15,000 - $24,999	17.5%	13.7%	12.2%
$25,000 - $34,999	14.9%	13.1%	11.6%
$35,000 - $49,999	16.3%	16.8%	16.2%
$50,000 - $74,999	16.0%	19.7%	20.4%
$75,000 - $99,999	7.1%	10.5%	12.0%
$100,000 - $149,999	4.7%	8.2%	10.1%
$150,000 - $199,999	0.8%	2.0%	2.8%
$200,000+	0.5%	1.4%	2.3%
Average Household Income	$41,267	$54,502	$61,681
2011 Households by Income			
Household Income Base	17,965	54,684	93,620
< $15,000	19.0%	12.2%	10.1%
$15,000 - $24,999	15.2%	11.3%	9.9%
$25,000 - $34,999	13.6%	11.2%	9.7%
$35,000 - $49,999	16.6%	15.7%	14.6%
$50,000 - $74,999	16.8%	19.3%	19.4%
$75,000 - $99,999	9.1%	12.4%	13.4%
$100,000 - $149,999	7.4%	12.5%	14.8%
$150,000 - $199,999	1.3%	2.9%	4.0%
$200,000+	0.9%	2.5%	4.0%
Average Household Income	$48,295	$65,405	$75,231
2000 Owner Occupied HUs by Value			
Total	6,981	29,710	53,794
<$50,000	25.7%	11.1%	7.7%
$50,000 - 99,999	65.6%	51.1%	45.5%
$100,000 - 149,999	6.7%	26.7%	30.0%
$150,000 - 199,999	1.1%	6.9%	9.6%
$200,000 - $299,999	0.8%	2.8%	4.8%
$300,000 - 499,999	0.1%	1.2%	2.0%
$500,000 - 999,999	0.1%	0.2%	0.5%
$1,000,000+	0.0%	0.0%	0.0%
Average Home Value	$67,055	$99,877	$113,587
2000 Specified Renter Occupied HUs by Contract Rent			
Total	10,326	22,324	33,075
With Cash Rent	99.1%	97.6%	97.3%
No Cash Rent	0.9%	2.4%	2.7%
Median Rent	$437	$492	$508
Average Rent	$428	$484	$512

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. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.

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2000 Population by Age			
Total	43,990	130,843	217,279
0 - 4	7.8%	6.7%	6.1%
5 - 9	8.0%	6.9%	6.6%
10 - 14	7.8%	6.8%	6.7%
15 - 19	6.8%	6.7%	6.4%
20 - 24	8.0%	7.3%	6.4%
25 - 34	15.9%	14.3%	13.5%
35 - 44	15.8%	15.2%	15.4%
45 - 54	11.3%	12.2%	13.0%
55 - 64	6.6%	8.1%	8.6%
65 - 74	5.7%	7.7%	8.2%
75 - 84	4.7%	6.1%	6.6%
85+	1.6%	2.0%	2.5%
18+	72.4%	75.9%	76.8%
2006 Population by Age			
Total	44,339	131,848	222,083
0 - 4	7.8%	6.7%	6.0%
5 - 9	6.9%	6.2%	5.7%
10 - 14	7.6%	6.6%	6.5%
15 - 19	7.8%	7.3%	7.0%
20 - 24	8.0%	7.3%	6.7%
25 - 34	15.1%	13.3%	12.2%
35 - 44	14.7%	13.9%	13.9%
45 - 54	13.0%	13.6%	14.6%
55 - 64	8.1%	9.7%	10.4%
65 - 74	4.9%	6.4%	6.9%
75 - 84	4.3%	6.2%	6.8%
85+	1.9%	2.7%	3.2%
18+	73.0%	76.5%	77.7%
2011 Population by Age			
Total	45,989	136,184	230,682
0 - 4	8.0%	6.8%	6.1%
5 - 9	6.9%	6.0%	5.6%
10 - 14	6.7%	6.2%	5.9%
15 - 19	7.1%	7.0%	6.6%
20 - 24	9.6%	8.3%	7.6%
25 - 34	14.5%	12.4%	11.6%
35 - 44	13.1%	12.9%	12.8%
45 - 54	13.2%	13.9%	14.9%
55 - 64	10.0%	11.5%	12.4%
65 - 74	4.9%	6.3%	6.9%
75 - 84	3.9%	5.7%	6.2%
85+	2.2%	3.1%	3.6%
18+	74.2%	77.2%	78.6%
2000 Population by Sex			
Males	49.1%	47.9%	47.7%
Females	50.9%	52.1%	52.3%
2006 Population by Sex			
Males	49.3%	48.0%	47.9%
Females	50.7%	52.0%	52.1%
2011 Population by Sex			
Males	49.5%	48.2%	48.1%
Females	50.5%	51.8%	51.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.

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2000 Population by Race/Ethnicity			
Total	43,988	130,848	217,279
White Alone	64.0%	76.3%	82.4%
Black Alone	11.0%	6.8%	4.9%
American Indian Alone	0.5%	0.3%	0.2%
Asian or Pacific Islander Alone	2.0%	2.4%	2.4%
Some Other Race Alone	18.5%	11.1%	7.7%
Two or More Races	4.1%	3.1%	2.4%
Hispanic Origin	33.3%	20.5%	14.7%
Diversity Index	76.6	60.4	49.0
2006 Population by Race/Ethnicity			
Total	44,339	131,850	222,082
White Alone	58.7%	72.3%	79.2%
Black Alone	11.9%	7.6%	5.5%
American Indian Alone	0.5%	0.3%	0.3%
Asian or Pacific Islander Alone	2.3%	3.0%	3.1%
Some Other Race Alone	22.1%	13.4%	9.3%
Two or More Races	4.5%	3.4%	2.7%
Hispanic Origin	38.8%	24.2%	17.5%
Diversity Index	81.1	66.5	55.1
2011 Population by Race/Ethnicity			
Total	45,986	136,188	230,683
White Alone	55.0%	69.2%	76.6%
Black Alone	12.4%	8.1%	5.9%
American Indian Alone	0.5%	0.3%	0.3%
Asian or Pacific Islander Alone	2.7%	3.6%	3.8%
Some Other Race Alone	24.7%	15.1%	10.6%
Two or More Races	4.8%	3.6%	2.9%
Hispanic Origin	42.8%	27.1%	19.6%
Diversity Index	83.7	70.5	59.5
2000 Population 3+ by School Enrollment			
Total	42,158	125,494	209,489
Enrolled in Nursery/Preschool	1.4%	1.5%	1.6%
Enrolled in Kindergarten	1.5%	1.5%	1.3%
Enrolled in Grade 1-8	14.3%	12.0%	11.6%
Enrolled in Grade 9-12	6.2%	5.3%	5.4%
Enrolled in College	2.9%	4.9%	4.5%
Enrolled in Grad/Prof School	0.6%	0.7%	1.0%
Not Enrolled in School	73.1%	74.0%	74.7%
2000 Population 25+ by Educational Attainment			
Total	27,271	86,152	147,805
Less than 9th Grade	12.0%	8.2%	7.0%
9th - 12th Grade, No Diploma	21.8%	16.7%	14.4%
High School Graduate	35.1%	36.3%	35.7%
Some College, No Degree	14.8%	16.0%	16.0%
Associate Degree	4.5%	5.7%	6.3%
Bachelor's Degree	8.1%	11.2%	13.0%
Master's/Prof/Doctorate Degree	3.8%	5.8%	7.6%

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. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.

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2000 Population 15+ by Sex and Marital Status			
Total	33,832	103,991	175,091
Females	51.5%	53.0%	53.2%
Never Married	16.3%	14.1%	12.7%
Married, not Separated	18.7%	24.0%	25.8%
Married, Separated	2.7%	1.8%	1.5%
Widowed	6.5%	6.9%	7.5%
Divorced	7.4%	6.1%	5.6%
Males	48.5%	47.0%	46.8%
Never Married	19.3%	15.5%	14.5%
Married, not Separated	20.1%	23.9%	25.5%
Married, Separated	2.0%	1.4%	1.2%
Widowed	1.4%	1.6%	1.6%
Divorced	5.7%	4.5%	4.1%
2000 Population 16+ by Employment Status			
Total	33,187	102,350	172,410
In Labor Force	59.7%	60.9%	61.3%
Civilian Employed	54.2%	56.9%	57.9%
Civilian Unemployed	5.5%	3.9%	3.3%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	40.3%	39.1%	38.7%
2006 Civilian Population 16+ in Labor Force			
Civilian Employed	87.2%	91.2%	92.9%
Civilian Unemployed	12.8%	8.8%	7.1%
2011 Civilian Population 16+ in Labor Force			
Civilian Employed	87.7%	91.5%	93.2%
Civilian Unemployed	12.3%	8.5%	6.8%
2000 Females 16+ by Employment Status and Age of Children			
Total	17,129	54,350	91,860
Own Children < 6 Only	8.2%	7.5%	6.7%
Employed/in Armed Forces	4.1%	4.6%	4.2%
Unemployed	0.8%	0.5%	0.4%
Not in Labor Force	3.3%	2.4%	2.1%
Own Children < 6 and 6-17 Only	6.1%	5.0%	4.9%
Employed/in Armed Forces	3.2%	2.8%	2.8%
Unemployed	0.3%	0.3%	0.2%
Not in Labor Force	2.6%	1.9%	1.8%
Own Children 6-17 Only	15.8%	14.8%	15.3%
Employed/in Armed Forces	10.8%	10.5%	11.4%
Unemployed	1.1%	0.7%	0.5%
Not in Labor Force	3.9%	3.5%	3.3%
No Own Children < 18	69.9%	72.7%	73.2%
Employed/in Armed Forces	30.8%	33.5%	33.7%
Unemployed	3.4%	2.3%	1.8%
Not in Labor Force	35.8%	37.0%	37.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006.

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2006 Employed Population 16+ by Industry			
Total	17,747	58,825	103,288
Agriculture/Mining	0.3%	0.3%	0.3%
Construction	7.0%	6.3%	6.1%
Manufacturing	17.2%	15.0%	14.9%
Wholesale Trade	3.9%	3.6%	3.5%
Retail Trade	11.9%	12.2%	11.6%
Transportation/Utilities	5.3%	4.9%	4.8%
Information	2.0%	2.6%	2.8%
Finance/Insurance/Real Estate	5.4%	6.3%	6.7%
Services	44.3%	45.8%	46.4%
Public Administration	2.7%	3.1%	2.9%
2006 Employed Population 16+ by Occupation			
Total	17,749	58,827	103,289
White Collar	47.5%	56.9%	60.7%
Management/Business/Financial	8.3%	10.1%	11.7%
Professional	13.1%	18.4%	21.0%
Sales	11.2%	12.4%	11.9%
Administrative Support	14.9%	15.9%	16.0%
Services	21.0%	17.4%	16.0%
Blue Collar	31.5%	25.7%	23.2%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	6.4%	5.4%	5.0%
Installation/Maintenance/Repair	2.9%	3.5%	3.6%
Production	13.0%	9.7%	8.5%
Transportation/Material Moving	9.0%	6.9%	6.0%
2000 Workers 16+ by Means of Transportation to Work			
Total	17,550	57,163	98,178
Drove Alone - Car, Truck, or Van	63.6%	74.5%	78.9%
Carpooled - Car, Truck, or Van	17.1%	13.1%	11.0%
Public Transportation	5.9%	3.2%	2.3%
Walked	9.5%	6.1%	4.7%
Other Means	1.9%	0.9%	0.8%
Worked at Home	1.9%	2.2%	2.3%
2000 Workers 16+ by Travel Time to Work			
Total	17,549	57,163	98,177
Did Not Work at Home	98.1%	97.8%	97.7%
Less than 5 minutes	2.9%	3.4%	3.3%
5 to 9 minutes	11.8%	12.4%	13.1%
10 to 19 minutes	38.9%	40.7%	40.4%
20 to 24 minutes	15.2%	16.4%	16.3%
25 to 34 minutes	15.2%	12.3%	12.5%
35 to 44 minutes	3.0%	2.7%	2.8%
45 to 59 minutes	5.2%	4.0%	3.5%
60 to 89 minutes	3.2%	3.4%	3.4%
90 or more minutes	2.7%	2.5%	2.4%
Worked at Home	1.9%	2.2%	2.3%
Average Travel Time to Work (in min)	22.6	21.5	21.1
2000 Households by Vehicles Available			
Total	17,320	52,062	86,922
None	27.2%	16.3%	13.6%
1	43.4%	40.5%	37.8%
2	23.0%	32.7%	35.7%
3	4.9%	7.9%	9.6%
4	1.1%	2.1%	2.4%
5+	0.4%	0.5%	0.8%
Average Number of Vehicles Available	1.1	1.4	1.5

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.

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2000 Households by Type			
Total	17,269	52,002	86,945
Family Households	54.9%	61.7%	63.3%
Married-couple Family	30.9%	43.1%	47.1%
With Related Children	15.5%	18.3%	19.8%
Other Family (No Spouse)	24.1%	18.6%	16.3%
With Related Children	17.7%	12.5%	10.6%
Nonfamily Households	45.1%	38.3%	36.7%
Householder Living Alone	37.1%	31.6%	30.5%
Householder Not Living Alone	8.0%	6.7%	6.2%
Households with Related Children	33.2%	30.8%	30.4%
Households with Persons 65+	24.3%	28.0%	29.1%
2000 Households by Size			
Total	17,269	52,002	86,944
1 Person Household	37.1%	31.6%	30.5%
2 Person Household	25.7%	31.9%	33.1%
3 Person Household	14.5%	15.5%	15.6%
4 Person Household	11.1%	11.7%	12.3%
5 Person Household	6.0%	5.5%	5.3%
6 Person Household	3.1%	2.4%	2.0%
7+ Person Household	2.6%	1.5%	1.1%
2000 Households by Year Householder Moved In			
Total	17,320	52,058	86,922
Moved in 1999 to March 2000	28.3%	21.1%	18.8%
Moved in 1995 to 1998	27.9%	26.0%	24.6%
Moved in 1990 to 1994	12.7%	12.7%	13.6%
Moved in 1980 to 1989	13.8%	14.6%	15.7%
Moved in 1970 to 1979	7.2%	9.5%	10.4%
Moved in 1969 or Earlier	10.1%	16.1%	16.9%
Median Year Householder Moved In	1996	1994	1993
2000 Housing Units by Units in Structure			
Total	19,728	56,251	92,680
1, Detached	7.3%	30.4%	38.3%
1, Attached	42.3%	33.3%	29.2%
2	12.3%	6.9%	5.7%
3 or 4	15.6%	7.9%	6.6%
5 to 9	6.3%	6.6%	6.1%
10 to 19	5.0%	6.9%	6.3%
20+	11.1%	7.5%	7.3%
Mobile Home	0.1%	0.5%	0.6%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	19,727	56,214	92,690
1999 to March 2000	0.2%	0.5%	0.6%
1995 to 1998	0.4%	1.2%	1.6%
1990 to 1994	0.5%	1.7%	2.5%
1980 to 1989	4.4%	7.6%	9.0%
1970 to 1979	8.3%	12.9%	13.4%
1969 or Earlier	86.1%	76.1%	72.9%
Median Year Structure Built	1933	1952	1954

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

Latitude: 40.600639 Longitude: -75.476764	932 W Hamilton St Allentown, PA 18101 Radius: 1.0 miles	932 W Hamilton St Allentown, PA 18101 Radius: 3.0 miles	932 W Hamilton St Allentown, PA 18101 Radius: 5.0 miles
Top 3 Tapestry Segments			
1.	City Dimensions	City Dimensions	City Dimensions
2.	Great Expectations	Great Expectations	Great Expectations
3.	Simple Living	Rustbelt Retirees	Rustbelt Retirees

2006 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total $	$22,091,717	$85,369,946	$162,022,526
Average Spent	$1,276.31	$1,619.00	$1,806.65
Spending Potential Index	47	59	66
Computers & Accessories: Total $	$2,709,958	$10,763,472	$20,613,771
Average Spent	$156.56	$204.12	$229.86
Spending Potential Index	61	79	89
Education: Total $	$13,676,652	$52,276,339	$98,624,848
Average Spent	$790.15	$991.40	$1,099.73
Spending Potential Index	70	88	97
Entertainment/Recreation: Total $	$32,630,009	$133,242,836	$257,687,282
Average Spent	$1,885.15	$2,526.89	$2,873.38
Spending Potential Index	57	76	87
Food at Home: Total $	$53,507,474	$205,824,439	$389,467,509
Average Spent	$3,091.31	$3,903.37	$4,342.81
Spending Potential Index	63	79	88
Food Away from Home: Total $	$36,353,355	$141,049,600	$267,729,179
Average Spent	$2,100.26	$2,674.94	$2,985.35
Spending Potential Index	63	80	89
Health Care: Total $	$35,941,909	$149,492,430	$289,677,609
Average Spent	$2,076.49	$2,835.05	$3,230.09
Spending Potential Index	56	77	88
HH Furnishings & Equipment: Total $	$18,701,988	$77,157,718	$149,801,696
Average Spent	$1,080.48	$1,463.26	$1,670.38
Spending Potential Index	49	66	76
Investments: Total $	$42,663,628	$185,146,167	$374,456,448
Average Spent	$2,464.82	$3,511.21	$4,175.43
Spending Potential Index	53	75	89
Retail Goods: Total $	$251,025,711	$1,008,455,457	$1,933,800,384
Average Spent	$14,502.61	$19,124.89	$21,563.10
Spending Potential Index	56	73	83
Shelter: Total $	$150,537,436	$593,720,065	$1,140,382,956
Average Spent	$8,697.06	$11,259.63	$12,715.99
Spending Potential Index	61	79	89
TV/Video/Sound Equipment: Total $	$11,924,216	$46,291,908	$87,754,614
Average Spent	$688.90	$877.90	$978.52
Spending Potential Index	63	80	90
Travel: Total $	$17,700,097	$73,716,530	$143,897,963
Average Spent	$1,022.60	$1,398.00	$1,604.55
Spending Potential Index	57	78	90
Vehicle Maintenance & Repairs: Total $	$10,815,827	$43,331,285	$83,154,652
Average Spent	$624.87	$821.76	$927.23
Spending Potential Index	58	77	87

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2006 and 2011.