AGENDA

NORTH HUNTINGDON TOWNSHIP COMPREHENSIVE PLAN

October 10, 2022

Steering Committee Meeting #1: Start Time 5:00pm

1. **Introductions**

2. **What's Important to the Steering Committee?**

3. **Exhibit 1: Survey Results to Date**

4. **Exhibit 2: Guess the Municipality**

5. **Exhibit 3: Comparing Municipal Benchmarks Exercise**

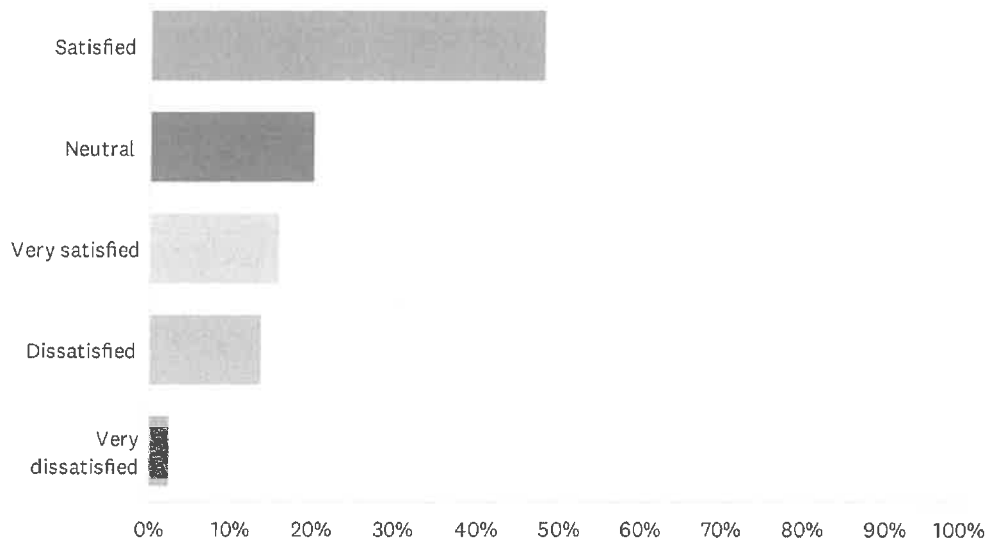
6. **Exhibit 4: Initial Demographic Highlights and Data from ESRI Business Analyst**

7. **Next Steps**

EXHIBIT 1

Q1 In general, to what extent are you satisfied with North Huntingdon Township as a place to live?

Answered: 392 Skipped: 2

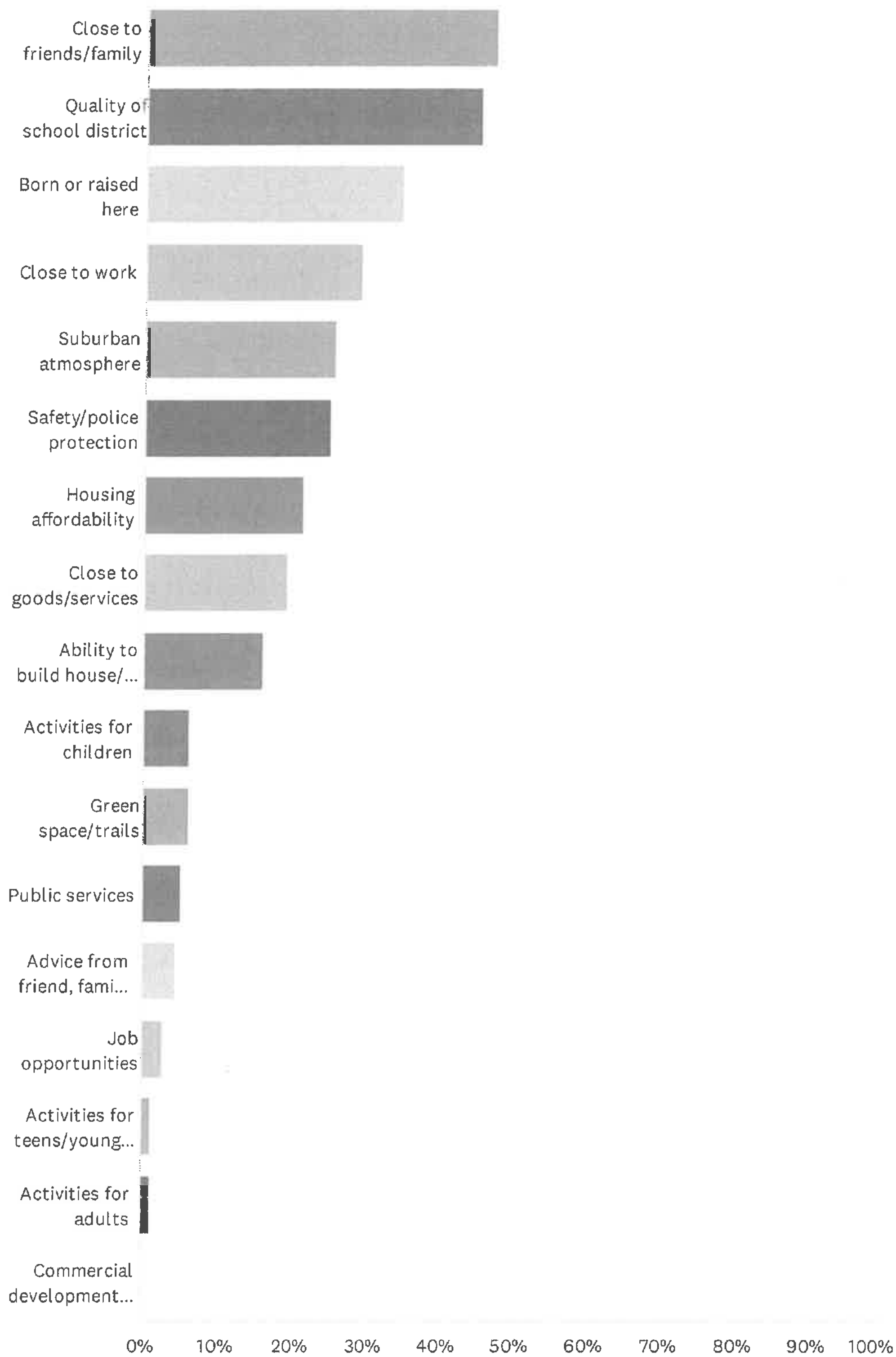


ANSWER CHOICES	RESPONSES	
Satisfied	48.21%	189
Neutral	20.15%	79
Very satisfied	16.07%	63
Dissatisfied	13.78%	54
Very dissatisfied	2.55%	10
Total Respondents: 392		

Q2 What influenced your decision to live/work in North Huntingdon Township? Choose all that apply.

Answered: 394 Skipped: 0

North Huntingdon

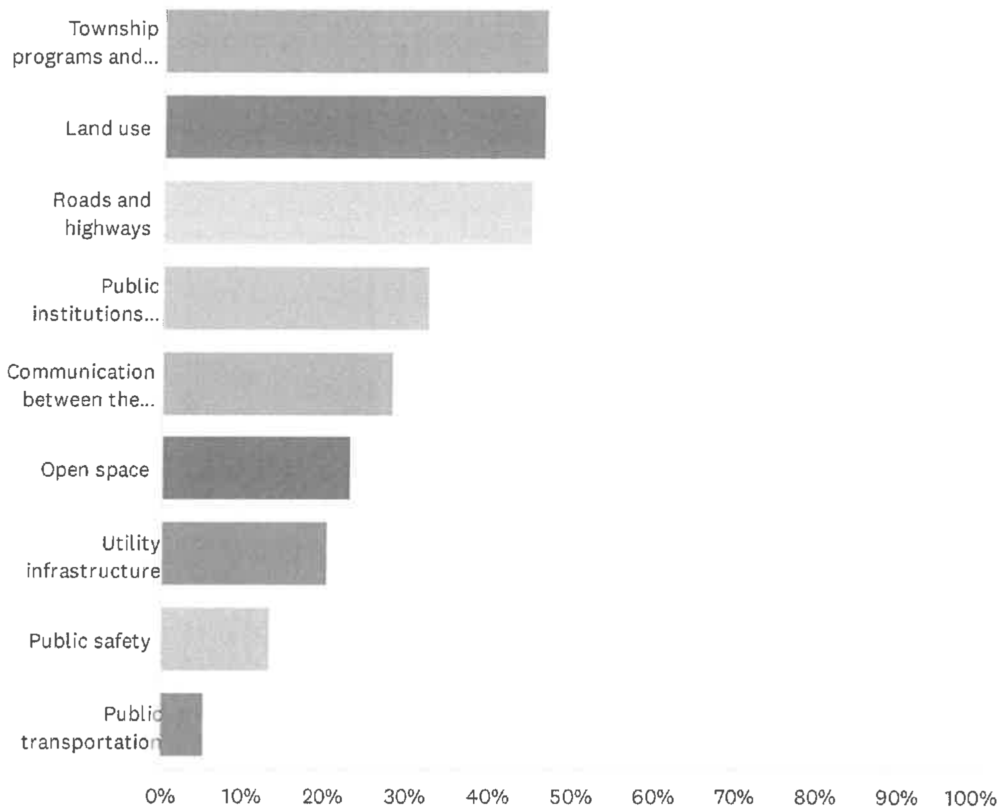


ANSWER CHOICES	RESPONSES	
Close to friends/family	47.46%	187
Quality of school district	45.69%	180
Born or raised here	34.77%	137
Close to work	29.19%	115
Suburban atmosphere	25.63%	101
Safety/police protection	24.87%	98
Housing affordability	21.32%	84
Close to goods/services	19.29%	76
Ability to build house/new construction	15.99%	63
Activities for children	6.09%	24
Green space/trails	6.09%	24
Public services	5.08%	20
Advice from friend, family or employer	4.57%	18
Job opportunities	2.79%	11
Activities for teens/young adults	1.27%	5
Activities for adults	1.27%	5
Commercial development opportunities	0.25%	1

Total Respondents: 394

Q3 In your opinion, what needs the most attention within the Township? Pick up to 3 choices.

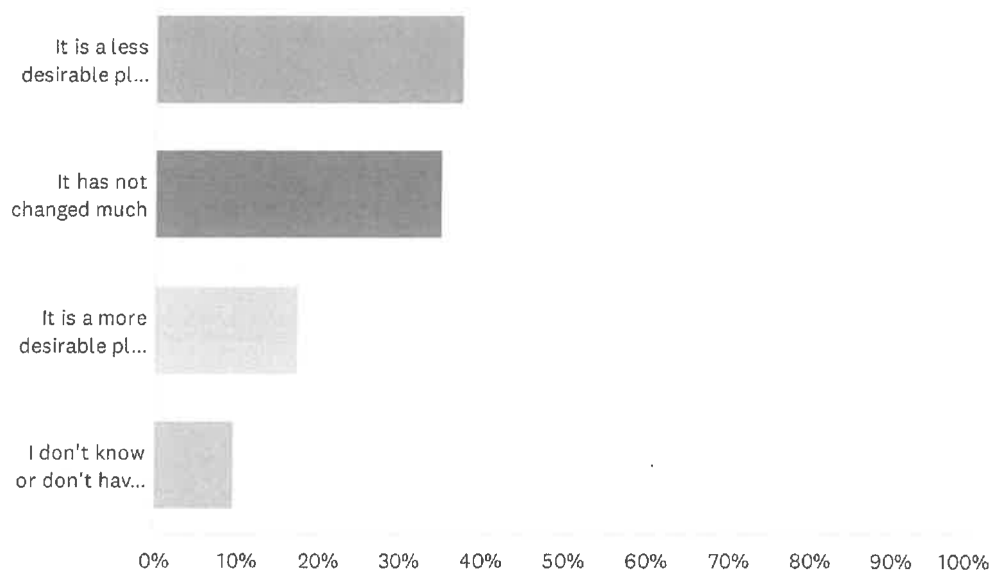
Answered: 387 Skipped: 7



ANSWER CHOICES	RESPONSES	
Township programs and events	46.77%	181
Land use	46.51%	180
Roads and highways	44.96%	174
Public institutions (schools, libraries, etc.)	32.56%	126
Communication between the Township and community	28.42%	110
Open space	23.26%	90
Utility infrastructure	20.41%	79
Public safety	13.44%	52
Public transportation	5.43%	21
Total Respondents: 387		

Q4 How has North Huntingdon Township changed since you have lived/worked here? Please choose only one.

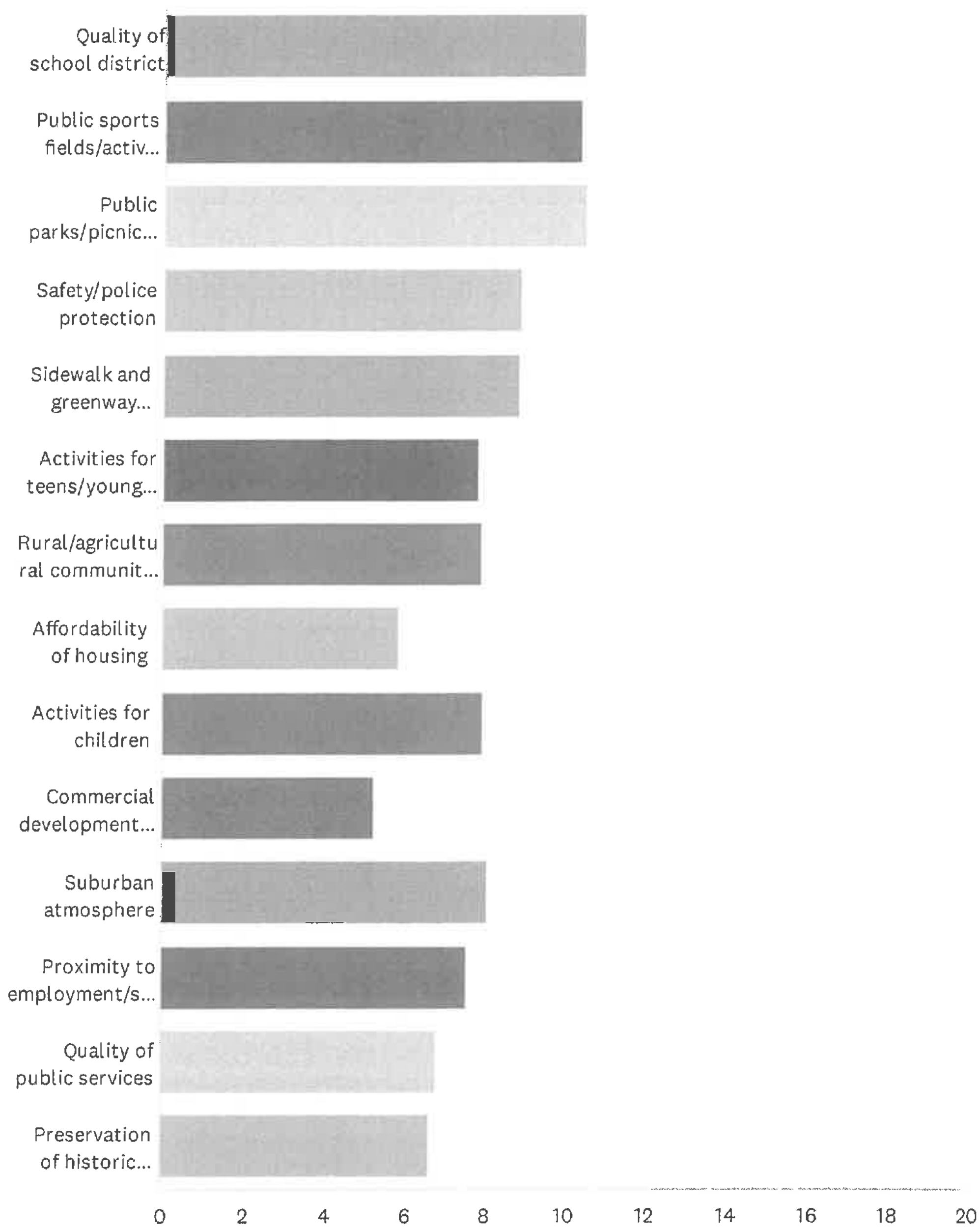
Answered: 389 Skipped: 5



ANSWER CHOICES	RESPONSES	
It is a less desirable place to live	37.79%	147
It has not changed much	35.22%	137
It is a more desirable place to live	17.48%	68
I don't know or don't have an opinion	9.51%	37
TOTAL		389

Q5 Over the next decade, what are the most important aspects needed to enhance North Huntingdon's community character? Please rank the following community attributes from 1 to 5 in order of importance for preserving the future quality of life in North Huntington Township, with one being the most important. Please choose no more than 5 attributes.

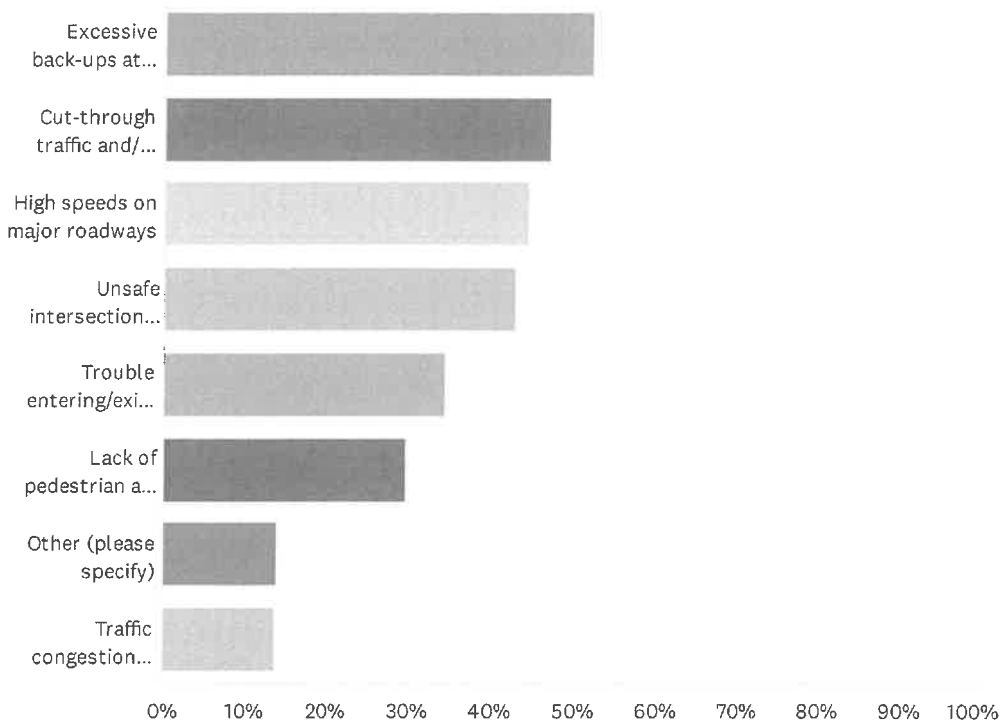
Answered: 392 Skipped: 2



	1	2	3	4	5	6	7	8	9	10	1
Quality of school district	22.64% 79	17.48% 61	10.60% 37	9.17% 32	7.74% 27	3.44% 12	3.72% 13	6.59% 23	7.45% 26	4.01% 14	
Public sports fields/active recreational space	18.33% 57	18.65% 58	12.86% 40	9.00% 28	9.65% 30	6.75% 21	4.18% 13	4.50% 14	2.89% 9	4.18% 13	
Public parks/picnic areas/passive recreational space	15.02% 50	17.42% 58	11.11% 37	14.71% 49	9.91% 33	9.61% 32	5.11% 17	6.01% 20	3.60% 12	1.20% 4	
Safety/police protection	14.11% 47	7.81% 26	9.91% 33	9.01% 30	9.31% 31	3.90% 13	5.41% 18	5.41% 18	11.11% 37	9.91% 33	
Sidewalk and greenway connections to parks, schools and neighborhoods	8.78% 26	8.78% 26	12.84% 38	10.14% 30	8.78% 26	7.43% 22	8.45% 25	7.09% 21	4.73% 14	6.76% 20	
Activities for teens/young adults	6.94% 22	11.67% 37	9.78% 31	10.73% 34	7.89% 25	4.42% 14	3.15% 10	1.89% 6	2.84% 9	5.05% 16	
Rural/agricultural community character	6.87% 20	5.15% 15	8.59% 25	9.97% 29	6.87% 20	6.87% 20	11.68% 34	9.28% 27	5.50% 16	6.19% 18	
Affordability of housing	5.86% 18	3.91% 12	8.14% 25	6.84% 21	7.17% 22	1.30% 4	3.26% 10	3.58% 11	3.91% 12	2.28% 7	
Activities for children	5.41% 17	10.83% 34	11.15% 35	8.92% 28	7.01% 22	6.37% 20	4.78% 15	2.87% 9	4.46% 14	3.82% 12	1
Commercial development opportunities	5.16% 16	4.84% 15	5.16% 16	8.71% 27	6.13% 19	2.90% 9	2.90% 9	1.61% 5	1.29% 4	1.94% 6	
Suburban atmosphere	4.73% 14	4.39% 13	9.46% 28	6.76% 20	14.19% 42	9.12% 27	9.80% 29	9.80% 29	8.45% 25	4.73% 14	
Proximity to employment/shopping areas	3.67% 11	4.00% 12	5.00% 15	6.00% 18	7.33% 22	8.67% 26	14.00% 42	11.67% 35	10.00% 30	15.33% 46	
Quality of public services	2.22% 7	4.11% 13	5.38% 17	6.33% 20	12.34% 39	4.43% 14	2.85% 9	7.28% 23	7.59% 24	16.46% 52	1
Preservation of historic sites throughout the Township	1.03% 3	2.05% 6	2.74% 8	5.14% 15	6.85% 20	13.70% 40	10.27% 30	11.30% 33	13.01% 38	5.82% 17	

Q6 What does your household perceive as major transportation issues within North Huntingdon Township? Check all that apply

Answered: 391 Skipped: 3

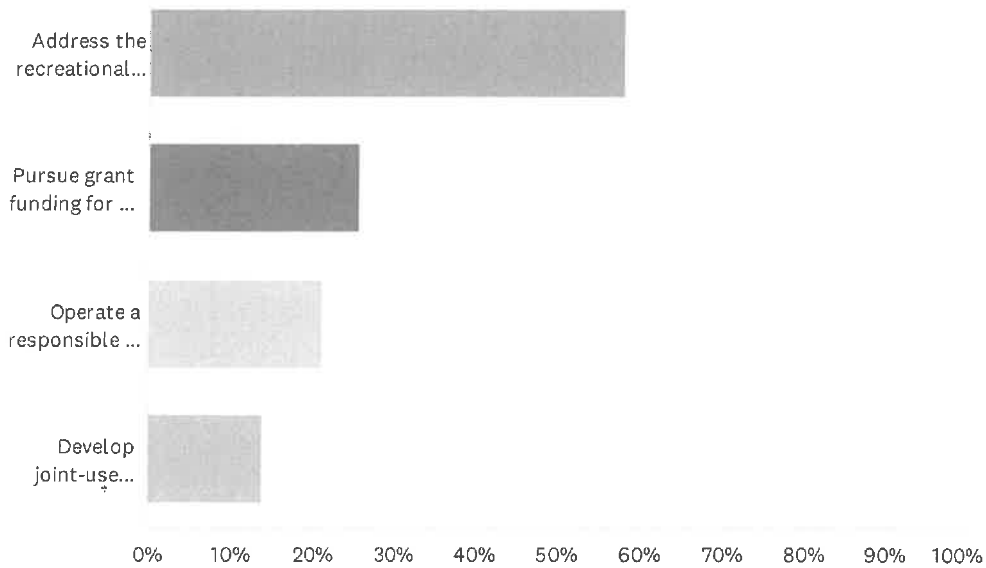


ANSWER CHOICES	RESPONSES	
Excessive back-ups at signals	52.17%	204
Cut-through traffic and/or high speeds on residential streets	47.06%	184
High speeds on major roadways	44.50%	174
Unsafe intersections that require traffic control or other improvements	42.97%	168
Trouble entering/exiting residential streets from/onto major roadways	34.53%	135
Lack of pedestrian and bicycle access to major destinations within the Township	29.92%	117
Other (please specify)	14.07%	55
Traffic congestion around schools	13.81%	54

Total Respondents: 391

Q7 The Township has identified four objectives to strive for to achieve its vision for improving recreational and green space at the more than 450 acres that it manages. Of the four objectives below, which do you view as most important?

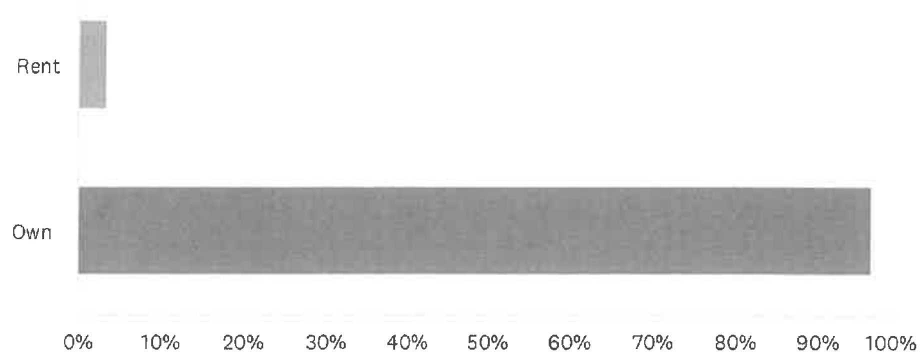
Answered: 388 Skipped: 6



ANSWER CHOICES	RESPONSES	
Address the recreational needs of all ages, abilities and interests	57.99%	225
Pursue grant funding for the development of Township facilities in collaboration with other groups, organizations or agencies	25.52%	99
Operate a responsible and financially efficient recreational department	21.13%	82
Develop joint-use between private organizations, volunteer groups, the Township and other organizations	13.92%	54
Total Respondents: 388		

Q8 Do you rent or own your residence?

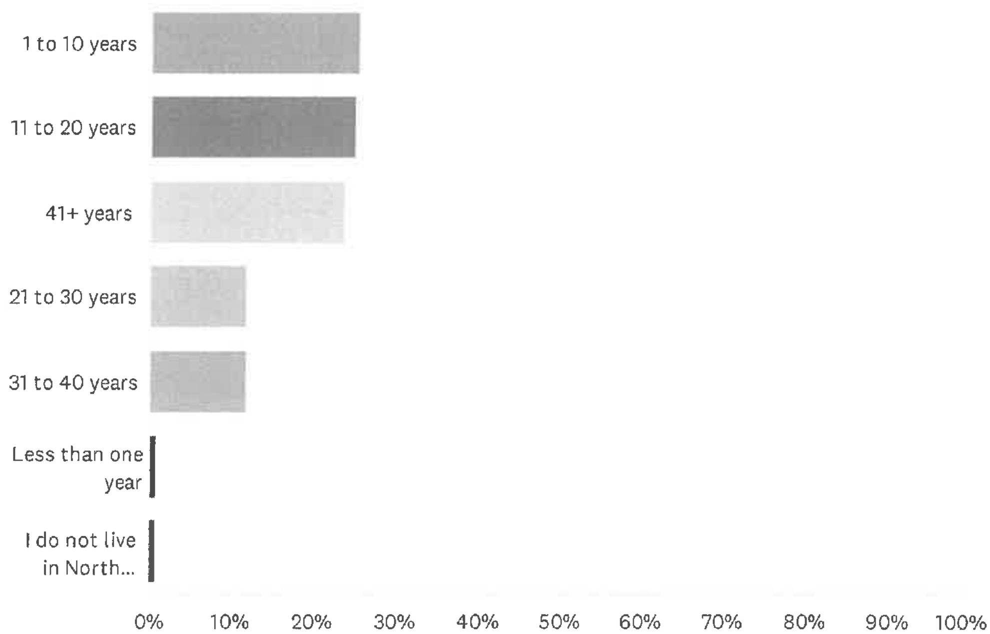
Answered: 387 Skipped: 7



ANSWER CHOICES	RESPONSES	
Rent	3.36%	13
Own	96.64%	374
Total Respondents: 387		

Q9 How long have you lived in North Huntingdon Township?

Answered: 394   Skipped: 0



ANSWER CHOICES	RESPONSES	
1 to 10 years	25.63%	101
11 to 20 years	25.13%	99
41+ years	23.86%	94
21 to 30 years	11.93%	47
31 to 40 years	11.93%	47
Less than one year	0.76%	3
I do not live in North Huntingdon Township	0.76%	3
TOTAL		394

Q10 Tell us more! Please share anything you think is important for the future of North Huntingdon Township.

Answered: 194 Skipped: 200

EXHIBIT 2

NORTH HUNTINGDON TOWNSHIP
STEERING COMMITTEE MEETING #1
10/10/2022

Mt Lebanon

	COMMUNITY A	COMMUNITY B
POPULATION	31,000	34,000
LAND AREA (SQUARE MILES)	27.3	6.2
PERCENT OF POPULATION OVER 55	33%	32%
PERCENT OF POPULATION UNDER 18	23%	23%
MEDIAN HOME VALUE ($)	208,000	288,000
MEDIAN HOUSEHOLD INCOME ($)	80,000	106,000
NUMBER OF BUSINESSES PER 1,000 RESIDENTS	30	17
ESTIMATED INCOME GENERATED FROM AN ADDITIONAL REAL ESTATE MILL ($)	100,000	3,000,000
SCHOOL DISTRICT REVENUE SOURCES: LOCAL VS. STATE	Local: 56%	Local: 75%
	State: 40%	State: 23%
MUNICIPAL REVENUE PER CAPITA ($)	485	1,175

EXHIBIT 3

Comparing Municipal Benchmarks

Note: All numbers based on General Fund Budget for 2018.

	North Huntingdon Township	Penn Township	Elizabeth Township			
Population	30,502	19,516	13,134			
Area (Sq. Mi.)	27.3	30.8	22.8			
Total Budget Expenditures	$14,097,944	$8,970,828	$6,455,833			
Government and General Costs						
Total Municipal Expenditures per Capita	$462	$460	$492			
Municipal Taxes Paid by Resident of Median-valued Home	$310	$558	$339			
Streets/Roads (% of budget)	26%	28%	36%			
Miles Maintained by Municipality	142	98	63			
Total Spending per Capita	$120	$127	$177			
Total Spending per Mile	$25,830	$25,253	$36,728			
Number of Vehicles in Public Works Fleet			24			
Number of Public Works Employees			11			
Police/Fire/EMS (% of budget)	38%	51%	22%			
Number of Police per 1,000 Population	0.9	1.0	0.8			
Number of Police Cruisers			10			
Number of Violent Crimes per 1,000 Population	0.6	1.0	0.7			
Recreational Resources (% of budget)	6%	1%	7%			
Total Parkland (Acres)	428	271	1333			
Total Parkland (Acres per 1,000 Population)	14	14	97			
Municipal-operated Parkland (Acres)	413	51	62			
Parks/Rec spending per Capita	$28	$4	$35			
Miles of Biking Trail (within Township boundary)	0	<1 (Westmoreland Heritage)	12 (GAP)			
Access Points to Biking Trail	0	0	7			

EXHIBIT 4

NORTH HUNTINGDON TOWNSHIP
KEY FACTS AND HIGHLIGHTS

GENERAL

Population
31,260

Median Age
47.6
48 Countywide

Average Household Size
2.4

Medium Household Income
$79,982
$63,233 Countywide

EDUCATION

Some High School	High School Diploma or GED	Some College	Assoc/Bach/Masters/Doctorate

Some High School	High School Diploma or GED	Some College	Assoc/Bach/Masters/Doctorate
1%	*36%*	*16%*	*47%*

HOUSING

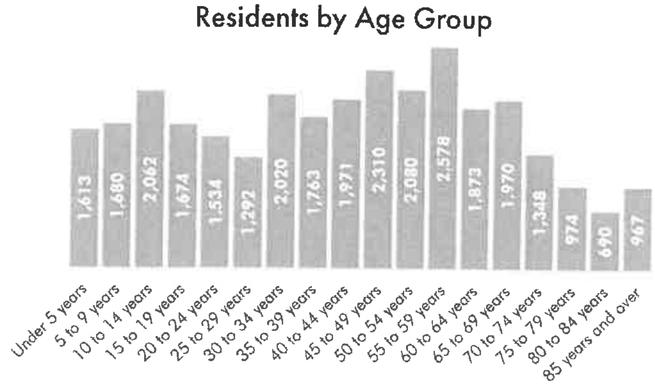
Total Households
13,403

Owner Occupied *91% Countywide*

Renter Occupied *9% Countywide*

$208,312 Median Home Value
$196,344 Countywide

AGE



BUSINESS

934 Total Number of Businesses

Top 5 Number of Businesses by Sector

1. Retail Trade: 141
2. Other Services: 135
3. Construction: 112
4. Health Care & Social Assistance: 100
5. Professional, Scientific and Tech Services: 78

9,151 Total Number of Employees

Top 5 Number of Employees by Sector

1. Retail Trade: 1,804
2. Manufacturing: 1,229
3. Health Care and Social Assistance: 1,033
4. Educational Services: 901
5. Accomodation and Food Services: 806

Business Summary

North Huntingdon Township
Area: 28.09 square miles

Prepared by Esri

Data for all businesses in area	
Total Businesses:	934
Total Employees:	9,151
Total Residential Population:	31,038
Employee/Residential Population Ratio (per 100 Residents)	29

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	25	2.7%	172	1.9%
Construction	107	11.5%	596	6.5%
Manufacturing	43	4.6%	1,134	12.4%
Transportation	18	1.9%	219	2.4%
Communication	4	0.4%	18	0.2%
Utility	3	0.3%	14	0.2%
Wholesale Trade	25	2.7%	337	3.7%
Retail Trade Summary	194	20.8%	2,652	29.0%
Home Improvement	17	1.8%	138	1.5%
General Merchandise Stores	8	0.9%	411	4.5%
Food Stores	20	2.1%	497	5.4%
Auto Dealers, Gas Stations, Auto Aftermarket	32	3.4%	404	4.4%
Apparel & Accessory Stores	8	0.9%	26	0.3%
Furniture & Home Furnishings	7	0.7%	136	1.5%
Eating & Drinking Places	49	5.2%	751	8.2%
Miscellaneous Retail	53	5.7%	289	3.2%
Finance, Insurance, Real Estate Summary	88	9.4%	617	6.7%
Banks, Savings & Lending Institutions	17	1.8%	233	2.5%
Securities Brokers	8	0.9%	66	0.7%
Insurance Carriers & Agents	25	2.7%	149	1.6%
Real Estate, Holding, Other Investment Offices	39	4.2%	169	1.8%
Services Summary	372	39.8%	3,059	33.4%
Hotels & Lodging	4	0.4%	45	0.5%
Automotive Services	33	3.5%	138	1.5%
Motion Pictures & Amusements	18	1.9%	45	0.5%
Health Services	69	7.4%	699	7.6%
Legal Services	7	0.7%	20	0.2%
Education Institutions & Libraries	15	1.6%	860	9.4%
Other Services	226	24.2%	1,253	13.7%
Government	15	1.6%	211	2.3%
Unclassified Establishments	40	4.3%	122	1.3%
Totals	934	100.0%	9,151	100.0%

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

October 07, 2022

Business Summary

North Huntingdon Township
Area: 28.09 square miles

Prepared by Esri

by NAICS Codes	Businesses Number	Businesses Percent	Employees Number	Employees Percent
Agriculture, Forestry, Fishing & Hunting	3	0.3%	69	0.8%
Mining	2	0.2%	8	0.1%
Utilities	0	0.0%	0	0.0%
Construction	112	12.0%	605	6.6%
Manufacturing	46	4.9%	1,229	13.4%
Wholesale Trade	24	2.6%	335	3.7%
Retail Trade	141	15.1%	1,804	19.7%
Motor Vehicle & Parts Dealers	28	3.0%	380	4.2%
Furniture & Home Furnishings Stores	3	0.3%	32	0.3%
Electronics & Appliance Stores	4	0.4%	27	0.3%
Bldg Material & Garden Equipment & Supplies Dealers	17	1.8%	138	1.5%
Food & Beverage Stores	14	1.5%	454	5.0%
Health & Personal Care Stores	17	1.8%	137	1.5%
Gasoline Stations	4	0.4%	24	0.3%
Clothing & Clothing Accessories Stores	11	1.2%	38	0.4%
Sport Goods, Hobby, Book, & Music Stores	5	0.5%	5	0.1%
General Merchandise Stores	8	0.9%	411	4.5%
Miscellaneous Store Retailers	22	2.4%	158	1.7%
Nonstore Retailers	9	1.0%	0	0.0%
Transportation & Warehousing	11	1.2%	175	1.9%
Information	9	1.0%	64	0.7%
Finance & Insurance	51	5.5%	451	4.9%
Central Bank/Credit Intermediation & Related Activities	17	1.8%	233	2.5%
Securities, Commodity Contracts & Other Financial	9	1.0%	69	0.8%
Insurance Carriers & Related Activities; Funds, Trusts &	25	2.7%	149	1.6%
Real Estate, Rental & Leasing	44	4.7%	195	2.1%
Professional, Scientific & Tech Services	78	8.4%	330	3.6%
Legal Services	8	0.9%	24	0.3%
Management of Companies & Enterprises	2	0.2%	6	0.1%
Administrative & Support & Waste Management & Remediation	33	3.5%	139	1.5%
Educational Services	23	2.5%	901	9.8%
Health Care & Social Assistance	100	10.7%	1,033	11.3%
Arts, Entertainment & Recreation	9	1.0%	33	0.4%
Accommodation & Food Services	55	5.9%	806	8.8%
Accommodation	4	0.4%	45	0.5%
Food Services & Drinking Places	51	5.5%	761	8.3%
Other Services (except Public Administration)	135	14.5%	634	6.9%
Automotive Repair & Maintenance	27	2.9%	117	1.3%
Public Administration	15	1.6%	211	2.3%
Unclassified Establishments	40	4.3%	122	1.3%
Total	934	100.0%	9,151	100.0%

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

October 07, 2022

House and Home Expenditures

North Huntingdon Township
Area: 28.09 square miles

Prepared by Esri

2022 Housing Summary		2022 Demographic Summary	
Housing Units	13,415	Population	31,038
2022-2027 Percent Change	0.14%	Households	12,778
Percent Occupied	95.3%	Families	8,989
Percent Owner Households	85.4%	Median Age	47.6
Median Home Value	$208,312	Median Household Income	$79,982

	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	108	$17,506.14	$223,693,418
Mortgage/Other Loan Payments & Basics	109	$13,148.84	$168,015,885
Mortgage Interest	103	$3,847.67	$49,165,513
Interest Paid on Home Equity Loan	122	$47.72	$609,823
Interest Paid on Home Equity Line of Credit	117	$168.36	$2,151,274
Mortgage Principal	107	$2,900.73	$37,065,562
Principal Paid on Home Equity Loan	122	$97.03	$1,239,838
Principal Paid on Home Equity Line of Credit	123	$388.90	$4,969,319
Special Lump Sum Mortgage Payments	108	$946.83	$12,098,570
Special Assessments	131	$16.71	$213,560
Closing Costs	98	$340.27	$4,347,941
Property Taxes	115	$3,556.88	$45,449,804
Homeowners Insurance	113	$762.96	$9,749,072
Ground Rent	95	$74.79	$955,610
Maintenance and Remodeling Services	106	$3,475.74	$44,413,059
Maintenance and Remodeling Materials	108	$754.05	$9,635,291
Property Management and Security	94	$127.50	$1,629,183
Rented Dwellings	58	$3,498.32	$44,701,472
Rent	57	$3,373.92	$43,111,975
Tenant's Insurance	70	$26.18	$334,501
Maintenance and Repair Services	95	$70.65	$902,805
Maintenance and Repair Materials	83	$27.56	$352,191
Other Lodging	113	$728.48	$9,308,487
Owned Vacation Homes	114	$621.56	$7,942,280
Principal Paid on Home Loans	110	$80.33	$1,026,402
Closing Costs on Purchase of Property	109	$41.43	$529,441
Interest Paid on Home Loans	107	$103.05	$1,316,800
Property Taxes	117	$181.57	$2,320,136
Homeowners Insurance	123	$18.93	$241,862
Maintenance and Remodeling	118	$161.20	$2,059,853
Property Management and Security	110	$35.04	$447,786
Housing While Attending School	108	$106.92	$1,366,206
Household Operations	101	$2,527.35	$32,294,450
Child Care	94	$568.70	$7,266,856
Care for Elderly or Handicapped	112	$79.63	$1,017,476
Appliance Rental and Repair	105	$30.00	$383,311
Computer Information Services	97	$733.66	$9,374,752
Home Security System Services	105	$51.08	$652,689
Non-Apparel Household Laundry/Dry Cleaning	96	$26.44	$337,805
Housekeeping Services	101	$216.03	$2,760,482
Lawn and Garden	111	$634.68	$8,109,896
Moving/Storage/Freight Express	82	$66.67	$851,956
Installation of Computers	95	$0.40	$5,079
PC Repair (Personal Use)	98	$7.74	$98,866
Reupholstering/Furniture Repair	108	$12.43	$158,778
Termite/Pest Control	103	$49.88	$637,332
Water Softening Services	113	$7.61	$97,202
Internet Services Away from Home	99	$4.69	$59,946
Other Home Services (1)	107	$37.72	$482,024

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.
Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

October 07, 2022

House and Home Expenditures

North Huntingdon Township
Area: 28.09 square miles

Prepared by Esri

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	100	$5,675.65	$72,523,515
Bottled Gas	116	$68.81	$879,213
Electricity	99	$2,040.08	$26,068,193
Fuel Oil	118	$108.10	$1,381,257
Natural Gas	112	$656.19	$8,384,827
Phone Services	98	$1,920.21	$24,536,451
Water and Other Public Services	100	$872.04	$11,142,956
Coal/Wood/Other Fuel	117	$10.22	$130,619
Housekeeping Supplies	101	$892.93	$11,409,883
Laundry and Cleaning Supplies	98	$249.00	$3,181,715
Postage and Stationery	102	$179.80	$2,297,501
Other HH Products (2)	102	$464.13	$5,930,667
Household Textiles	96	$111.02	$1,418,651
Bathroom Linens	93	$17.04	$217,681
Bedroom Linens	97	$58.68	$749,804
Kitchen, Dining Room and other Linens	96	$10.39	$132,750
Curtains and Draperies	96	$17.33	$221,449
Slipcovers, Decorative Pillows	102	$7.59	$96,967
Furniture	100	$722.18	$9,228,057
Mattresses and Box Springs	100	$131.85	$1,684,783
Other Bedroom Furniture	95	$123.34	$1,576,027
Sofas	99	$200.11	$2,556,975
Living Room Chairs	108	$63.39	$809,956
Living Room Tables	99	$20.02	$255,871
Kitchen, Dining Room Furniture	99	$59.31	$757,888
Infant Furniture	98	$14.05	$179,575
Outdoor Furniture	107	$45.14	$576,833
Wall Units, Cabinets, Other Furniture (3)	100	$64.97	$830,150
Major Appliances	105	$449.09	$5,738,483
Dishwashers, Disposals & Range Hoods	109	$40.37	$515,833
Refrigerators and Freezers	108	$128.68	$1,644,327
Clothes Washers & Dryers	101	$121.23	$1,549,083
Cooking Stoves and Ovens	106	$65.38	$835,427
Microwave Ovens	102	$21.66	$276,781
Window Air Conditioners	101	$9.02	$115,199
Electric Floor Cleaning Equipment	100	$31.67	$404,729
Sewing Machines and Miscellaneous Appliances	112	$31.08	$397,103

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.
Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

October 07, 2022

House and Home Expenditures

North Huntingdon Township
Area: 28.09 square miles

Prepared by Esri

	Spending Potential Index	Average Amount Spent	Total
Other Household Furnishings and Equipment			
Rugs	107	$38.15	$487,517
Housewares	100	$100.44	$1,283,433
Small Appliances	96	$57.51	$734,810
Sewing/Needlework/Quilt Materials/Items	111	$14.17	$181,117
Window Coverings	102	$33.98	$434,243
Lamps/Lighting Fixtures/Ceiling Fans	118	$70.17	$896,612
Infant Equipment	98	$21.85	$279,195
Rental of Furniture	67	$5.02	$64,153
Laundry and Cleaning Equipment	100	$33.04	$422,144
Closet and Storage Items	99	$26.97	$344,599
Luggage	95	$18.07	$230,875
Clocks and Other Household Decoratives	100	$250.12	$3,195,994
Telephones and Accessories	108	$122.92	$1,570,688
Outdoor Equipment	112	$58.00	$741,151
Power Tools	112	$58.16	$743,230
Hand Tools	98	$11.15	$142,529
Office Furniture/Equipment for Home Use	97	$16.27	$207,938
Computers and Hardware for Home Use	93	$178.22	$2,277,238
Portable Memory	102	$5.03	$64,333
Computer Software	93	$10.17	$130,014
Computer Accessories	103	$21.01	$268,426
Other Household Appliances	99	$25.58	$326,908
Misc Equipment incl Ladders/Sheds/Etc	106	$142.90	$1,825,983

(1) Other Home Services include miscellaneous home services and small repair jobs not already specified.
(2) Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.
(3) Wall Units, Cabinets, Other Furniture includes entertainment centers, bookcases, cabinets, desks and other family, recreation, or living room furniture.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.
Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Recreation Expenditures

North Huntingdon Township
Area: 28.09 square miles

Prepared by Esri

Demographic Summary		2022	2027
Population		31,038	30,780
Households		12,778	12,751
Families		8,989	8,949
Median Age		47.6	48.5
Median Household Income		$79,982	$90,380
	Spending Potential Index	**Average Amount Spent**	**Total**
TV/Video/Audio	101	$1,345.58	$17,193,858
Cable & Satellite Television Services	103	$946.32	$12,092,027
Televisions & Video	95	$279.59	$3,572,573
Audio	96	$116.73	$1,491,602
Rental of TV/VCR/Radio/Sound Equipment	75	$0.95	$12,108
Repair of TV/Radio/Sound Equipment	95	$2.00	$25,548
Entertainment/Recreation Fees and Admissions	100	$842.77	$10,768,954
Tickets to Theatre/Operas/Concerts	104	$95.61	$1,221,709
Tickets to Movies	91	$57.37	$733,132
Tickets to Parks or Museums	96	$36.94	$472,001
Admission to Sporting Events, excl.Trips	106	$77.95	$996,090
Fees for Participant Sports, excl.Trips	102	$134.09	$1,713,376
Fees for Recreational Lessons	97	$154.63	$1,975,900
Membership Fees for Social/Recreation/Health Clubs	101	$285.00	$3,641,711
Dating Services	86	$1.18	$15,035
Toys/Games/Crafts/Hobbies	100	$130.83	$1,671,712
Toys/Games/Arts/Crafts/Tricycles	99	$111.13	$1,420,055
Playground Equipment	113	$4.26	$54,406
Play Arcade Pinball/Video Games	93	$2.44	$31,136
Online Gaming Services	90	$6.27	$80,075
Stamp & Coin Collecting	114	$6.73	$86,040
Recreational Vehicles and Fees	114	$146.28	$1,869,129
Docking and Landing Fees for Boats and Planes	119	$12.61	$161,141
Camp Fees	117	$40.95	$523,213
Payments on Boats/Trailers/Campers/RVs	120	$69.40	$886,743
Rental of Boats/Trailers/Campers/RVs	94	$23.32	$298,031
Sports, Recreation and Exercise Equipment	96	$196.84	$2,515,162
Exercise Equipment and Gear, Game Tables	96	$60.46	$772,619
Bicycles	92	$31.18	$398,473
Camping Equipment	86	$20.26	$258,856
Hunting and Fishing Equipment	102	$56.33	$719,797
Winter Sports Equipment	84	$7.07	$90,328
Water Sports Equipment	110	$10.35	$132,190
Other Sports Equipment	100	$8.07	$103,164
Rental/Repair of Sports/Recreation/Exercise Equipment	89	$2.91	$37,230
Photographic Equipment and Supplies	96	$50.26	$642,278
Film	86	$0.54	$6,875
Photo Processing	103	$8.77	$112,078
Photographic Equipment	92	$16.75	$214,067
Photographer Fees/Other Supplies & Equip Rental/Repair	97	$24.20	$309,257
Reading	103	$120.41	$1,538,658
Magazine/Newspaper Subscriptions	111	$45.56	$582,116
Magazine/Newspaper Single Copies	108	$7.05	$90,037
Books	97	$37.00	$472,820
Digital Book Readers	98	$30.81	$393,685

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.
Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

October 07, 2022

Traffic Count Profile

North Huntingdon Township
Area: 28.09 square miles

Prepared by Esri

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.23	Brownstown Rd	Brook St (0.01 miles NE)	2017	2,918
0.25	Brownstown Road	Northeast Dr (0.01 miles SE)	2019	2,884
0.39	Hams Way	Center Hwy (0.03 miles N)	2012	431
0.42	Lincoln Hwy	Hams Way (0.02 miles W)	2016	27,619
0.49	Christine Drive	Orchard Dr (0.11 miles NE)	2020	157
0.53	Maple Ln	Ivy Ln (0.2 miles NE)	2019	1,642
0.54	Center Hwy	Billott Ave (0.17 miles E)	2019	6,400
0.56	Lincoln Hwy	Center Hwy (0.14 miles SE)	2019	15,509
0.59	Robbins Station Rd	PkwyDr (0.06 miles NE)	2019	7,078
0.63	Clay Pike	PkwyDr (0.03 miles SE)	2019	3,724
0.65	Clay Pike	Robbins Station Rd (0.06 miles S)	2019	7,581
0.67	Brownstown Rd	Water St (0.05 miles SE)	2019	3,980
0.73	Jennie Drive	Robbins Station Rd (0.02 miles SE)	2020	55
0.79	Lincoln Hwy	Malts Ln (0.03 miles SE)	2016	26,867
0.79	Robbins Station Rd	Erlu Ln (0.05 miles NE)	2019	4,906
0.82	Lincoln Way	Bethel Rd (0.18000001 miles SW)	2019	6,587
0.84	Trafford Rd	Railroad St (0.03 miles SE)	2017	3,999
0.92	Skellytown Rd	Post St (0.06 miles SW)	2019	1,635
1.00	Skellytown Rd	Sweetgum Ln (0.05 miles N)	2019	109
1.02	Clay Pike	Mockingbird Dr (0.01 miles N)	2019	9,245
1.06	Reed St	Paintertown Rd (0.04 miles SE)	2019	2,034
1.06	Lincoln Hwy	Soltis Dr (0.04 miles NW)	2016	26,867
1.07	Bluebird Drive	Melody Ln (0.02 miles E)	2020	73
1.11	Robbins Station Rd	Longview Dr (0.02 miles NE)	2017	5,605
1.12	Clay Pike	Three Springs Rd (0.01 miles S)	2017	8,374
1.19	Dianthus Street	Violet St (0.01 miles W)	2020	252
1.22	Main St	Dahlia St (0.05 miles NE)	2019	4,407
1.24	Paintertown Rd	E Franklin Ave (0.03 miles SW)	2017	1,598
1.27	Robbins Station Road	Adams Dr (0.03 miles SW)	2019	5,540
1.32	Robbins Station Rd	Adams Dr (0.03 miles NE)	2017	5,605

Data Note: The Traffic Profile displays up to 30 of the closest available traffic counts within the largest radius around your site. The years of the counts in the database range from 2020 to 2000. Esri removes counts that are older than 2000 from the Kalibrate provided database. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. Distances displayed as 0.00 miles (due to rounding), are closest to the site. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.
Source: ©2022 Kalibrate Technologies (Q1 2022).

October 07, 2022

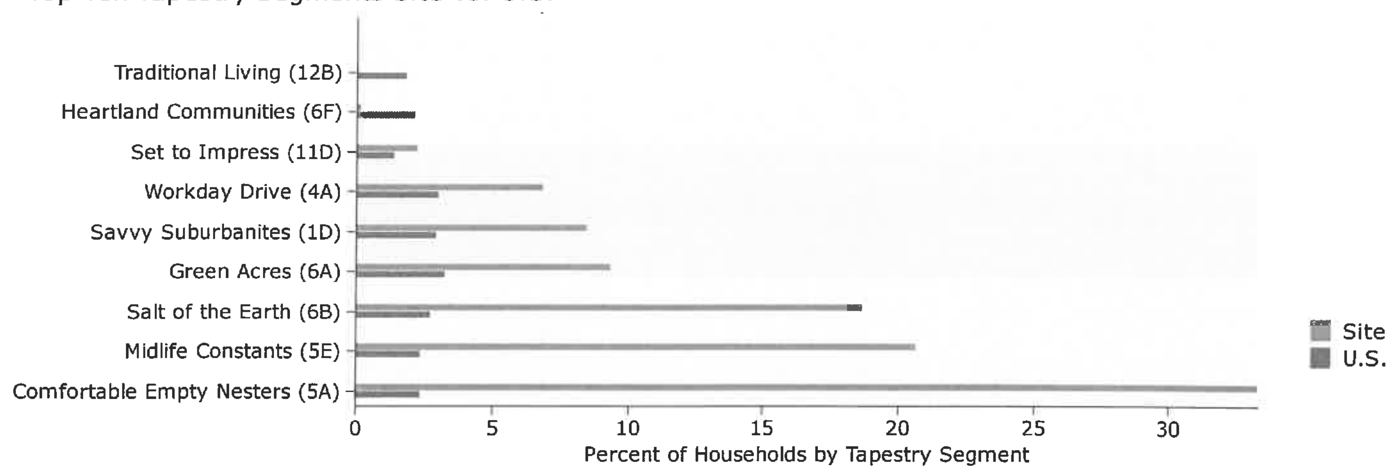
Polygon 3
Area: 28.09 square miles

Prepared by Esri

Top Twenty Tapestry Segments

		2022 Households		2022 U.S. Households		
			Cumulative		Cumulative	
Rank	**Tapestry Segment**	**Percent**	**Percent**	**Percent**	**Percent**	**Index**
1	Comfortable Empty Nesters (5A)	33.4%	33.4%	2.4%	2.4%	1382
2	Midlife Constants (5E)	20.7%	54.1%	2.4%	4.8%	855
3	Salt of the Earth (6B)	18.7%	72.8%	2.8%	7.6%	672
4	Green Acres (6A)	9.4%	82.2%	3.3%	10.9%	288
5	Savvy Suburbanites (1D)	8.5%	90.7%	3.0%	13.8%	286
	Subtotal	**90.7%**		**13.9%**		
6	Workday Drive (4A)	6.8%	97.5%	3.1%	16.9%	224
7	Set to Impress (11D)	2.3%	99.8%	1.4%	18.3%	164
8	Heartland Communities (6F)	0.2%	100.0%	2.2%	20.5%	9
9	Traditional Living (12B)	0.0%	100.0%	1.9%	22.4%	2
	Subtotal	**9.3%**		**8.6%**		
	Total	**100.0%**		**22.4%**		**447**

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

October 07, 2022

LifeMode Group: GenXurban

Comfortable Empty Nesters

5A

Households: 3,024,200

Average Household Size: 2.52

Median Age: 48.0

Median Household Income: $75,000

WHO ARE WE?

Residents in this large, growing segment are older, with nearly half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care, or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average (Index 314). Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

OUR NEIGHBORHOOD

- Married couples, some with children, but most without (Index 149).
- Average household size slightly higher at 2.52.
- Found throughout the suburbs and small towns of metropolitan areas, where most residents own and live in single-family detached homes (Index 142).
- Most homes built between 1950 and 1990 (Index 131).
- Households generally have one or two vehicles.

SOCIOECONOMIC TRAITS

- Education: 36% college graduates; nearly 68% with some college education.
- Average labor force participation at 61%.
- Most households' income from wages or salaries, but a third also draw income from investments (Index 150) and retirement (Index 159).
- *Comfortable Empty Nesters* residents physically and financially active.
- Prefer eating at home instead of dining out.
- Home maintenance a priority among these homeowners.

TAPESTRY
SEGMENTATION

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

5A LifeMode Group: GenXurban

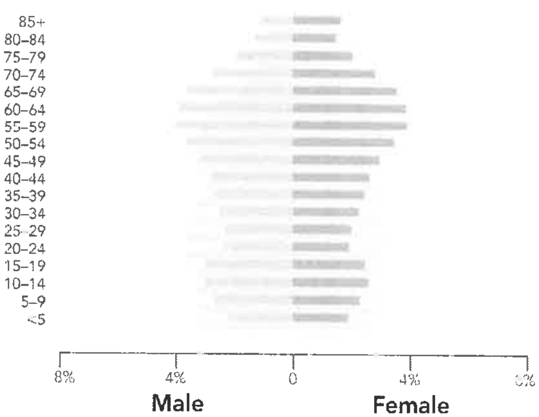
Comfortable Empty Nesters

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 48.0 US: 38.2

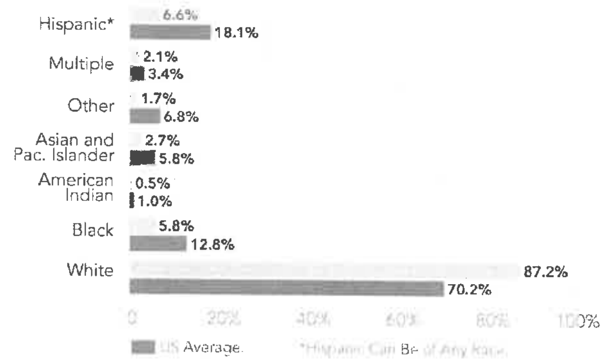
indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 33.0 US: 64.0



INCOME AND NET WORTH

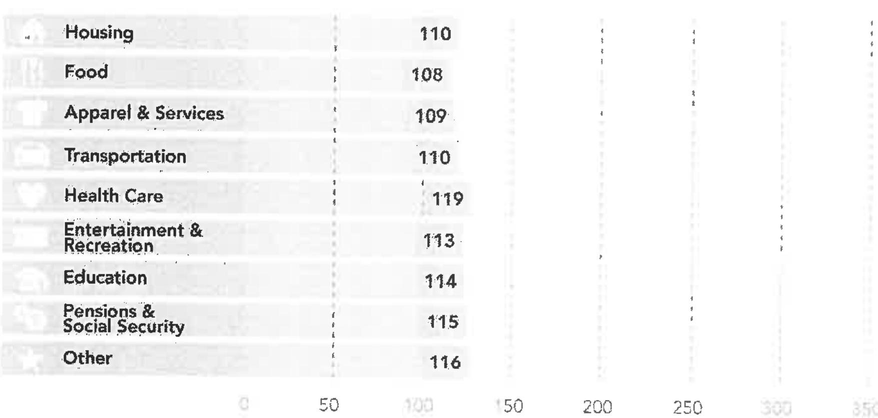
Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

Median Net Worth

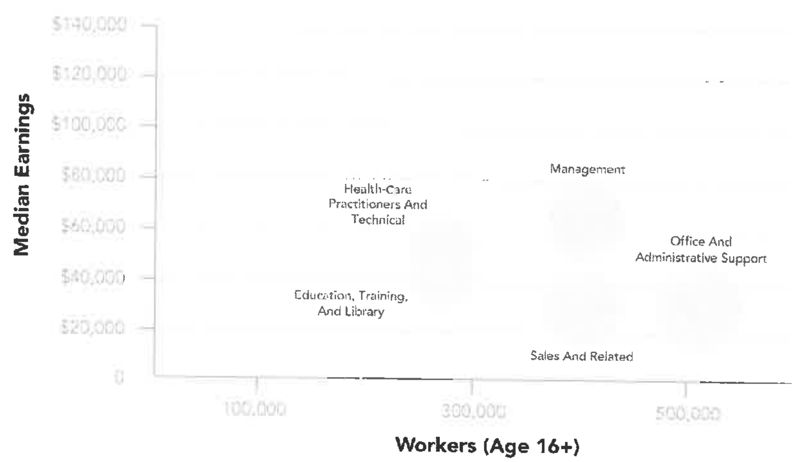
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



5A

LifeMode Group: GenXurban

Comfortable Empty Nesters

TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

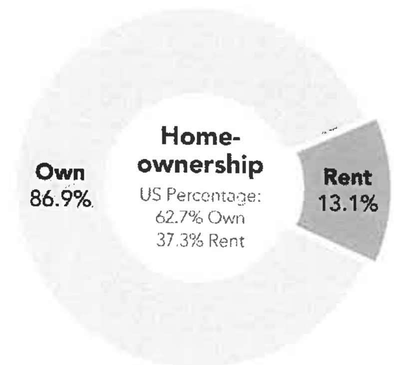
- Residents enjoy listening to sports radio or watching sports on television.
- Physically active, they play golf, ski, ride bicycles, and work out regularly.
- Spending a lot of time online isn't a priority, so most own older home computers.
- Financial portfolio includes stocks, certificates of deposit, mutual funds, and real estate.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$203,400
US Median: $207,300

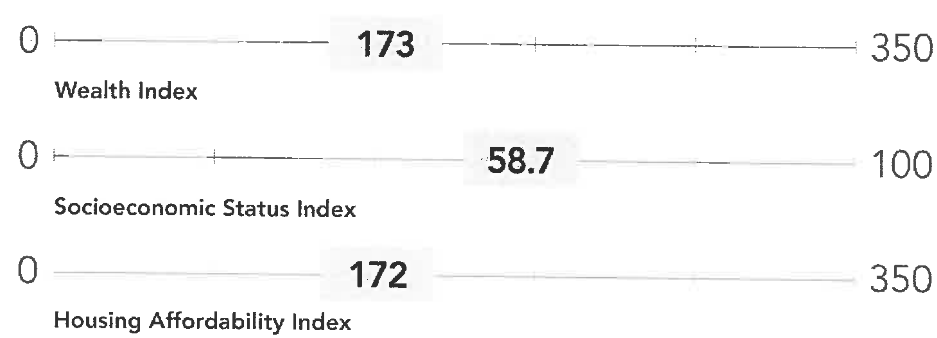


POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



5A

LifeMode Group: GenXurban

Comfortable Empty Nesters

TAPESTRY SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Comfortable Empty Nesters* Tapestry Segment by households.

G2831429

For more information
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info@esri.com
esri.com

esri THE SCIENCE OF WHERE®

LifeMode Group: GenXurban

Midlife Constants

5E

Households: 3,068,400

Average Household Size: 2.31

Median Age: 47.0

Median Household Income: $53,200

WHO ARE WE?

Midlife Constants residents are seniors, at or approaching retirement, with below-average labor force participation and below-average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous but not spendthrifts.

OUR NEIGHBORHOOD

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.
- Primarily married couples, with a growing share of singles.
- Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.
- Single-family homes, less than half still mortgaged, with a median home value of $154,100 (Index 74).

SOCIOECONOMIC TRAITS

- Education: 63% have a high school diploma or some college.
- At 31%, the labor force participation rate is low in this market (Index 91).
- Almost 42% of households are receiving Social Security (Index 141); 27% also receive retirement income (Index 149).
- Traditional, not trendy; opt for convenience and comfort not cutting edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- Radio and newspapers are the media of choice (after television).

TAPESTRY SEGMENTATION

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

5E

LifeMode Group: GenXurban

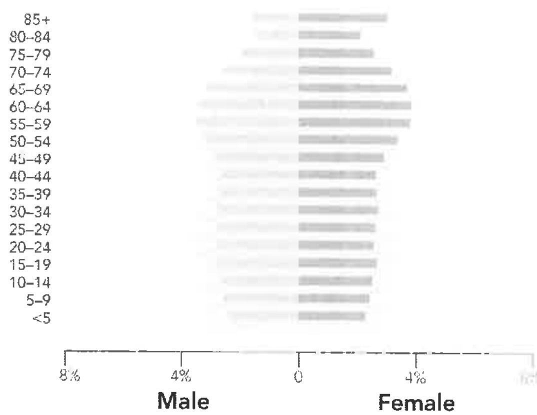
Midlife Constants

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 47.0 US: 38.2

Indicates US



RACE AND ETHNICITY (Esri data)

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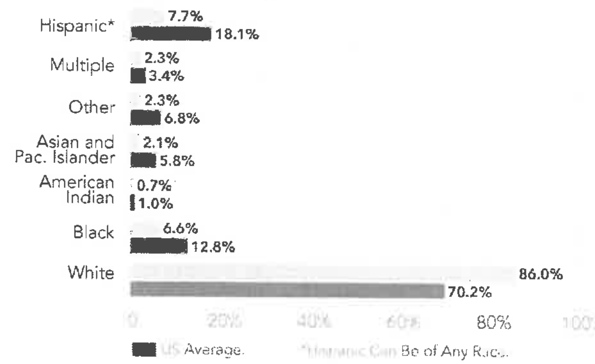
Diversity Index: 36.2 US: 64.0

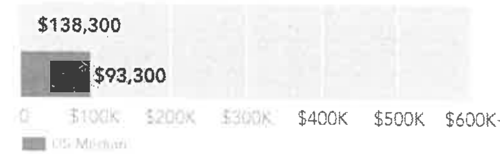


INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

Median Net Worth



AVERAGE HOUSEHOLD BUDGET INDEX

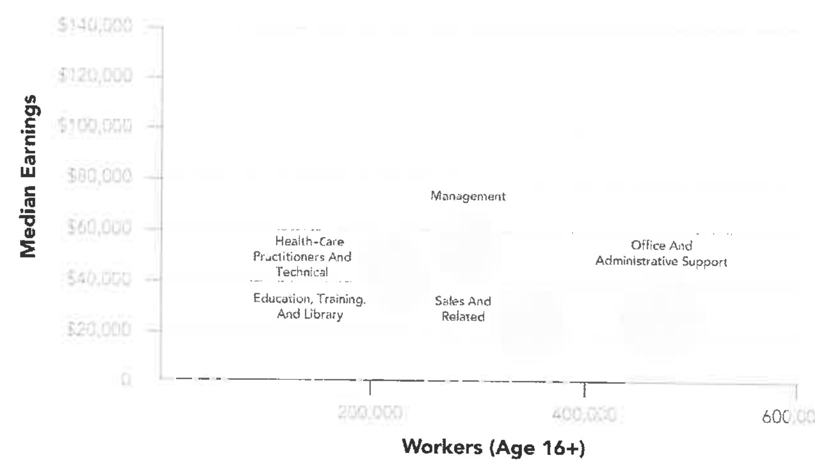
The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Housing	85
Food	85
Apparel & Services	82
Transportation	88
Health Care	94
Entertainment & Recreation	87
Education	79
Pensions & Social Security	83
Other	88

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



5E

LifeMode Group: GenXurban

Midlife Constants

TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

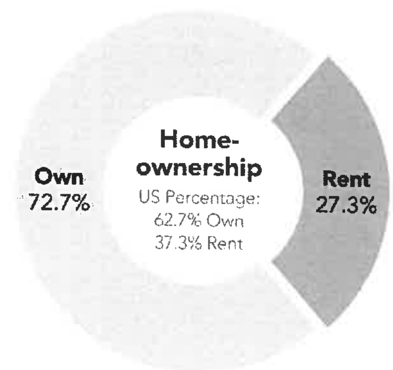
- Prefer practical vehicles like SUVs and trucks (domestic, of course).
- Sociable, church-going residents belonging to fraternal orders, veterans' clubs, and charitable organizations and do volunteer work and fundraising.
- Contribute to arts/cultural, educational, health, and social services organizations.
- DIY homebodies that spend on home improvement and gardening.
- Media preferences: country or movie channels.
- Leisure activities include movies at home, reading, fishing, and golf.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$154,100
US Median: $207,300



POPULATION CHARACTERISTICS

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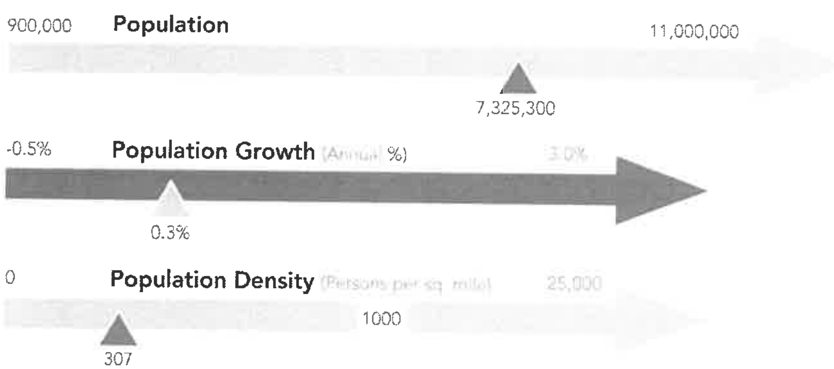

ESRI INDEXES

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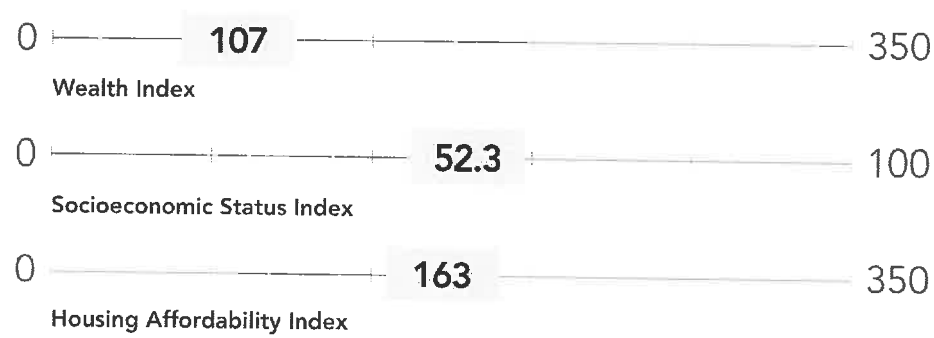

5E

LifeMode Group: GenXurban

Midlife Constants

TAPESTRY SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Midlife Constants* Tapestry Segment by households.

G2831429

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LifeMode Group: Cozy Country Living

Salt of the Earth

6B

Households: 3,545,800

Average Household Size: 2.59

Median Age: 44.1

Median Household Income: $56,300

WHO ARE WE?

Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary, but seek face-to-face contact in their routine activities.

OUR NEIGHBORHOOD

- This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania, and Indiana.
- Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries.
- Homeownership rates are very high (Index 133). Single-family homes are affordable, valued at 25% less than the national market.
- Nearly two in three households are composed of married couples; less than half have children at home.

SOCIOECONOMIC TRAITS

- Steady employment in construction, manufacturing, and related service industries.
- Completed education: 40% with a high school diploma only.
- Household income just over the national median, while net worth is nearly double the national median.
- Spending time with family is their top priority.
- Cost-conscious consumers, loyal to brands they like, with a focus on buying American.
- Last to buy the latest and greatest products.
- Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100.
Consumer preferences are estimated from data by MRI-Simmons.

6B Salt of the Earth

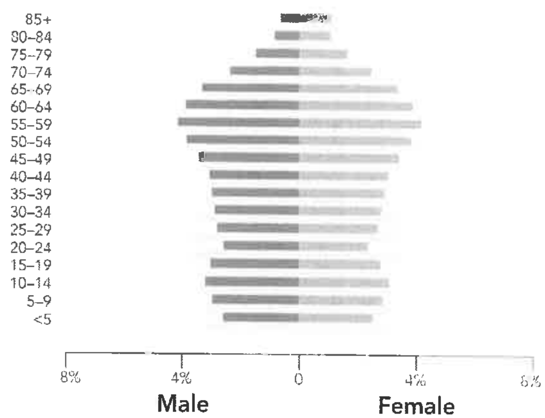
LifeMode Group: Cozy Country Living

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 44.1 US: 38.2

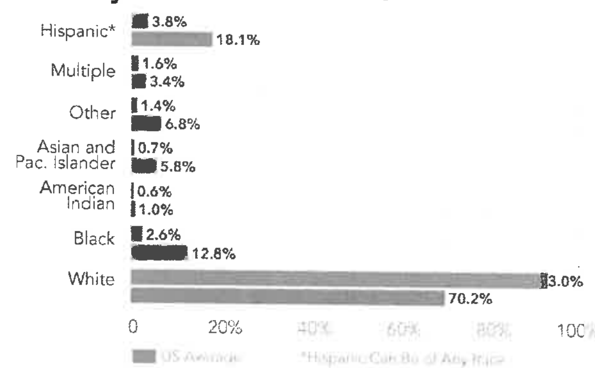
— Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

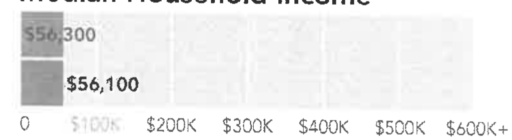
Diversity Index: 19.8 US: 64.0



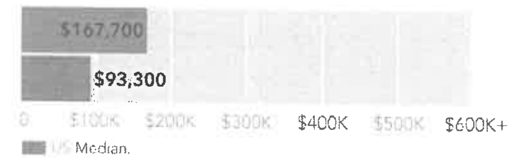
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

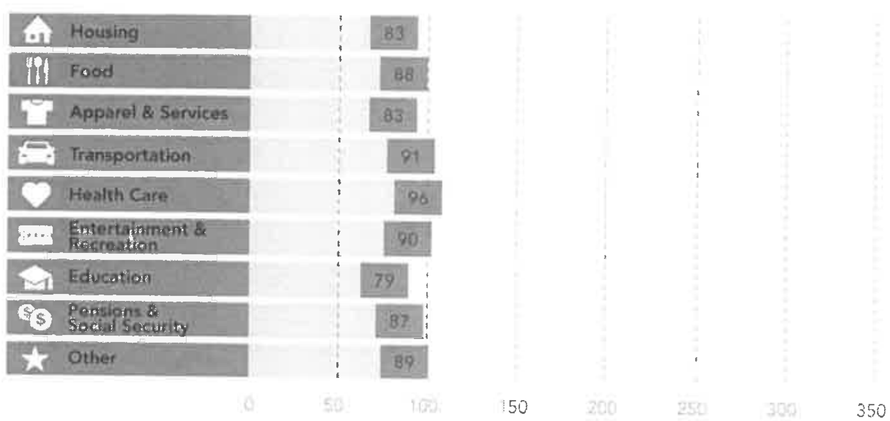


Median Net Worth



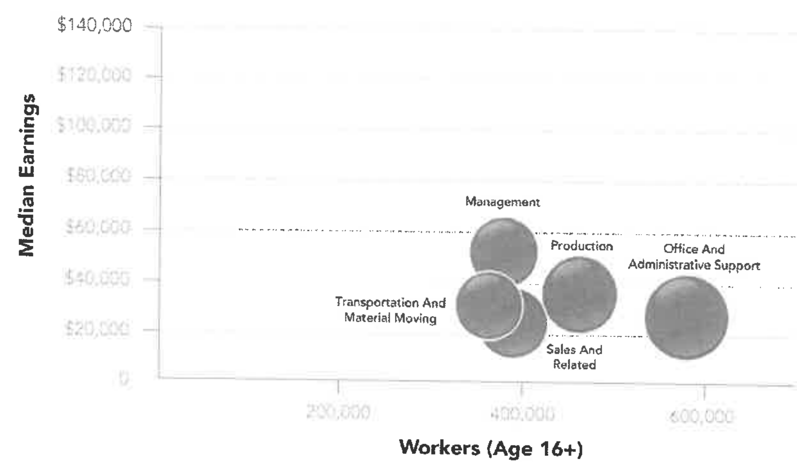
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



LifeMode Group: Cozy Country Living

6B Salt of the Earth

TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips, are popular.
- To support their pastimes, truck ownership is high; many also own an ATV.
- They own the equipment to maintain their lawns and tend to their vegetable gardens.
- Residents often tackle home remodeling and improvement jobs themselves.
- Due to their locale, they own satellite dishes and have access to high-speed internet connections like DSL.
- These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.

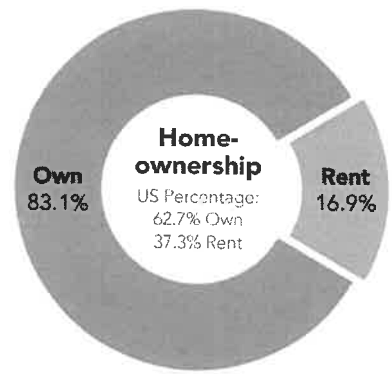
HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$154,300

US Median: $207,300

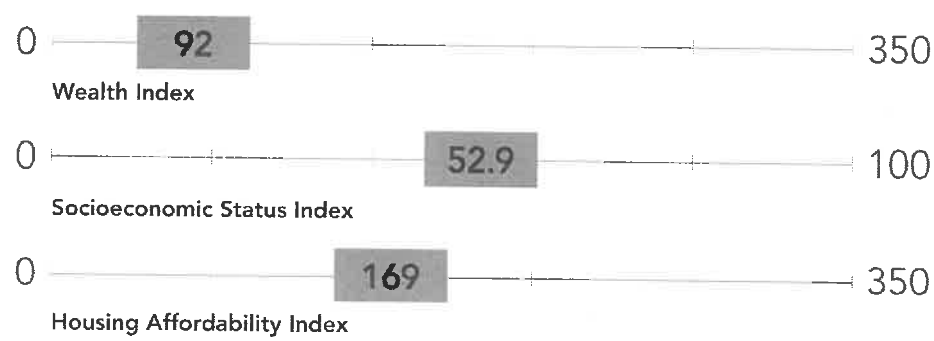


POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



6B

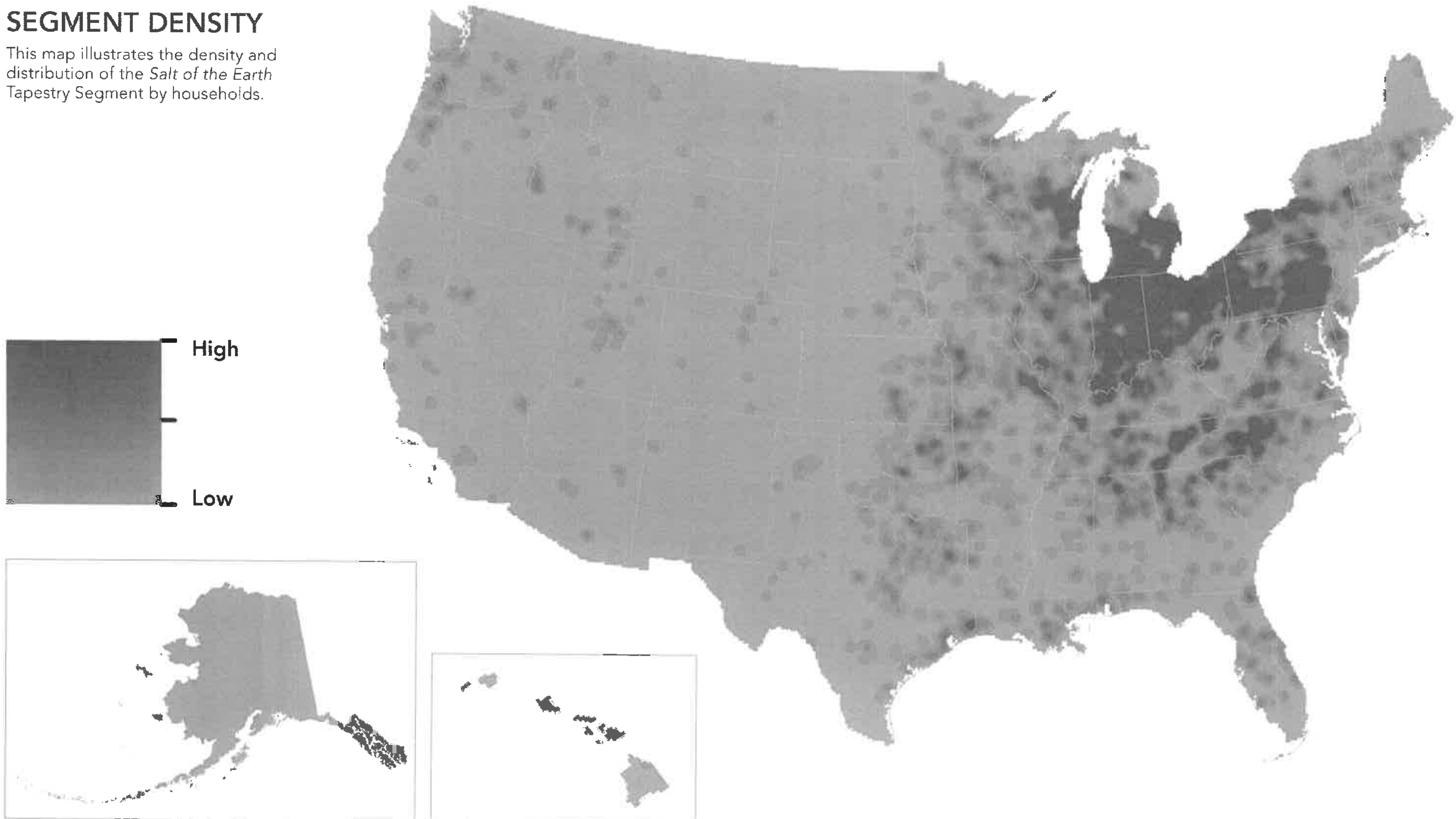
LifeMode Group: Cozy Country Living

Salt of the Earth

TAPESTRY SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Salt of the Earth* Tapestry Segment by households.



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LifeMode Group: Cozy Country Living

Green Acres

6A

Households: 3,923,400

Average Household Size: 2.70

Median Age: 43.9

Median Household Income: $76,800

WHO ARE WE?

The *Green Acres* lifestyle features country living and self-reliance. Avid do-it-yourselfers, they maintain and remodel their homes with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf.

OUR NEIGHBORHOOD

- This large segment is concentrated in rural enclaves in metropolitan areas.
- Primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years.
- Single-family, owner-occupied housing, with a median value of $235,500.
- An older market, primarily married couples, most with no children.

SOCIOECONOMIC TRAITS

- Education: More than 60% are college educated.
- Labor force participation rate is high at 66.8% (Index 107).
- Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the internet is not viewed as entertainment.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.

TAPESTRY SEGMENTATION
esri.com/tapestry

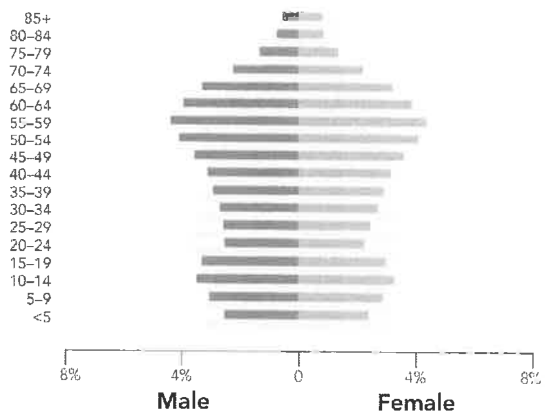
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100
Consumer preferences are estimated from data by MRI-Simmons.

Green Acres

AGE BY SEX (Esri data)

Median Age: 43.9 US: 38.2

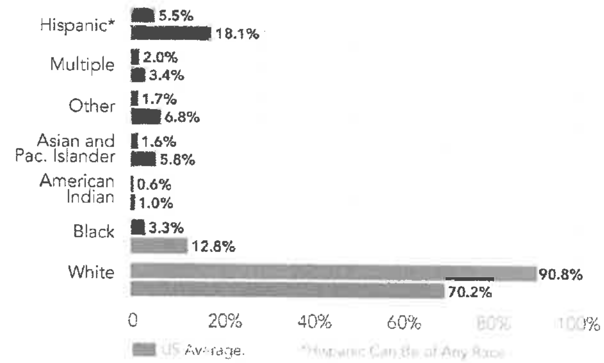
Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

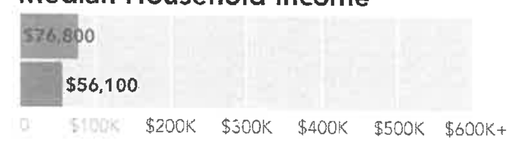
Diversity Index: 26.0 US: 64.0



INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

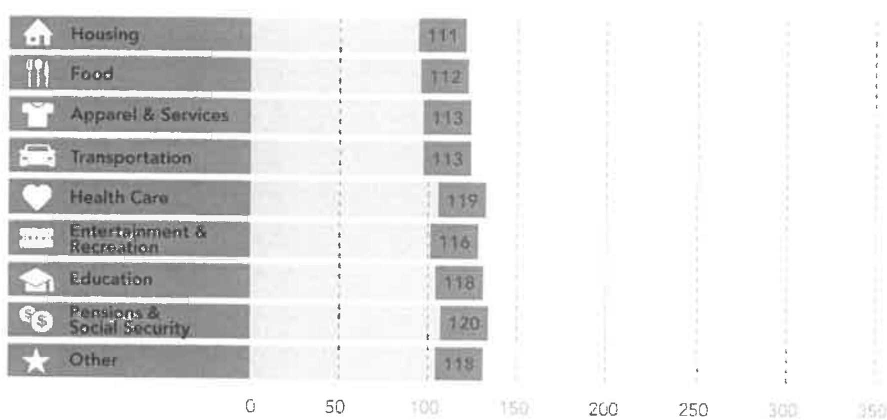
Median Household Income



Median Net Worth

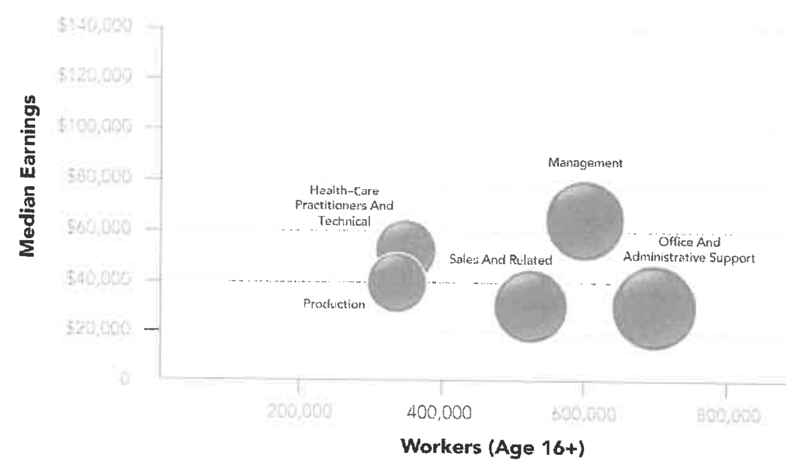
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



6A

LifeMode Group: Cozy Country Living

Green Acres

TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons)

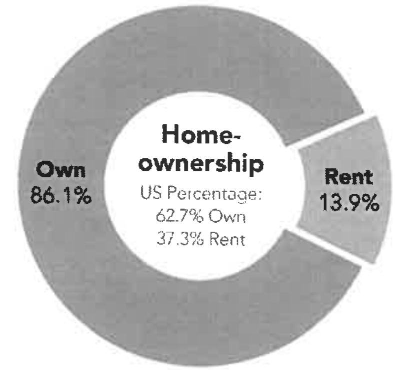
- Purchasing choices reflect *Green Acres* residents' country life, including a variety of vehicles, from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.
- *Green Acres* residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$235,500
US Median: $207,300

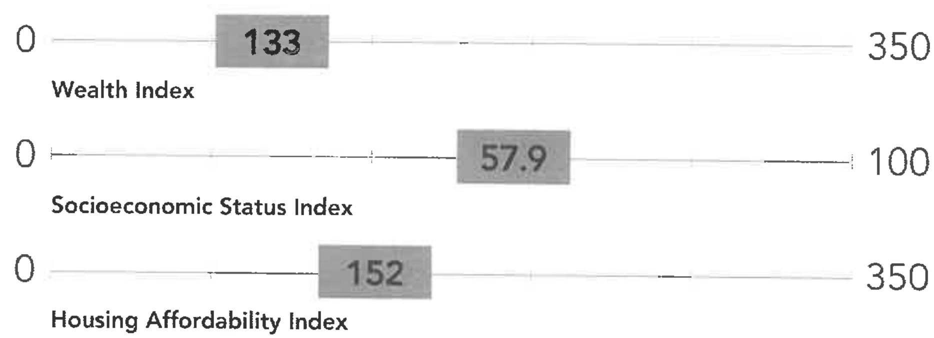


POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



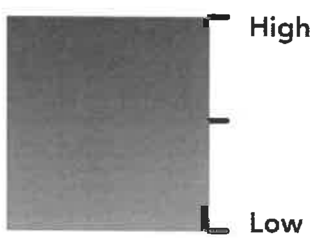
6A LifeMode Group: Cozy Country Living

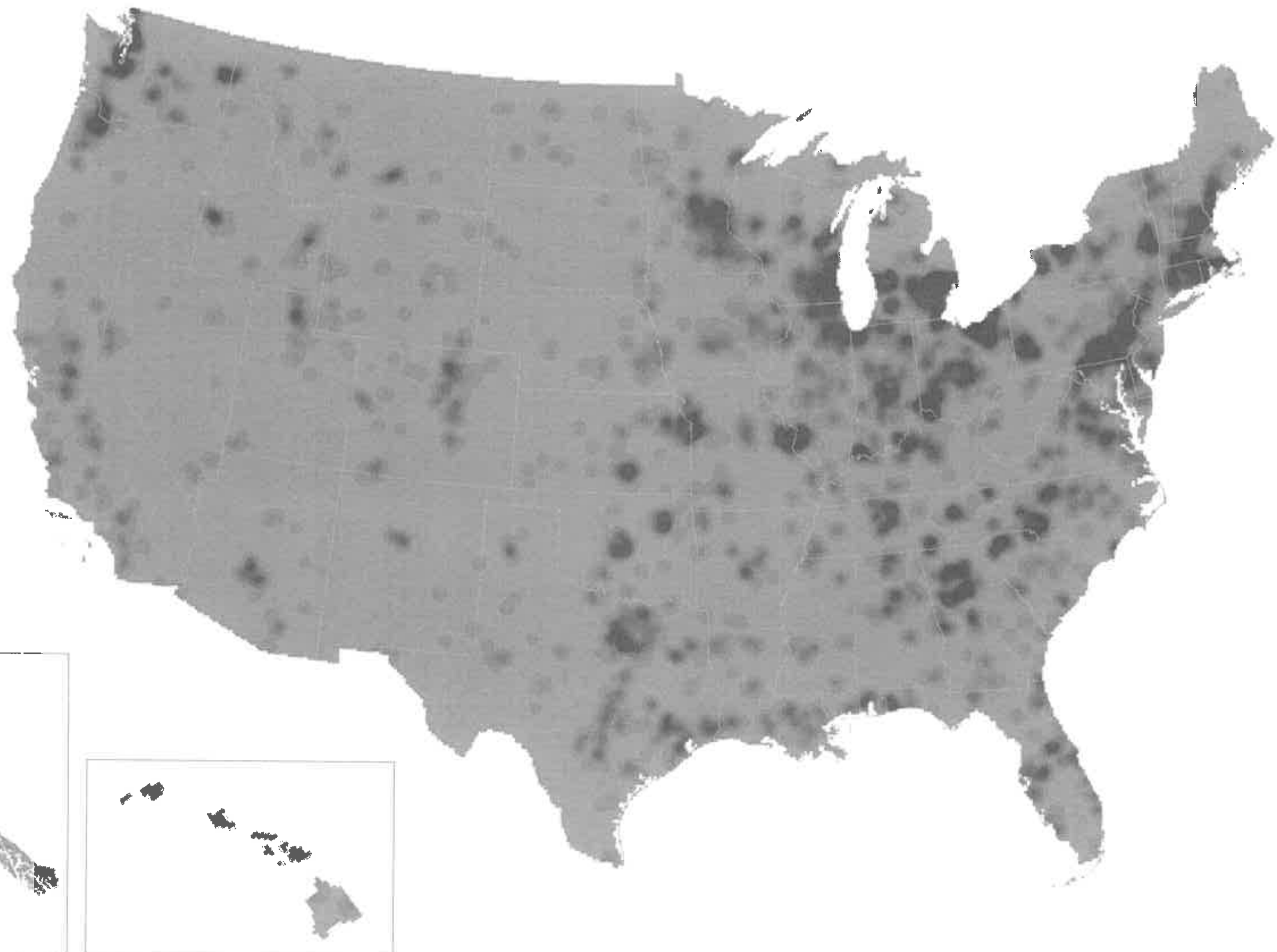
Green Acres

TAPESTRY SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Green Acres* Tapestry Segment by households.





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LifeMode Group: Affluent Estates

Savvy Suburbanites

1D

Households: 3,664,200

Average Household Size: 2.85

Median Age: 45.1

Median Household Income: $108,700

WHO ARE WE?

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

OUR NEIGHBORHOOD

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- Married couples with no children or older children; average household size is 2.85.
- 91% owner occupied; 66% mortgaged (Index 160).
- Primarily single-family homes, with a median value of $362,900 (Index 161).
- Low vacancy rate at 3.8%.

SOCIOECONOMIC TRAITS

- Education: 50.6% college graduates; 77.6% with some college education.
- Higher labor force participation rate at 67.9% (Index 109) with proportionately more 2-worker households at 62.2% (Index 120).
- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100.
Consumer preferences are estimated from data by MRI-Simmons.

1D

LifeMode Group: Affluent Estates

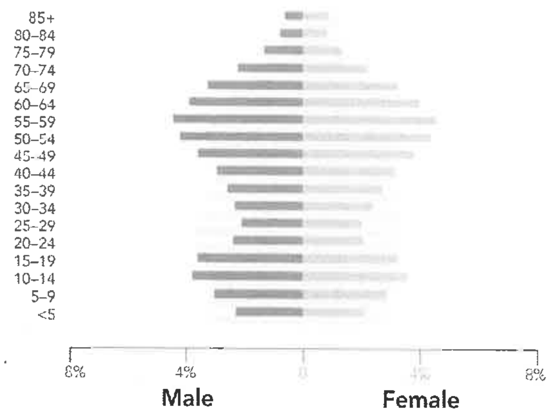
Savvy Suburbanites

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 45.1 US: 38.2

Indicates US



RACE AND ETHNICITY (Esri data)

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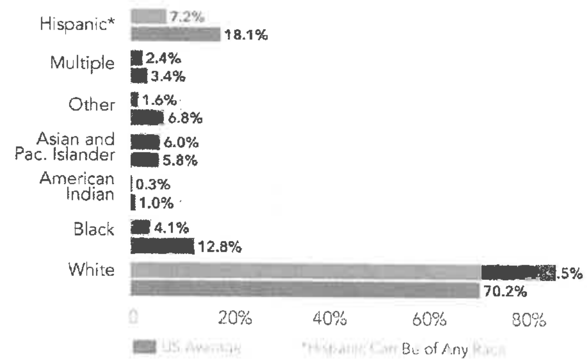
Diversity Index: 36.2 US: 64.0



INCOME AND NET WORTH

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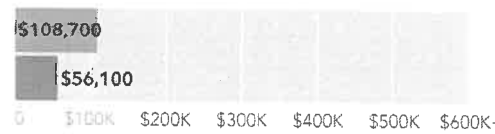
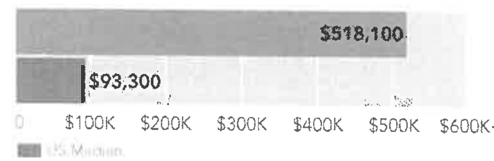
Median Household Income

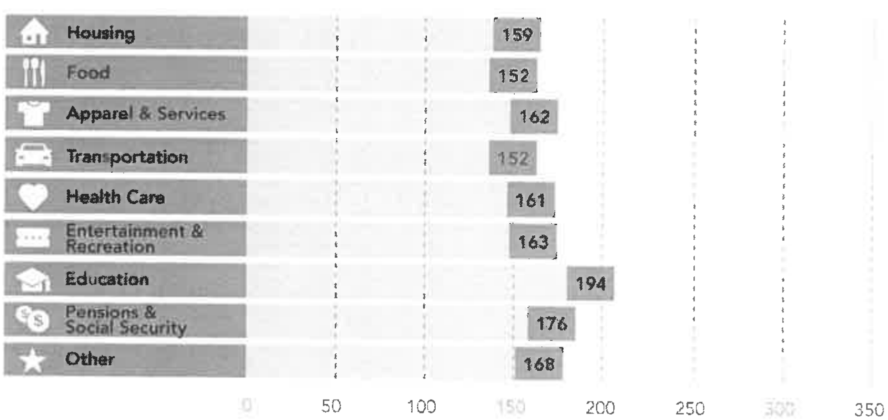


Median Net Worth



AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

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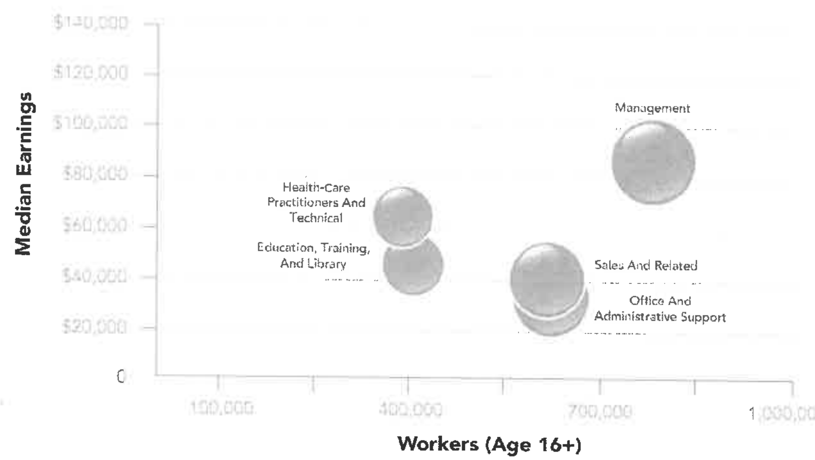

1D

LifeMode Group: Affluent Estates

Savvy Suburbanites

TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons.
- Gardening and home remodeling are priorities, usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting.
- There is extensive use of housekeeping and personal care services.
- Foodies: They like to cook and prefer natural or organic products.
- These investors are financially active, using a number of resources for informed investing. They are not afraid of debt; many households carry first and second mortgages, plus home equity credit lines.
- Physically fit, residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$362,900
US Median: $207,300

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

ESRI INDEXES

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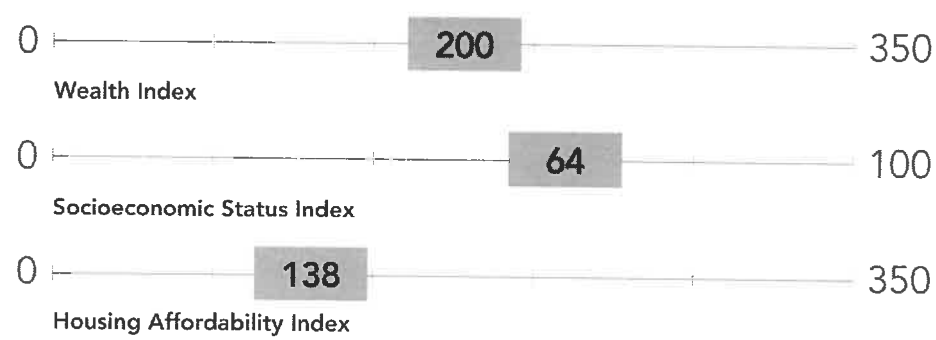

LifeMode Group: Affluent Estates

1D Savvy Suburbanites

TAPESTRY SEGMENTATION
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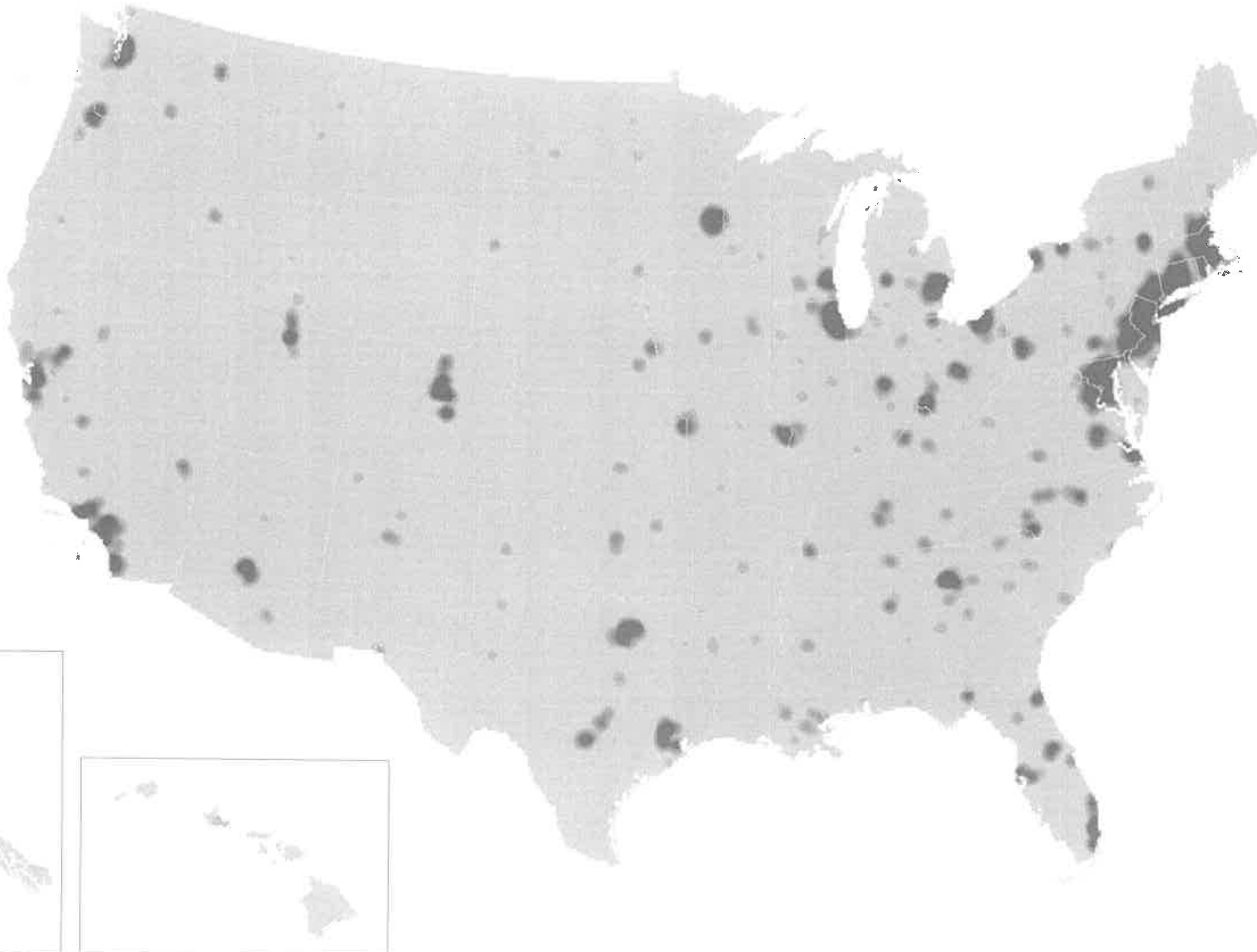
SEGMENT DENSITY

This map illustrates the density and distribution of the *Savvy Suburbanites* Tapestry Segment by households.



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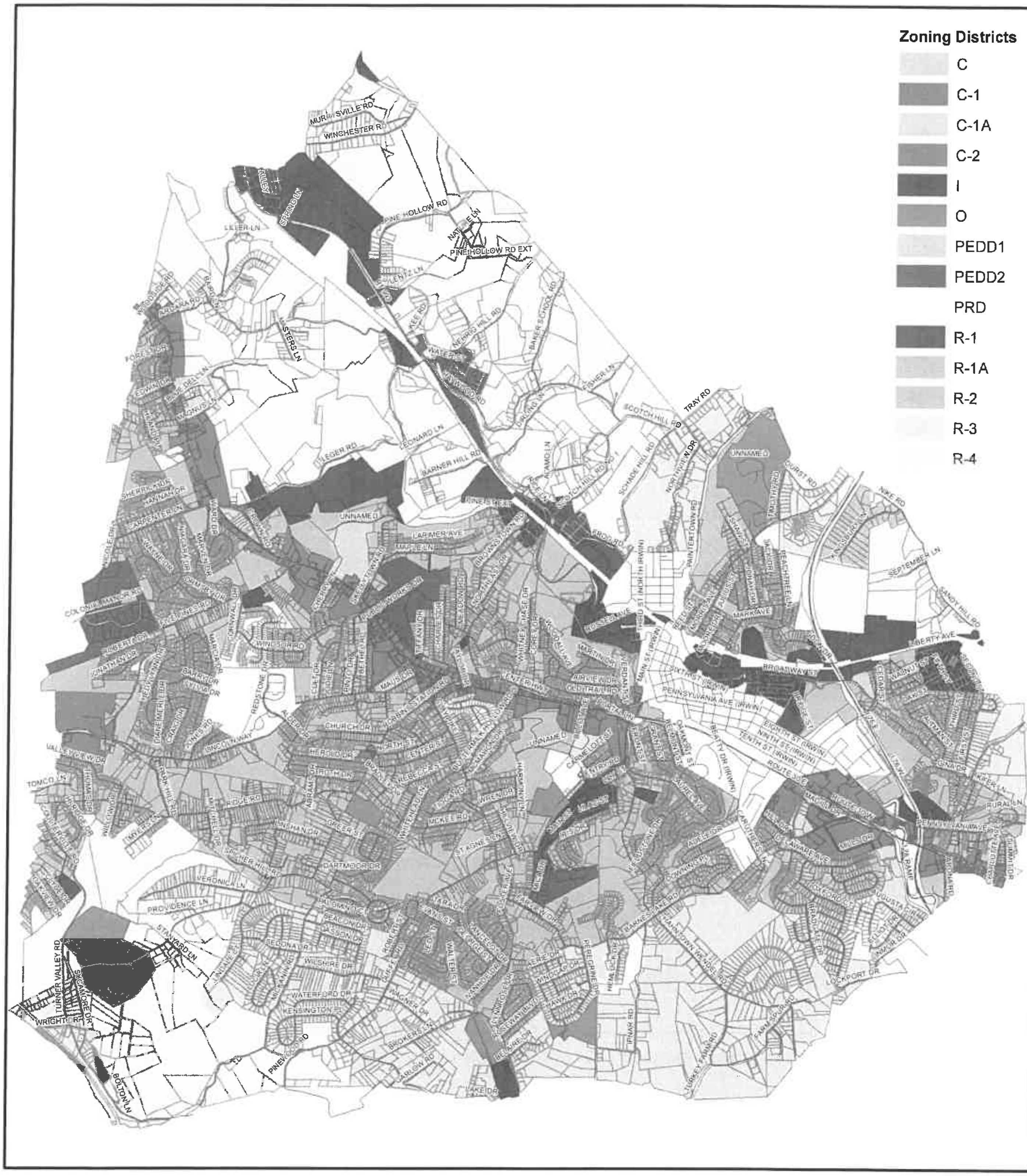
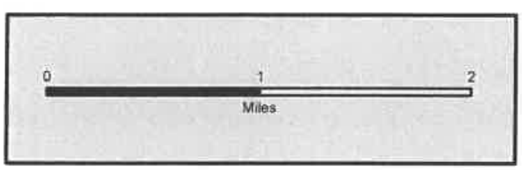
North Huntingdon Township Zoning Map





This map was prepared using information considered to be the best data available.

The Township cannot verify the accuracy or completeness of this information.

Prepared by: RPF September 2016