

Trade Area: 123 Main St - 1 mi.

	2023 Estimate	%	2028 Projection	%
Total Population				
Population by Ancestry	36,407	100.00	37,389	100.00
North America				
Acadian/Cajun	0	0.00	0	0.00
Canadian	60	0.17	63	0.17
French Canadian	30	0.08	31	0.08
Pennsylvania German	0	0.00	0	0.00
United States or American	534	1.47	549	1.47
Central and South America				
Brazilian	122	0.34	127	0.34
Guyanese	0	0.00	1	0.00
West Indies				
West Indian Total (Excluding Hspanic groups)	59	0.16	63	0.17
Bahamian	0	0.00	0	0.00
Barbadian	0	0.00	0	0.00
Belizean	0	0.00	0	0.00
Bermudan	0	0.00	0	0.00
British West Indian	0	0.00	0	0.00
Dutch West Indian	0	0.00	0	0.00
Haitian	5	0.01	6	0.02
Jamaican	55	0.15	58	0.15
Trinidadian and Tobagonian	0	0.00	0	0.00
U.S. Virgin Islander	0	0.00	0	0.00
West Indian	0	0.00	0	0.00
Other West Indian	0	0.00	0	0.00
Western Europe				
Alsatian	0	0.00	0	0.00
Austrian	55	0.15	57	0.15
Basque	1	0.00	0	0.00
Belgian	55	0.15	56	0.15
British	137	0.38	140	0.37
Celtic	1	0.00	0	0.00
Cypriot	0	0.00	1	0.00
Danish	59	0.16	59	0.16
Dutch	165	0.45	167	0.45
English	1,208	3.32	1,248	3.34
European	885	2.43	916	2.45
Finnish	112	0.31	110	0.29
French (Excluding Basque)	447	1.23	455	1.22
German	1,431	3.93	1,462	3.91
Greek	115	0.32	117	0.31
Icelander	0	0.00	0	0.00
Irish	1,110	3.05	1,134	3.03
Italian	789	2.17	811	2.17
Luxembourger	0	0.00	0	0.00
Maltese	0	0.00	0	0.00
Northern European	17	0.05	19	0.05
Norwegian	213	0.58	221	0.59
Portuguese	164	0.45	169	0.45
Scandinavian	28	0.08	29	0.08
Scotch-Irish	126	0.35	133	0.36
Scottish	194	0.53	201	0.54
Swedish	102	0.28	109	0.29
Swiss	37	0.10	36	0.10
Welsh	64	0.18	66	0.18

Benchmark: USA

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	2023 Estimate	%	2028 Projection	%
Eastern Europe				
Albanian	81	0.22	82	0.22
Bulgarian	90	0.25	89	0.24
Carpatho Rusyn	0	0.00	0	0.00
Croatian	8	0.02	8	0.02
Czech	89	0.24	93	0.25
Czechoslovakian	5	0.01	4	0.01
Eastern European (undifferentiated)	98	0.27	95	0.25
Estonian	5	0.01	6	0.02
German Russian	0	0.00	0	0.00
Hungarian	212	0.58	217	0.58
Latvian	12	0.03	13	0.04
Lithuanian	129	0.35	134	0.36
Macedonian	13	0.04	12	0.03
Polish	747	2.05	762	2.04
Romanian	56	0.15	55	0.15
Russian	783	2.15	810	2.17
Serbian	35	0.10	39	0.10
Slavic	0	0.00	0	0.00
Slovak	118	0.32	117	0.31
Slovene	0	0.00	0	0.00
Soviet Union	0	0.00	0	0.00
Ukrainian	332	0.91	346	0.93
Yugoslavian	14	0.04	13	0.04
North Africa and Southwest Asia (Except Arab)				
Afghan	10	0.03	11	0.03
Armenian	120	0.33	125	0.33
Assyrian/Chaldean/Syriac	23	0.06	24	0.06
Iranian	445	1.22	458	1.23
Israeli	260	0.71	260	0.69
Turkish	62	0.17	64	0.17
Arab				
Arab Total	894	2.46	911	2.44
Egyptian	16	0.04	16	0.04
Iraqi	7	0.02	7	0.02
Jordanian	11	0.03	11	0.03
Lebanese	76	0.21	78	0.21
Moroccan	121	0.33	124	0.33
Palestinian	493	1.35	503	1.34
Syrian	7	0.02	7	0.02
Arab/Arabic	42	0.12	44	0.12
Other Arab	121	0.33	121	0.32
Subsaharan Africa				
Subsaharan African Total	348	0.96	362	0.97
Cape Verdean	0	0.00	0	0.00
Ethiopian	37	0.10	37	0.10
Ghanaian	22	0.06	23	0.06
Kenyan	0	0.00	0	0.00
Liberian	0	0.00	0	0.00
Nigerian	120	0.33	123	0.33
Senegalese	0	0.00	0	0.00
Sierra Leonean	0	0.00	0	0.00
Somalian	0	0.00	0	0.00
South African	31	0.09	33	0.09
Sudanese	0	0.00	0	0.00
Ugandan	0	0.00	0	0.00
Zimbabwean	0	0.00	0	0.00
African	138	0.38	146	0.39
Other Subsaharan African	0	0.00	0	0.00
Oceania (Except Polynesian)				
Australian	26	0.07	26	0.07
New Zealander	1	0.00	0	0.00

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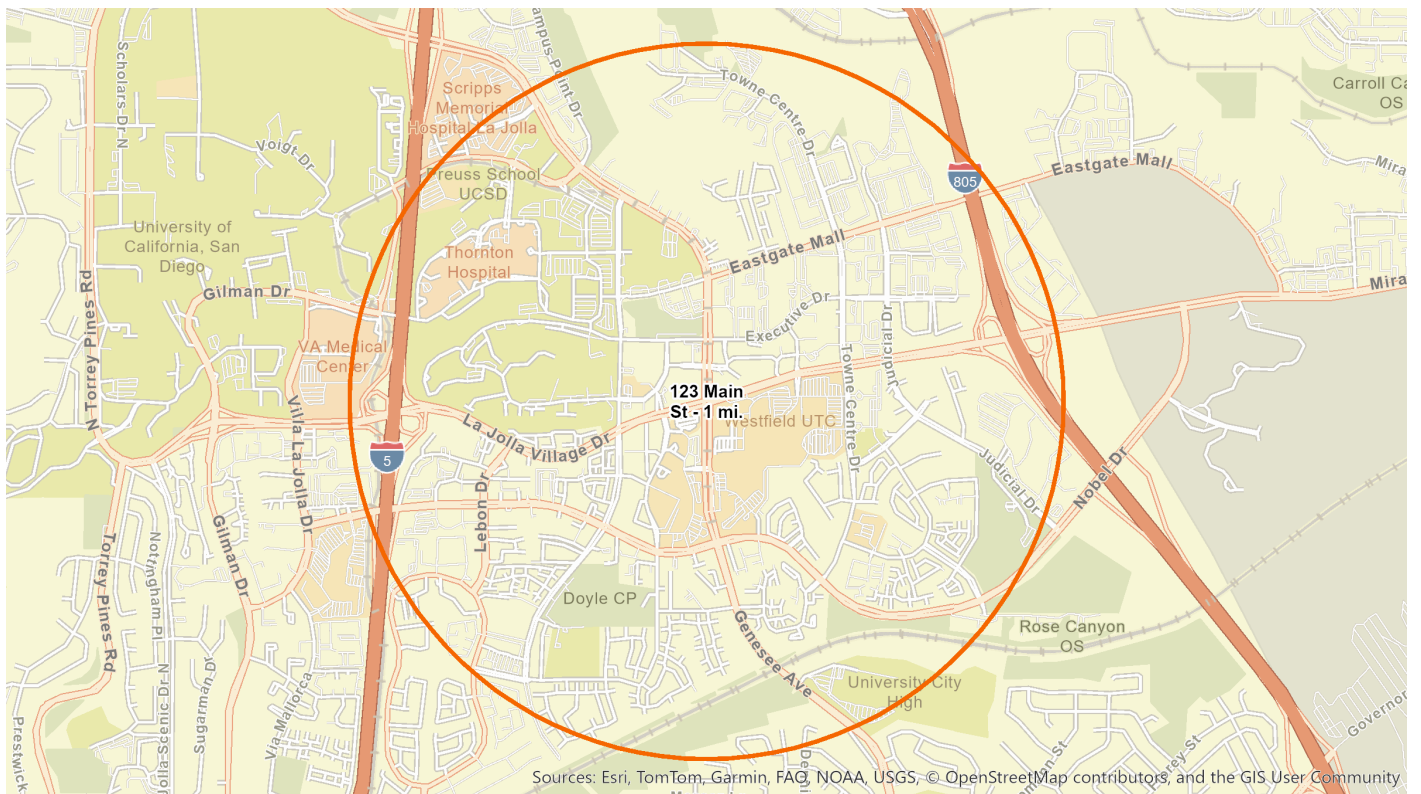
	2023 Estimate	%	2028 Projection	%
Other & Unclassified (Except Hispanic, Asian and Polynesian)				
Other	17,294	47.50	17,774	47.54
Ancestry Unclassified	5,780	15.88	5,930	15.86
Population by Detailed Single Race, Asian Race				
Asian Indian	3,019	8.29	2,956	7.91
Bangladeshi	66	0.18	68	0.18
Cambodian	0	0.00	0	0.00
Chinese, Not Taiwan	6,601	18.13	6,756	18.07
Filipino	704	1.93	751	2.01
Hmong	0	0.00	0	0.00
Indonesian	13	0.04	13	0.04
Japanese	1,060	2.91	1,131	3.02
Korean	1,567	4.30	1,629	4.36
Laotian	44	0.12	45	0.12
Malaysian	0	0.00	0	0.00
Pakistani	63	0.17	65	0.17
Sri Lankan	0	0.00	1	0.00
Taiwanese	512	1.41	526	1.41
Thai	91	0.25	95	0.25
Vietnamese	812	2.23	837	2.24
Other or 2+ Asian Categories	161	0.44	162	0.43
Other Asian, Not Specified	16	0.04	20	0.05
Hispanic Population by Specific Origin				
Argentinean	51	0.14	63	0.17
Bolivian	0	0.00	0	0.00
Chilean	75	0.21	98	0.26
Colombian	102	0.28	122	0.33
Costa Rican	0	0.00	1	0.00
Cuban	49	0.14	60	0.16
Dominican (Dominican Republic)	23	0.06	32	0.09
Ecuadorian	141	0.39	159	0.42
Guatemalan	47	0.13	54	0.14
Honduran	0	0.00	0	0.00
Mexican	4,089	11.23	4,852	12.98
Nicaraguan	28	0.08	29	0.08
Panamanian	0	0.00	0	0.00
Paraguayan	0	0.00	0	0.00
Peruvian	3	0.01	4	0.01
Puerto Rican	126	0.35	137	0.37
Salvadoran	186	0.51	214	0.57
Spaniard	106	0.29	116	0.31
Spanish	36	0.10	39	0.10
Spanish American	0	0.00	0	0.00
Uruguayan	0	0.00	0	0.00
Venezuelan	5	0.01	8	0.02
Other Central American	0	0.00	0	0.00
Other South American	0	0.00	0	0.00
All Other	166	0.46	189	0.51

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Trade Area: 123 Main St - 1 mi.



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Trade Area: 123 Main St - 3 mi.

	2023 Estimate	%	2028 Projection	%
Total Population				
Population by Ancestry	91,327	100.00	92,444	100.00
North America				
Acadian/Cajun	0	0.00	0	0.00
Canadian	270	0.30	270	0.29
French Canadian	135	0.15	140	0.15
Pennsylvania German	1	0.00	2	0.00
United States or American	1,774	1.94	1,794	1.94
Central and South America				
Brazilian	294	0.32	313	0.34
Guyanese	0	0.00	1	0.00
West Indies				
West Indian Total (Excluding Hispanic groups)	97	0.11	103	0.11
Bahamian	0	0.00	0	0.00
Barbadian	0	0.00	0	0.00
Belizean	0	0.00	0	0.00
Bermudan	0	0.00	0	0.00
British West Indian	7	0.01	8	0.01
Dutch West Indian	0	0.00	0	0.00
Haitian	6	0.01	8	0.01
Jamaican	75	0.08	78	0.08
Trinidadian and Tobagonian	1	0.00	1	0.00
U.S. Virgin Islander	8	0.01	8	0.01
West Indian	0	0.00	0	0.00
Other West Indian	0	0.00	0	0.00
Western Europe				
Alsatian	3	0.00	3	0.00
Austrian	315	0.34	322	0.35
Basque	6	0.01	7	0.01
Belgian	195	0.21	194	0.21
British	628	0.69	634	0.69
Celtic	1	0.00	0	0.00
Cypriot	52	0.06	53	0.06
Danish	187	0.20	185	0.20
Dutch	416	0.46	419	0.45
English	4,502	4.93	4,539	4.91
European	2,688	2.94	2,716	2.94
Finnish	242	0.27	237	0.26
French (Excluding Basque)	1,202	1.32	1,223	1.32
German	5,830	6.38	5,894	6.38
Greek	272	0.30	274	0.30
Icelandic	13	0.01	13	0.01
Irish	4,295	4.70	4,344	4.70
Italian	3,583	3.92	3,596	3.89
Luxembourger	2	0.00	2	0.00
Maltese	2	0.00	1	0.00
Northern European	275	0.30	280	0.30
Norwegian	681	0.75	696	0.75
Portuguese	428	0.47	428	0.46
Scandinavian	264	0.29	271	0.29
Scotch-Irish	424	0.46	431	0.47
Scottish	895	0.98	914	0.99
Swedish	822	0.90	846	0.92
Swiss	287	0.31	293	0.32
Welsh	218	0.24	224	0.24

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Trade Area: 123 Main St - 3 mi.

	2023 Estimate	%	2028 Projection	%
Eastern Europe				
Albanian	160	0.17	161	0.17
Bulgarian	114	0.13	112	0.12
Carpatho Rusyn	0	0.00	0	0.00
Croatian	110	0.12	106	0.12
Czech	148	0.16	151	0.16
Czechoslovakian	26	0.03	26	0.03
Eastern European (undifferentiated)	422	0.46	422	0.46
Estonian	12	0.01	14	0.01
German Russian	0	0.00	2	0.00
Hungarian	423	0.46	428	0.46
Latvian	14	0.01	15	0.02
Lithuanian	262	0.29	264	0.29
Macedonian	23	0.03	21	0.02
Polish	1,762	1.93	1,773	1.92
Romanian	94	0.10	94	0.10
Russian	1,578	1.73	1,610	1.74
Serbian	78	0.09	86	0.09
Slavic	1	0.00	1	0.00
Slovak	148	0.16	148	0.16
Slovene	78	0.09	75	0.08
Soviet Union	0	0.00	0	0.00
Ukrainian	729	0.80	734	0.79
Yugoslavian	63	0.07	60	0.07
North Africa and Southwest Asia (Except Arab)				
Afghan	46	0.05	48	0.05
Armenian	312	0.34	322	0.35
Assyrian/Chaldean/Syriac	34	0.04	36	0.04
Iranian	1,085	1.19	1,084	1.17
Israeli	356	0.39	354	0.38
Turkish	217	0.24	220	0.24
Arab				
Arab Total	1,415	1.55	1,435	1.55
Egyptian	101	0.11	101	0.11
Iraqi	32	0.04	33	0.04
Jordanian	13	0.01	13	0.01
Lebanese	183	0.20	185	0.20
Moroccan	195	0.21	196	0.21
Palestinian	502	0.55	511	0.55
Syrian	33	0.04	39	0.04
Arab/Arabic	160	0.17	163	0.18
Other Arab	195	0.21	194	0.21
Subsaharan Africa				
Subsaharan African Total	684	0.75	694	0.75
Cape Verdean	0	0.00	0	0.00
Ethiopian	181	0.20	178	0.19
Ghanaian	22	0.02	23	0.03
Kenyan	0	0.00	0	0.00
Liberian	0	0.00	0	0.00
Nigerian	120	0.13	123	0.13
Senegalese	0	0.00	0	0.00
Sierra Leonean	0	0.00	0	0.00
Somalian	0	0.00	0	0.00
South African	177	0.19	180	0.20
Sudanese	0	0.00	0	0.00
Ugandan	0	0.00	0	0.00
Zimbabwean	0	0.00	0	0.00
African	184	0.20	190	0.20
Other Subsaharan African	0	0.00	0	0.00
Oceania (Except Polynesian)				
Australian	78	0.09	77	0.08
New Zealander	1	0.00	1	0.00

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	2023 Estimate	%	2028 Projection	%
Other & Unclassified (Except Hispanic, Asian and Polynesian)				
Other	35,675	39.06	36,146	39.10
Ancestry Unclassified	13,878	15.20	14,062	15.21
Population by Detailed Single Race, Asian Race				
Asian Indian	3,645	3.99	3,532	3.82
Bangladeshi	168	0.18	151	0.16
Cambodian	8	0.01	8	0.01
Chinese, Not Taiwan	10,201	11.17	10,162	10.99
Filipino	1,857	2.03	1,941	2.10
Hmong	16	0.02	19	0.02
Indonesian	55	0.06	56	0.06
Japanese	1,634	1.79	1,734	1.88
Korean	2,626	2.88	2,562	2.77
Laotian	144	0.16	139	0.15
Malaysian	0	0.00	1	0.00
Pakistani	92	0.10	93	0.10
Sri Lankan	19	0.02	20	0.02
Taiwanese	732	0.80	719	0.78
Thai	237	0.26	251	0.27
Vietnamese	1,677	1.84	1,648	1.78
Other or 2+ Asian Categories	493	0.54	502	0.54
Other Asian, Not Specified	162	0.18	180	0.20
Hispanic Population by Specific Origin				
Argentinean	229	0.25	277	0.30
Bolivian	0	0.00	1	0.00
Chilean	373	0.41	454	0.49
Colombian	288	0.32	342	0.37
Costa Rican	4	0.00	4	0.00
Cuban	373	0.41	431	0.47
Dominican (Dominican Republic)	71	0.08	94	0.10
Ecuadorian	248	0.27	273	0.29
Guatemalan	58	0.06	65	0.07
Honduran	13	0.01	13	0.01
Mexican	11,473	12.56	13,490	14.59
Nicaraguan	28	0.03	29	0.03
Panamanian	30	0.03	32	0.04
Paraguayan	10	0.01	10	0.01
Peruvian	102	0.11	116	0.13
Puerto Rican	497	0.54	533	0.58
Salvadoran	384	0.42	470	0.51
Spaniard	370	0.41	399	0.43
Spanish	152	0.17	162	0.17
Spanish American	0	0.00	0	0.00
Uruguayan	7	0.01	7	0.01
Venezuelan	18	0.02	21	0.02
Other Central American	0	0.00	0	0.00
Other South American	0	0.00	1	0.00
All Other	277	0.30	319	0.34

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Trade Area: 123 Main St - 5 mi.

	2023 Estimate	%	2028 Projection	%
Total Population				
Population by Ancestry	224,593	100.00	226,927	100.00
North America				
Acadian/Cajun	9	0.00	9	0.00
Canadian	716	0.32	718	0.32
French Canadian	508	0.23	523	0.23
Pennsylvania German	1	0.00	2	0.00
United States or American	4,930	2.19	4,975	2.19
Central and South America				
Brazilian	748	0.33	790	0.35
Guyanese	0	0.00	2	0.00
West Indies				
West Indian Total (Excluding Hispanic groups)	292	0.13	301	0.13
Bahamian	0	0.00	1	0.00
Barbadian	1	0.00	0	0.00
Belizean	6	0.00	6	0.00
Bermudan	0	0.00	0	0.00
British West Indian	7	0.00	8	0.00
Dutch West Indian	0	0.00	0	0.00
Haitian	141	0.06	145	0.06
Jamaican	107	0.05	112	0.05
Trinidadian and Tobagonian	14	0.01	14	0.01
U.S. Virgin Islander	9	0.00	8	0.00
West Indian	7	0.00	6	0.00
Other West Indian	0	0.00	0	0.00
Western Europe				
Alsatian	12	0.01	13	0.01
Austrian	677	0.30	699	0.31
Basque	33	0.01	31	0.01
Belgian	271	0.12	269	0.12
British	1,687	0.75	1,710	0.75
Celtic	16	0.01	14	0.01
Cypriot	54	0.02	56	0.03
Danish	866	0.39	853	0.38
Dutch	1,466	0.65	1,476	0.65
English	12,302	5.48	12,386	5.46
European	5,954	2.65	6,007	2.65
Finnish	484	0.21	480	0.21
French (Excluding Basque)	3,946	1.76	4,005	1.76
German	16,874	7.51	17,081	7.53
Greek	795	0.35	797	0.35
Icelandic	14	0.01	17	0.01
Irish	13,817	6.15	13,994	6.17
Italian	8,639	3.85	8,688	3.83
Luxembourgish	43	0.02	38	0.02
Maltese	48	0.02	46	0.02
Northern European	551	0.24	563	0.25
Norwegian	2,273	1.01	2,300	1.01
Portuguese	1,225	0.55	1,230	0.54
Scandinavian	928	0.41	948	0.42
Scotch-Irish	1,146	0.51	1,155	0.51
Scottish	2,584	1.15	2,645	1.17
Swedish	2,283	1.02	2,327	1.02
Swiss	722	0.32	751	0.33
Welsh	842	0.38	859	0.38

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Trade Area: 123 Main St - 5 mi.

	2023 Estimate	%	2028 Projection	%
Eastern Europe				
Albanian	170	0.08	174	0.08
Bulgarian	183	0.08	179	0.08
Carpatho Rusyn	2	0.00	0	0.00
Croatian	289	0.13	286	0.13
Czech	638	0.28	639	0.28
Czechoslovakian	136	0.06	135	0.06
Eastern European (undifferentiated)	983	0.44	992	0.44
Estonian	120	0.05	116	0.05
German Russian	3	0.00	5	0.00
Hungarian	1,127	0.50	1,136	0.50
Latvian	41	0.02	42	0.02
Lithuanian	504	0.22	506	0.22
Macedonian	24	0.01	23	0.01
Polish	4,064	1.81	4,085	1.80
Romanian	283	0.13	288	0.13
Russian	2,940	1.31	2,998	1.32
Serbian	144	0.06	154	0.07
Slavic	59	0.03	56	0.03
Slovak	317	0.14	319	0.14
Slovene	175	0.08	175	0.08
Soviet Union	3	0.00	1	0.00
Ukrainian	995	0.44	1,001	0.44
Yugoslavian	121	0.05	117	0.05
North Africa and Southwest Asia (Except Arab)				
Afghan	191	0.09	194	0.09
Armenian	563	0.25	581	0.26
Assyrian/Chaldean/Syriac	35	0.02	38	0.02
Iranian	2,634	1.17	2,637	1.16
Israeli	450	0.20	453	0.20
Turkish	326	0.14	329	0.14
Arab				
Arab Total	2,568	1.14	2,612	1.15
Egyptian	263	0.12	263	0.12
Iraqi	164	0.07	165	0.07
Jordanian	26	0.01	26	0.01
Lebanese	447	0.20	457	0.20
Moroccan	217	0.10	220	0.10
Palestinian	507	0.23	516	0.23
Syrian	186	0.08	207	0.09
Arab/Arabic	266	0.12	269	0.12
Other Arab	492	0.22	488	0.21
Subsaharan Africa				
Subsaharan African Total	1,681	0.75	1,692	0.75
Cape Verdean	0	0.00	0	0.00
Ethiopian	293	0.13	288	0.13
Ghanaian	57	0.03	58	0.03
Kenyan	26	0.01	26	0.01
Liberian	0	0.00	0	0.00
Nigerian	211	0.09	216	0.10
Senegalese	0	0.00	0	0.00
Sierra Leonean	0	0.00	0	0.00
Somalian	143	0.06	139	0.06
South African	351	0.16	358	0.16
Sudanese	29	0.01	30	0.01
Ugandan	0	0.00	0	0.00
Zimbabwean	0	0.00	0	0.00
African	541	0.24	547	0.24
Other Subsaharan African	29	0.01	30	0.01
Oceania (Except Polynesian)				
Australian	86	0.04	86	0.04
New Zealander	10	0.01	9	0.00

Benchmark: USA

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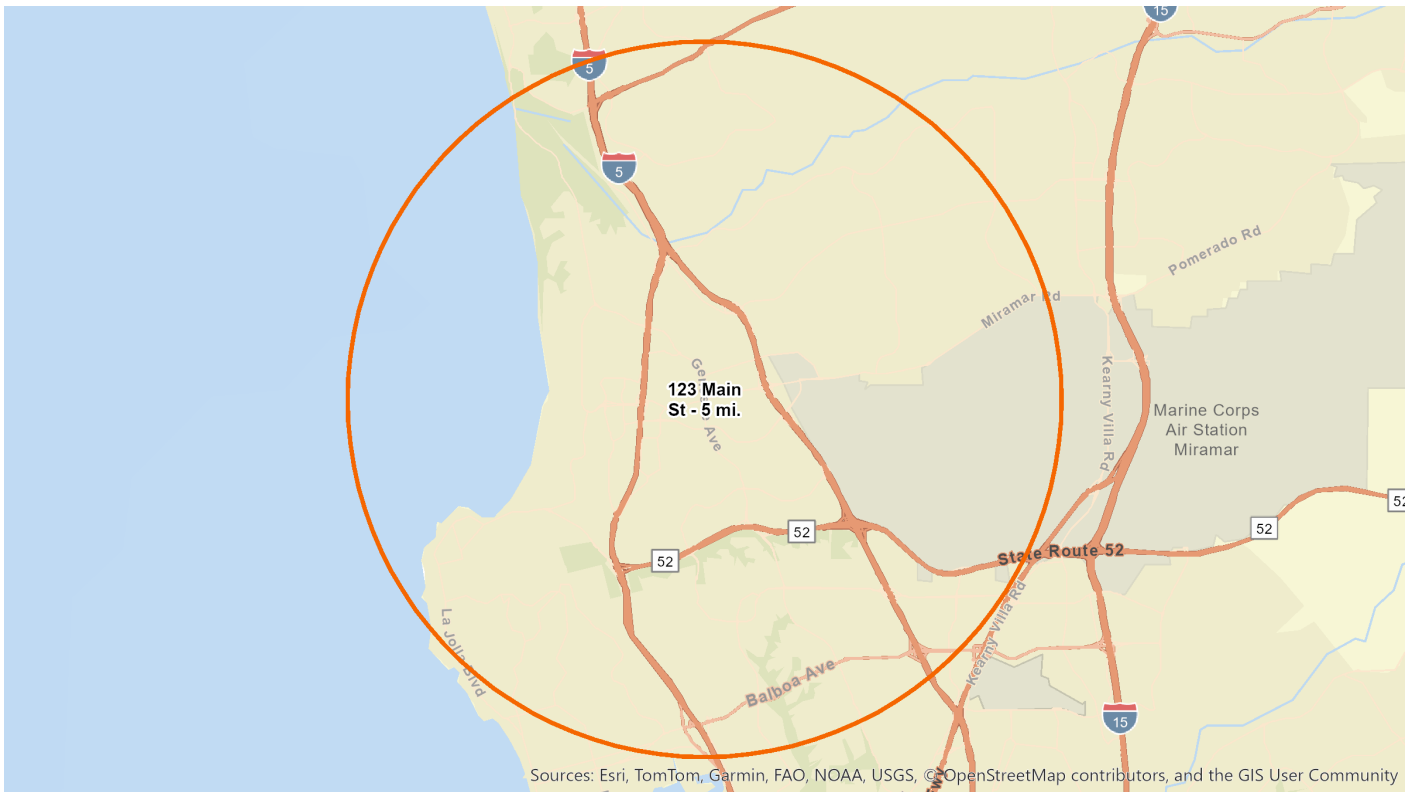
	2023 Estimate	%	2028 Projection	%
Other & Unclassified (Except Hispanic, Asian and Polynesian)				
Other	80,396	35.80	81,153	35.76
Ancestry Unclassified	34,578	15.40	34,959	15.40
Population by Detailed Single Race, Asian Race				
Asian Indian	8,453	3.76	8,330	3.67
Bangladeshi	168	0.07	152	0.07
Cambodian	298	0.13	341	0.15
Chinese, Not Taiwan	16,223	7.22	16,499	7.27
Filipino	9,344	4.16	9,945	4.38
Hmong	244	0.11	261	0.12
Indonesian	141	0.06	149	0.07
Japanese	3,136	1.40	3,382	1.49
Korean	4,595	2.05	4,661	2.05
Laotian	322	0.14	333	0.15
Malaysian	1	0.00	1	0.00
Pakistani	257	0.11	250	0.11
Sri Lankan	70	0.03	71	0.03
Taiwanese	1,179	0.53	1,176	0.52
Thai	349	0.15	368	0.16
Vietnamese	6,942	3.09	7,049	3.11
Other or 2+ Asian Categories	1,321	0.59	1,371	0.60
Other Asian, Not Specified	215	0.10	239	0.10
Hispanic Population by Specific Origin				
Argentinean	340	0.15	400	0.18
Bolivian	11	0.01	12	0.01
Chilean	719	0.32	812	0.36
Colombian	957	0.43	1,070	0.47
Costa Rican	35	0.02	39	0.02
Cuban	709	0.32	794	0.35
Dominican (Dominican Republic)	182	0.08	221	0.10
Ecuadorian	458	0.20	510	0.23
Guatemalan	406	0.18	486	0.21
Honduran	32	0.01	35	0.01
Mexican	28,433	12.66	32,310	14.24
Nicaraguan	104	0.05	121	0.05
Panamanian	136	0.06	156	0.07
Paraguayan	11	0.01	10	0.00
Peruvian	279	0.12	309	0.14
Puerto Rican	1,772	0.79	1,947	0.86
Salvadoran	952	0.42	1,174	0.52
Spaniard	1,060	0.47	1,134	0.50
Spanish	575	0.26	613	0.27
Spanish American	0	0.00	0	0.00
Uruguayan	9	0.00	9	0.00
Venezuelan	22	0.01	27	0.01
Other Central American	1	0.00	1	0.00
Other South American	3	0.00	4	0.00
All Other	591	0.26	669	0.29

Benchmark: USA

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Report Details

Name: MultiCultural® Ancestry and Origin
Date / Time: 2/26/2024 7:13:59 PM
Workspace Vintage: 2023

Trade Area

Name	Level	Geographies
123 Main St - 1 mi.		N/A
123 Main St - 3 mi.		N/A
123 Main St - 5 mi.		N/A

Benchmark

Name	Level	Geographies
USA	Entire US	United States

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