

# Demographic Snapshot Comparison

Geography: City - Norwood Young America

Norwood Young America

## Population: 2015A

Total Population	3,787
Female Population	50.2%
Male Population	49.7%
Population Density	1,534
Population Median Age	37.4
Employed Civilian Population 16+	2,004
% White Collar	47.1%
% Blue Collar	52.8%
Total Employees	696
Total Establishments*	109
Population Growth 2000-2010	8.4%
Population Growth 2015A-2020	4.5%

## Income: 2015A

Average Household Income	\$70,035
Median Household Income	\$58,090
Per Capita Income	\$27,451
Avg Income Growth 2000-2010	22.8%
Avg Income Growth 2015A-2020	21.0%

## Households: 2015A

Households	1,482
Average Household Size	2.52
Hhld Growth 2000-2010	14.4%
Hhld Growth 2015A-2020	5.3%

## Housing Units: 2015A

Occupied Units	1,482
% Occupied Units	95.4%
% Vacant Housing Units	4.5%
Owner Occ Housing Growth 2000-2010	12.2%
Owner Occ Housing Growth 2000-2020	21.8%
Owner Occ Housing Growth 2015A-2020	4.6%
Occ Housing Growth 2000-2010	14.4%
Occ Housing Growth 2010-2020	12.5%
Occ Housing Growth 2015A-2020	5.3%

## Race and Ethnicity: 2015A

% American Indian or Alaska Native Population	0.1%
% Asian Population	0.5%
% Black Population	0.3%
% Hawaiian or Pacific Islander Population	0.0%
% Multirace Population	1.4%
% Other Race Population	2.7%
% White Population	94.7%
% Hispanic Population	4.7%
% Non Hispanic Population	95.2%

**Seasonal Population Trending**

Q4 2011	13
Q1 2012	9
Q2 2012	13
Q3 2012	13
Q4 2012	10
Q1 2013	9
Q2 2013	9
Q3 2013	9
Q4 2013	9
Q1 2014	9
Q2 2014	10
Q3 2014	9
Q4 2014	7

*\*Establishment counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries (businesses that operate from a residence).*

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# Census 2010 - SF1

April 08, 2016



**Analysis Site:** Norwood Young America

*\*Comparison reports are limited to first 10 geographies selected*

Norwood Young America

## Basic Variables

### Population

Population	3,549
Female Population	1,786
Female Percentage	50.3%
Male Population	1,762
Male Percentage	49.6%
Households	1,387

### Age: Total

Age 0 to 4	7.5%
Age 5 to 9	6.8%
Age 10 to 14	7.2%
Age 15 to 17	4.3%
Age 18 to 20	2.7%
Age 21 to 24	4.4%
Age 25 to 29	7.1%
Age 30 to 34	6.9%
Age 35 to 39	6.5%
Age 40 to 44	6.5%
Age 45 to 49	7.9%
Age 50 to 54	7.9%
Age 55 to 59	5.9%
Age 60 to 64	5.5%
Age 65 to 69	3.1%
Age 70 to 74	2.3%
Age 75 to 79	2.5%
Age 80 to 84	2.1%
Age 85 Plus	2.0%

Median Age	37.32
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### Race & Ethnicity

American Indian and Alaska Native Alone	0.1%
Asian Alone	0.5%
Black Alone	0.4%
Native Hawaiian and Other Pacific Islander Alone	0.0%
Some Other Race Alone	2.3%
Two or More Races	1.1%
White Alone	96.4%

Hispanic or Latino Ethnicity	4.1%
Not Hispanic or Latino Ethnicity	95.8%

**Size of Household**

1 Person Households	24.6%
2 Person Households	35.4%
3 Person Households	16.2%
4 Person Households	15.2%
5 Person Households	4.7%
6 Person Households	2.5%
7 + Person Households	1.2%

# Business Comparison

## Geography: City - Norwood Young America

The total number of businesses in the demographic reports may be higher due to the roll-up of additional small business entities not otherwise contained in the database lists (under Business/Households tab).

Norwood Young  
America

### Q1 2015 Employees by Major SIC Division

Total Employees	696
Total Establishments	109

#### Employees by Major SIC Division:Totals

Agriculture, Forestry, & Fishing (01-09)	16
Construction (15-17)	39
Finance, Insurance, & Real Estate (60-69)	71
Manufacturing (20-39)	28
Mining (10-14)	0
Public Administration (90-98)	15
Retail Trade (52-59)	151
Services (70-89)	337
Transportation, Communications, Electric, Gas, & Sanitary Services (40-49)	31
Wholesale Trade (50-51)	9

#### Employees by Major SIC Division:Agriculture, Forestry, & Fishing (01-09)

Agricultural Production - Crops (01)	3
Agricultural Production - Livestock and Animal Specialties (02)	0
Agricultural Services (07)	12
Fishing, Hunting and Trapping (09)	0
Forestry (08)	0

#### Employees by Major SIC Division:Construction (15-17)

Building Cnstrctn - General Contractors & Operative Builders (15)	9
Construction - Special Trade Contractors (17)	27
Heavy Cnstrctn, Except Building Construction - Contractors (16)	2

#### Employees by Major SIC Division:Finance, Insurance, & Real Estate (60-69)

Depository Institutions (60)	40
Holding and Other Investment Offices (67)	0
Insurance Agents, Brokers and Service (64)	8
Insurance Carriers (63)	0
Nondepository Credit Institutions (61)	0
Real Estate (65)	18
Security & Commodity Brokers, Dealers, Exchanges & Services (62)	4

#### Employees by Major SIC Division:Manufacturing (20-39)

Apparel, Finished Prdcts from Fabrics & Similar Materials (23)	0
Chemicals and Allied Products (28)	0
Electronic, Elctrcl Eqpmnt & Cmpnts, Excpt Computer Eqpmnt (36)	0
Fabricated Metal Prdcts, Except Machinery & Transport Eqpmnt (34)	0

Food and Kindred Products (20)	0
Furniture and Fixtures (25)	0
Industrial and Commercial Machinery and Computer Equipment (35)	25
Leather and Leather Products (31)	0
Lumber and Wood Products, Except Furniture (24)	0
Mesr/Anlyz/Cntrl Instrmnts; Photo/Med/Opt Gds; Watchs/Clocks (38)	0
Miscellaneous Manufacturing Industries (39)	0
Paper and Allied Products (26)	0
Petroleum Refining and Related Industries (29)	0
Primary Metal Industries (33)	0
Printing, Publishing and Allied Industries (27)	3
Rubber and Miscellaneous Plastic Products (30)	0
Stone, Clay, Glass, and Concrete Products (32)	0
Textile Mill Products (22)	0
Tobacco Products (21)	0
Transportation Equipment (37)	0

**Employees by Major SIC Division: Mining (10-14)**

Coal Mining (12)	0
Metal Mining (10)	0
Mining and Quarrying of Nonmetallic Minerals, Except Fuels (14)	0
Oil and Gas Extraction (13)	0

**Employees by Major SIC Division: Public Administration (90-98)**

Administration of Economic Programs (96)	0
Administration of Environmental Quality and Housing Programs (95)	0
Administration of Human Resource Programs (94)	1
Executive, Legislative & General Government, Except Finance (91)	7
Justice, Public Order and Safety (92)	6
National Security and International Affairs (97)	0
Public Finance, Taxation and Monetary Policy (93)	0

**Employees by Major SIC Division: Retail Trade (52-59)**

Apparel and Accessory Stores (56)	0
Automotive Dealers and Gasoline Service Stations (55)	3
Building Matrials, Hrdwr, Garden Supply & Mobile Home Dealrs (52)	3
Eating and Drinking Places (58)	109
Food Stores (54)	9
General Merchandise Stores (53)	4
Home Furniture, Furnishings and Equipment Stores (57)	13
Miscellaneous Retail (59)	9

**Employees by Major SIC Division: Services (70-89)**

Amusement and Recreation Services (79)	15
Automotive Repair, Services and Parking (75)	10
Business Services (73)	115
Educational Services (82)	111
Engineering, Accounting, Research, Management & Related Svcs (87)	4
Health Services (80)	22

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Hotels, Rooming Houses, Camps, and Other Lodging Places (70)	0
Legal Services (81)	3
Membership Organizations (86)	20
Miscellaneous Repair Services (76)	0
Motion Pictures (78)	0
Museums, Art Galleries and Botanical and Zoological Gardens (84)	2
Personal Services (72)	15
Services, Not Elsewhere Classified (89)	2
Social Services (83)	18

**Employees by Major SIC Division:Transportation, Communications, Electric, Gas, & Sanitary Services (40-49)**

Communications (48)	0
Electric, Gas and Sanitary Services (49)	2
Local, Suburban Transit & Interurban Hgwy Passenger Transport (41)	0
Motor Freight Transportation (42)	15
Pipelines, Except Natural Gas (46)	0
Railroad Transportation (40)	0
Transportation Services (47)	2
Transportation by Air (45)	0
United States Postal Service (43)	11
Water Transportation (44)	0

**Employees by Major SIC Division:Wholesale Trade (50-51)**

Wholesale Trade - Durable Goods (50)	5
Wholesale Trade - Nondurable Goods (51)	3

**Q1 2015 Establishments by Major SIC Division**

**Establishments by Major SIC Division:Totals**

Agriculture, Forestry, & Fishing (01-09)	6
Construction (15-17)	14
Finance, Insurance, & Real Estate (60-69)	15
Manufacturing (20-39)	3
Mining (10-14)	0
Public Administration (90-98)	2
Retail Trade (52-59)	16
Services (70-89)	49
Transportation, Communications, Electric, Gas, & Sanitary Services (40-49)	3
Wholesale Trade (50-51)	1

**Establishments by Major SIC Division:Agriculture, Forestry, & Fishing (01-09)**

Agricultural Production - Crops (01)	2
Agricultural Production - Livestock and Animal Specialties (02)	0
Agricultural Services (07)	4

Fishing, Hunting and Trapping (09)	0
Forestry (08)	0

**Establishments by Major SIC Division:Construction (15-17)**

Building Cnstrctn - General Contractors & Operative Builders (15)	3
Construction - Special Trade Contractors (17)	11
Heavy Cnstrctn, Except Building Construction - Contractors (16)	0

**Establishments by Major SIC Division:Finance, Insurance, & Real Estate (60-69)**

Depository Institutions (60)	2
Holding and Other Investment Offices (67)	0
Insurance Agents, Brokers and Service (64)	3
Insurance Carriers (63)	0
Nondepository Credit Institutions (61)	0
Real Estate (65)	7
Security & Commodity Brokers, Dealers, Exchanges & Services (62)	3

**Establishments by Major SIC Division:Manufacturing (20-39)**

Apparel, Finished Prdcts from Fabrics & Similar Materials (23)	0
Chemicals and Allied Products (28)	0
Electronic, Elctrcl Eqpmnt & Cmpnts, Excpt Computer Eqpmnt (36)	0
Fabricated Metal Prdcts, Except Machinery & Transport Eqpmnt (34)	0
Food and Kindred Products (20)	0
Furniture and Fixtures (25)	0
Industrial and Commercial Machinery and Computer Equipment (35)	1
Leather and Leather Products (31)	0
Lumber and Wood Products, Except Furniture (24)	0
Mesr/Anlyz/Cntrl Instrmnts; Photo/Med/Opt Gds; Watches/Clocks (38)	0
Miscellaneous Manufacturing Industries (39)	1
Paper and Allied Products (26)	0
Petroleum Refining and Related Industries (29)	0
Primary Metal Industries (33)	0
Printing, Publishing and Allied Industries (27)	1
Rubber and Miscellaneous Plastic Products (30)	0
Stone, Clay, Glass, and Concrete Products (32)	0
Textile Mill Products (22)	0
Tobacco Products (21)	0
Transportation Equipment (37)	0

**Establishments by Major SIC Division:Mining (10-14)**

Coal Mining (12)	0
Metal Mining (10)	0
Mining and Quarrying of Nonmetallic Minerals, Except Fuels (14)	0
Oil and Gas Extraction (13)	0

**Establishments by Major SIC Division:Public Administration (90-98)**

Administration of Economic Programs (96)	0
Administration of Environmental Quality and Housing Programs (95)	0
Administration of Human Resource Programs (94)	0

Executive, Legislative & General Government, Except Finance (91)	1
Justice, Public Order and Safety (92)	1
National Security and International Affairs (97)	0
Public Finance, Taxation and Monetary Policy (93)	0

**Establishments by Major SIC Division:Retail Trade (52-59)**

Apparel and Accessory Stores (56)	0
Automotive Dealers and Gasoline Service Stations (55)	2
Building Materials, Hrdwr, Garden Supply & Mobile Home Deals (52)	1
Eating and Drinking Places (58)	7
Food Stores (54)	0
General Merchandise Stores (53)	1
Home Furniture, Furnishings and Equipment Stores (57)	1
Miscellaneous Retail (59)	4

**Establishments by Major SIC Division:Services (70-89)**

Amusement and Recreation Services (79)	3
Automotive Repair, Services and Parking (75)	4
Business Services (73)	10
Educational Services (82)	4
Engineering, Accounting, Research, Management & Related Svcs (87)	3
Health Services (80)	6
Hotels, Rooming Houses, Camps, and Other Lodging Places (70)	0
Legal Services (81)	2
Membership Organizations (86)	6
Miscellaneous Repair Services (76)	0
Motion Pictures (78)	0
Museums, Art Galleries and Botanical and Zoological Gardens (84)	1
Personal Services (72)	3
Services, Not Elsewhere Classified (89)	2
Social Services (83)	5

**Establishments by Major SIC Division:Transportation, Communications, Electric, Gas, & Sanitary Services (40-49)**

Communications (48)	0
Electric, Gas and Sanitary Services (49)	0
Local, Suburban Transit & Interurbn Hgwy Passenger Transport (41)	0
Motor Freight Transportation (42)	1
Pipelines, Except Natural Gas (46)	0
Railroad Transportation (40)	0
Transportation Services (47)	1
Transportation by Air (45)	0
United States Postal Service (43)	1
Water Transportation (44)	0

**Establishments by Major SIC Division:Wholesale Trade (50-51)**

Wholesale Trade - Durable Goods (50)	1
Wholesale Trade - Nondurable Goods (51)	1

*Report counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries (businesses that operate from a residence).*

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# Household Comparison

Geography: City - Norwood Young America

Norwood Young America

## 2015A Households:

### 2015A Population & Household Overview

Population	3,787
Household Population	3,775
Family Population	84.8%
Non-family Population	15.1%
Group Quarters Population	12
Households	1,482
Family Households	79.9%
Non-family Households	20.0%

### 2015A Households Type and Presence of Children

Total Households	1,481
Family Hhlds	1,184
One Person, Female Householder	13.9%
One Person, Male Householder	10.9%
Two+ people, Husband-Wife Family, Own Children	21.7%
Two+ people, Husband-Wife Family, No Own Children	33.3%
Non-family Hhlds	81
Two+ people, Female Householder	1.4%
Two+ people, Male Householder	4.1%
Other Family Hhlds	216
Female Householder, No Own Children	3.1%
Male Householder, No Own Children	2.2%
Female Householder, Own Children	6.5%
Male Householder, Own Children	2.6%

### 2015A Size of Household

1 Person Households	24.8%
2 Person Households	35.5%
3 Person Households	16.1%
4 Person Households	15.1%
5 Person Households	4.6%
6 Person Households	2.4%
7+ Person Households	1.1%
Average Household Size	2.52

### 2015A Length of Residence

Average Length of Residence (Years)	14
Housing Units	1,553
Occupied Housing Units	100.6%
Vacant Housing Units	4.8%
<b>2015A Vehicles Available</b>	
0 Vehicles Available	4.6%
1 Vehicle Available	33.6%
2+ Vehicles Available	61.6%
Avg Vehicles Per Hhld	2.05

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Norwood Young America

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### 2020 Households:

#### 2020 Population & Household Overview

Population	3,960
Household Population	3,948
Family Population	84.9%
Non-family Population	15.0%
Group Quarters Population	12
Households	1,561
Family Households	79.9%
Non-family Households	20.0%

#### 2020 Households Type and Presence of Children

Total Households	1,561
Family Hhlds	1,248
One Person, Female Householder	14.3%
One Person, Male Householder	11.2%
Two+ people, Husband-Wife Family, Own Children	21.3%
Two+ people, Husband-Wife Family, No Own Children	32.9%
Non-family Hhlds	88
Two+ people, Female Householder	1.4%
Two+ people, Male Householder	4.2%
Other Family Hhlds	224
Female Householder, No Own Children	3.1%
Male Householder, No Own Children	2.3%
Female Householder, Own Children	6.3%
Male Householder, Own Children	2.5%

#### 2020 Size of Household

1 Person Households	25.6%
2 Person Households	35.2%

3 Person Households	15.9%
4 Person Households	14.9%
5 Person Households	4.6%
6 Person Households	2.3%
7+ Person Households	1.1%

Average Household Size 2.50

Housing Units	1,641
Occupied Housing Units	95.1%
Vacant Housing Units	4.8%

### 2020 Vehicles Available

0 Vehicles Available	4.7%
1 Vehicle Available	33.6%
2+ Vehicles Available	61.6%

Avg Vehicles Per Hhld 2.05

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Norwood Young America

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### 2010 Census Households:

#### 2010 Population & Household Overview

Population	3,549
Household Population	3,539
Family Population	85.4%
Non-family Population	14.5%
Group Quarters Population	10
Households	1,387
Family Households	79.6%
Non-family Households	20.3%

#### 2010 Households Type and Presence of Children

Total Households	1,386
Family Hhlds	1,104
One Person, Female Householder	13.7%
One Person, Male Householder	10.8%
Two+ people, Husband-Wife Family, Own Children	21.8%
Two+ people, Husband-Wife Family, No Own Children	33.1%
Non-family Hhlds	78
Two+ people, Female Householder	1.6%
Two+ people, Male Householder	3.9%
Other Family Hhlds	203
Female Householder, No Own Children	2.6%

Male Householder, No Own Children	1.6%
Female Householder, Own Children	7.0%
Male Householder, Own Children	3.2%

### 2010 Size of Household

1 Person Households	24.6%
2 Person Households	35.3%
3 Person Households	16.2%
4 Person Households	15.2%
5 Person Households	4.7%
6 Person Households	2.5%
7+ Person Households	1.2%

Average Household Size	2.54
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### 2010 Length of Residence

Average Length of Residence (Years)	14
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Housing Units	1,553
Occupied Housing Units	100.6%
Vacant Housing Units	4.8%

### 2010 Vehicles Available

0 Vehicles Available	4.4%
1 Vehicle Available	33.8%
2+ Vehicles Available	61.6%

Avg Vehicles Per Hhld	2.05
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## 2000 Census Households:

### 2000 Population & Household Overview

Population	3,273
Household Population	3,267
Family Population	87.9%
Non-family Population	12.0%
Group Quarters Population	6

Households	1,212
Family Households	72.3%
Non-family Households	27.3%

### 2000 Households by Presence of Children

Total Households with Children	485
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Family Hhlds with Children	485
Married Couple	76.3%
Male Hhldr-No Spouse	10.3%
Female Hhldr-No Spouse	13.3%

Non-family Hhlds with Children	0
Male Hhldr-No Spouse	0.0%
Female Hhldr-No Spouse	0.0%
Total Households w/out Children	722
Family Hhlds w/out Children	392
Married Couple	48.4%
Male Hhldr-No Spouse	2.8%
Female Hhldr-No Spouse	2.9%
Non-family Hhlds w/out Children	56
Male Hhldr-No Spouse	4.6%
Female Hhldr-No Spouse	3.2%
<b>2000 Size of Household</b>	
1 Person Households	22.6%
2 Person Households	31.5%
3 Person Households	16.3%
4 Person Households	17.4%
5 Person Households	7.7%
6 Person Households	3.7%
7 + Person Households	0.1%
Average Household Size	2.70
<b>2000 Vehicles Available</b>	
0 Vehicles Available	5.5%
1 Vehicle Available	31.0%
2+ Vehicles Available	63.4%
Avg Vehicles Per Hhld	1.89

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