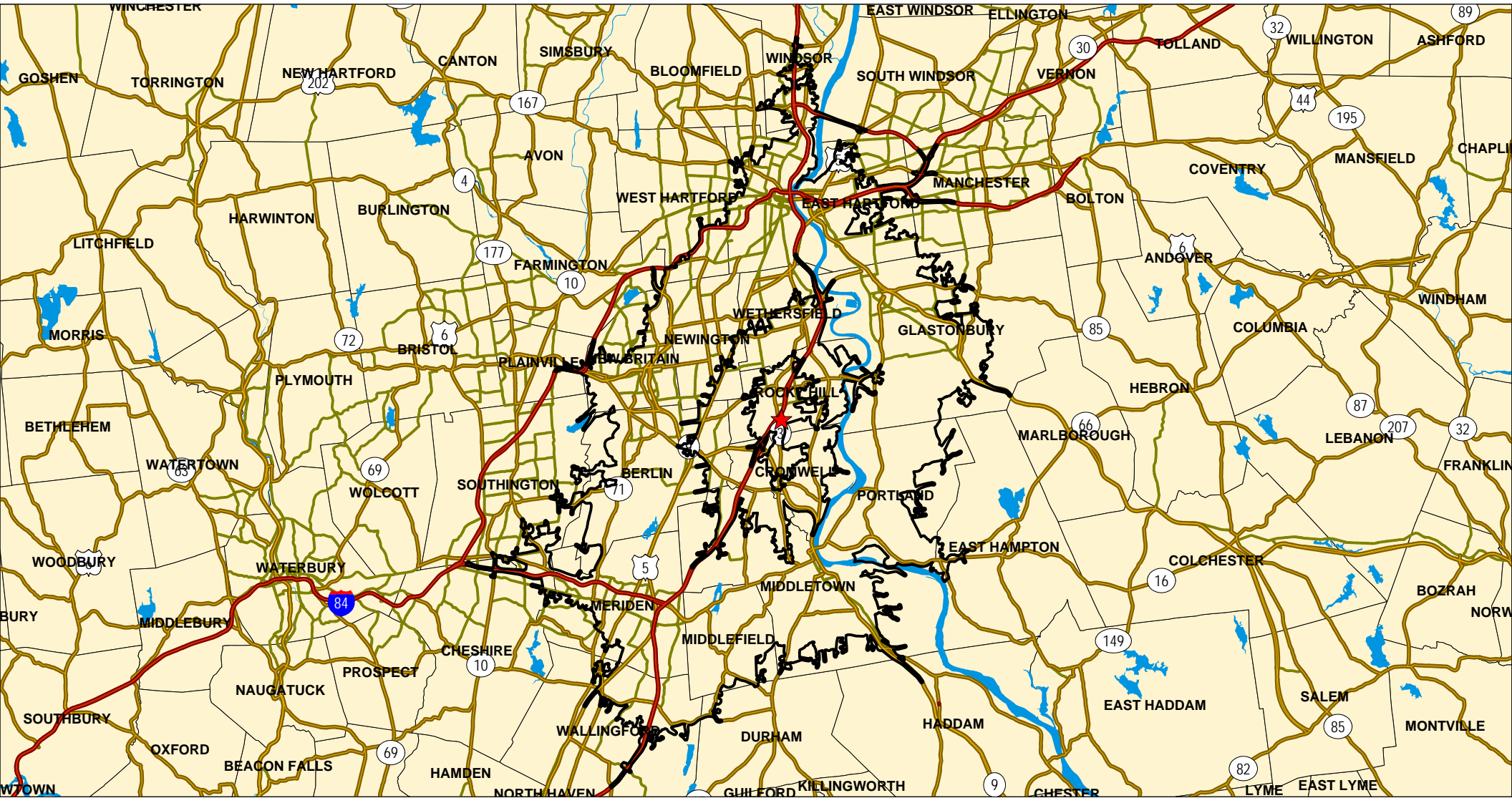
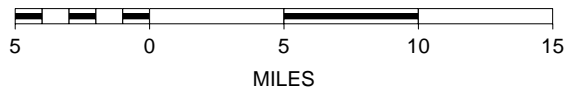


5, 10, 20 Min Drive Times--CERC



SCALE 1 : 452,974





Date: 02/03/11

Current Geography Selection: (3 Selected) 5, 10, 20 minute drive times: 805
 BROOK ST, ROCKY HILL, CT 06067

Your title for this geography: CERC w DT

Lat: 41.641790 **Long:** -72.674691

County: Hartford County **Pop:** 876,371

Zip: 06067 **Pop:** 19,429

Summary Market Area Rpt

5 Minutes: 10 Minutes: 20 Minutes:

Basic Variables 2010

Households	5,567	28,116	184,002
Population	12,884	65,658	463,518

Basic Variables 2010 Age:Total (Pop)

Age 0 to 19	2,769	13,926	119,894
Age 20 to 24	760	3,608	34,764
Age 25 to 29	903	4,725	31,212
Age 30 to 34	750	3,912	27,217
Age 35 to 39	844	4,239	28,569
Age 40 to 44	1,024	4,897	31,715
Age 45 to 49	1,170	5,601	34,341
Age 50 to 54	1,054	5,521	33,718
Age 55 to 59	950	4,707	29,084
Age 60 to 64	787	3,983	25,253
Age 65 Plus	1,875	10,540	67,752

Basic Variables 2010 Educational Attainment (Pop 25 Plus)

Bachelor's degree	2,386	11,333	51,613
College, No Diploma	1,433	8,134	52,155
Graduate or Professional School Degree	1,545	7,568	35,591
High school graduate	2,394	12,590	96,436
Population Age 25 Plus	9,355	48,124	308,861

Basic Variables 2010 Income

Per Capita Income	\$41,066	\$40,314	\$29,076
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Basic Variables 2010 Income:Household Income

Median Household Income	\$74,523	\$73,092	\$49,858
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Basic Variables 2010 Race and Ethnicity:Population

American Indian or Alaska Native Population	3	34	1,065
Asian Population	645	2,721	15,865
Black Population	454	3,099	69,775
Hawaiian or Pacific Islander Population	3	5	98

Hispanic Population	540	3,094	104,681
Multirace Population	237	1,294	15,443
Other Race Population	161	1,110	48,503
White Population	11,379	57,393	312,767

Basic Variables 2015

Households	5,891	29,890	187,742
Population	13,546	69,676	469,897

Business Summary 2010 Employees

Total Employees	8,568	44,753	339,506
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Business Summary 2010 Establishments

Total Establishments	604	3,262	22,916
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Consumer Expenditure 2010 Summary:Total Expenditure

Gifts	\$10,785,849.42	\$52,580,467.96	\$271,820,539.40
Total Apparel	\$18,297,378.08	\$89,944,656.36	\$486,958,663.40
Total Education	\$9,924,240.05	\$48,322,856.70	\$251,690,650.90
Total Entertainment	\$21,641,145.12	\$106,160,244.11	\$566,624,030.53
Total Food and Beverages	\$57,179,338.98	\$281,731,203.31	\$1,552,973,659.71
Total Health Care	\$22,498,991.03	\$111,130,215.50	\$620,473,725.06
Total Household Expenditure	\$383,158,002.98	\$1,883,408,740.80	\$10,159,478,759.73
Total Household Furnishing and Equip	\$17,520,376.48	\$85,867,058.24	\$448,323,968.57
Total Household Operations	\$14,453,287.64	\$70,681,599.58	\$366,601,035.58
Total Miscellaneous Expenses	\$6,293,801.98	\$30,924,708.48	\$169,669,572.85
Total Non-Retail Expenditure	\$221,430,212.62	\$1,087,680,982.55	\$5,840,651,252.86
Total Personal Care	\$5,513,210.71	\$27,180,253.92	\$147,655,116.89
Total Reading	\$1,267,835.03	\$6,246,275.43	\$33,489,164.84
Total Retail Expenditure	\$161,727,790.36	\$795,727,758.25	\$4,318,827,506.87
Total Shelter	\$74,375,935.43	\$365,689,261.41	\$1,965,756,610.89
Total Tobacco	\$2,234,980.36	\$11,105,743.17	\$65,616,940.29
Total Transportation	\$76,179,088.89	\$375,062,385.51	\$2,017,057,831.79
Total Utilities	\$25,586,049.43	\$126,299,378.66	\$709,205,931.93

Housing Units 2010

Housing Units	5,963	29,564	199,784
Occupied Housing Units	5,567	28,116	184,002
Owner Occupied Units	4,115	20,304	105,790
Renter Occupied Units	1,452	7,812	78,212
Vacant Housing Units	396	1,447	15,782

Occupation and Employment 2010

Civilian Employed	7,417	36,391	222,021
Civilian Unemployed	311	1,728	22,175
In Armed Forces	3	43	297
In Labor Force	7,730	38,162	244,493
Not in labor force	2,927	16,304	124,981
Total Population Age 16 Plus	10,657	54,466	369,474

Current year data is for the year **2010**, 5 year projected data is for the year **2015**. More About Our Data.
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