



	2000	2010	2000-2010 Annual Rate
Population	1,334,544	1,339,532	0.04%
Households	447,387	448,528	0.03%
Housing Units	458,151	468,346	0.22%
Population by Race			
		Number	Percent
Total		1,339,532	100.0%
Population Reporting One Race		1,307,624	97.6%
White		977,577	73.0%
Black		149,049	11.1%
American Indian		3,185	0.2%
Asian		102,266	7.6%
Pacific Islander		336	0.0%
Some Other Race		75,211	5.6%
Population Reporting Two or More Races		31,908	2.4%
Total Hispanic Population		195,355	14.6%
Population by Sex			
Male		647,978	48.4%
Female		691,554	51.6%
Population by Age			
Total		1,339,532	100.0%
Age 0 - 4		73,888	5.5%
Age 5 - 9		83,405	6.2%
Age 10 - 14		93,607	7.0%
Age 15 - 19		94,070	7.0%
Age 20 - 24		79,376	5.9%
Age 25 - 29		71,252	5.3%
Age 30 - 34		71,304	5.3%
Age 35 - 39		80,583	6.0%
Age 40 - 44		97,049	7.2%
Age 45 - 49		109,918	8.2%
Age 50 - 54		108,067	8.1%
Age 55 - 59		93,403	7.0%
Age 60 - 64		78,929	5.9%
Age 65 - 69		55,579	4.1%
Age 70 - 74		42,728	3.2%
Age 75 - 79		37,942	2.8%
Age 80 - 84		34,375	2.6%
Age 85+		34,057	2.5%
Age 18+		1,027,952	76.7%
Age 65+		204,681	15.3%
Median Age by Sex and Race/Hispanic Origin			
Total Population		41.1	
Male		39.4	
Female		42.7	
White Alone		44.2	
Black Alone		35.9	
American Indian Alone		27.9	
Asian Alone		37.2	
Pacific Islander Alone		31.6	
Some Other Race Alone		29.4	
Two or More Races		25.9	
Hispanic Population		30.5	

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.

Households by Type		
Total	448,528	100.0%
Households with 1 Person	90,292	20.1%
Households with 2+ People	358,236	79.9%
Family Households	340,523	75.9%
Husband-wife Families	269,043	60.0%
With Own Children	123,379	27.5%
Other Family (No Spouse Present)	71,480	15.9%
With Own Children	26,791	6.0%
Nonfamily Households	17,713	3.9%
All Households with Children	165,255	36.8%
Multigenerational Households	27,348	6.1%
Unmarried Partner Households	17,993	4.0%
Male-female	14,906	3.3%
Same-sex	3,087	0.7%
Average Household Size	2.94	
Family Households by Size		
Total	340,523	100.0%
2 People	113,285	33.3%
3 People	77,508	22.8%
4 People	80,219	23.6%
5 People	40,700	12.0%
6 People	15,982	4.7%
7+ People	12,829	3.8%
Average Family Size	3.38	
Nonfamily Households by Size		
Total	108,005	100.0%
1 Person	90,292	83.6%
2 People	13,994	13.0%
3 People	1,981	1.8%
4 People	896	0.8%
5 People	399	0.4%
6 People	227	0.2%
7+ People	216	0.2%
Average Nonfamily Size	1.23	
Population by Relationship and Household Type		
Total	1,339,532	100.0%
In Households	1,317,866	98.4%
In Family Households	1,184,853	88.5%
Householder	340,523	25.4%
Spouse	269,043	20.1%
Child	456,077	34.0%
Other relative	83,956	6.3%
Nonrelative	35,254	2.6%
In Nonfamily Households	133,013	9.9%
In Group Quarters	21,666	1.6%
Institutionalized Population	9,423	0.7%
Noninstitutionalized Population	12,243	0.9%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.

Family Households by Age of Householder		
Total		340,523 100.0%
Householder Age 15 - 44	100,229	29.4%
Householder Age 45 - 54	93,748	27.5%
Householder Age 55 - 64	73,695	21.6%
Householder Age 65 - 74	39,054	11.5%
Householder Age 75+	33,797	9.9%
Nonfamily Households by Age of Householder		
Total	108,005	100.0%
Householder Age 15 - 44	22,556	20.9%
Householder Age 45 - 54	16,390	15.2%
Householder Age 55 - 64	19,848	18.4%
Householder Age 65 - 74	17,088	15.8%
Householder Age 75+	32,123	29.7%
Households by Race of Householder		
Total	448,528	100.0%
Householder is White Alone	353,551	78.8%
Householder is Black Alone	43,735	9.8%
Householder is American Indian Alone	733	0.2%
Householder is Asian Alone	27,342	6.1%
Householder is Pacific Islander Alone	76	0.0%
Householder is Some Other Race Alone	15,875	3.5%
Householder is Two or More Races	7,216	1.6%
Households with Hispanic Householder	44,568	9.9%
Husband-wife Families by Race of Householder		
Total	269,043	100.0%
Householder is White Alone	215,008	79.9%
Householder is Black Alone	18,742	7.0%
Householder is American Indian Alone	380	0.1%
Householder is Asian Alone	21,840	8.1%
Householder is Pacific Islander Alone	39	0.0%
Householder is Some Other Race Alone	8,798	3.3%
Householder is Two or More Races	4,236	1.6%
Husband-wife Families with Hispanic Householder	25,483	9.5%
Other Families (No Spouse) by Race of Householder		
Total	71,480	100.0%
Householder is White Alone	45,983	64.3%
Householder is Black Alone	15,471	21.6%
Householder is American Indian Alone	203	0.3%
Householder is Asian Alone	2,924	4.1%
Householder is Pacific Islander Alone	16	0.0%
Householder is Some Other Race Alone	5,094	7.1%
Householder is Two or More Races	1,789	2.5%
Other Families with Hispanic Householder	12,486	17.5%
Nonfamily Households by Race of Householder		
Total	108,005	100.0%
Householder is White Alone	92,560	85.7%
Householder is Black Alone	9,522	8.8%
Householder is American Indian Alone	150	0.1%
Householder is Asian Alone	2,578	2.4%
Householder is Pacific Islander Alone	21	0.0%
Householder is Some Other Race Alone	1,983	1.8%
Householder is Two or More Races	1,191	1.1%
Nonfamily Households with Hispanic Householder	6,599	6.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1.

Total Housing Units by Occupancy		
Total	468,346	100.0%
Occupied Housing Units	448,528	95.8%
Vacant Housing Units		
For Rent	4,557	1.0%
Rented, not Occupied	374	0.1%
For Sale Only	4,361	0.9%
Sold, not Occupied	1,298	0.3%
For Seasonal/Recreational/Occasional Use	4,073	0.9%
For Migrant Workers	3	0.0%
Other Vacant	5,152	1.1%
Total Vacancy Rate	4.2%	
Households by Tenure and Mortgage Status		
Total	448,528	100.0%
Owner Occupied	358,300	79.9%
Owned with a Mortgage/Loan	243,840	54.4%
Owned Free and Clear	114,460	25.5%
Average Household Size	3.03	
Renter Occupied	90,228	20.1%
Average Household Size	2.58	
Owner-occupied Housing Units by Race of Householder		
Total	358,300	100.0%
Householder is White Alone	295,219	82.4%
Householder is Black Alone	28,362	7.9%
Householder is American Indian Alone	401	0.1%
Householder is Asian Alone	22,121	6.2%
Householder is Pacific Islander Alone	35	0.0%
Householder is Some Other Race Alone	7,468	2.1%
Householder is Two or More Races	4,694	1.3%
Owner-occupied Housing Units with Hispanic Householder	24,622	6.9%
Renter-occupied Housing Units by Race of Householder		
Total	90,228	100.0%
Householder is White Alone	58,332	64.7%
Householder is Black Alone	15,373	17.0%
Householder is American Indian Alone	332	0.4%
Householder is Asian Alone	5,221	5.8%
Householder is Pacific Islander Alone	41	0.0%
Householder is Some Other Race Alone	8,407	9.3%
Householder is Two or More Races	2,522	2.8%
Renter-occupied Housing Units with Hispanic Householder	19,946	22.1%
Average Household Size by Race/Hispanic Origin of Householder		
Householder is White Alone	2.74	
Householder is Black Alone	3.29	
Householder is American Indian Alone	4.06	
Householder is Asian Alone	3.66	
Householder is Pacific Islander Alone	3.24	
Householder is Some Other Race Alone	4.64	
Householder is Two or More Races	3.83	
Householder is Hispanic	4.15	

Source: U.S. Census Bureau, Census 2010 Summary File 1.

Demographic and Income Profile

Nassau County
 Nassau County, NY (36059)
 Geography: County

Prepared by JGSC Group

Summary	Census 2010	2012	2017
Population	1,339,532	1,343,698	1,363,330
Households	448,528	450,503	456,492
Families	340,523	340,789	343,721
Average Household Size	2.94	2.93	2.94
Owner Occupied Housing Units	358,300	355,245	364,470
Renter Occupied Housing Units	90,228	95,258	92,022
Median Age	41.1	41.5	42.0
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	0.29%	0.35%	0.68%
Households	0.26%	0.44%	0.74%
Families	0.17%	0.30%	0.72%
Owner HHs	0.51%	0.80%	0.91%
Median Household Income	1.56%	3.18%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	25,884	5.7%	22,342	4.9%
\$15,000 - \$24,999	24,802	5.5%	17,155	3.8%
\$25,000 - \$34,999	23,372	5.2%	16,264	3.6%
\$35,000 - \$49,999	39,830	8.8%	32,048	7.0%
\$50,000 - \$74,999	64,433	14.3%	59,895	13.1%
\$75,000 - \$99,999	56,518	12.5%	72,558	15.9%
\$100,000 - \$149,999	97,627	21.7%	104,602	22.9%
\$150,000 - \$199,999	53,604	11.9%	63,384	13.9%
\$200,000+	64,432	14.3%	68,243	14.9%
Median Household Income	\$94,766		\$102,412	
Average Household Income	\$118,295		\$136,802	
Per Capita Income	\$40,148		\$46,303	

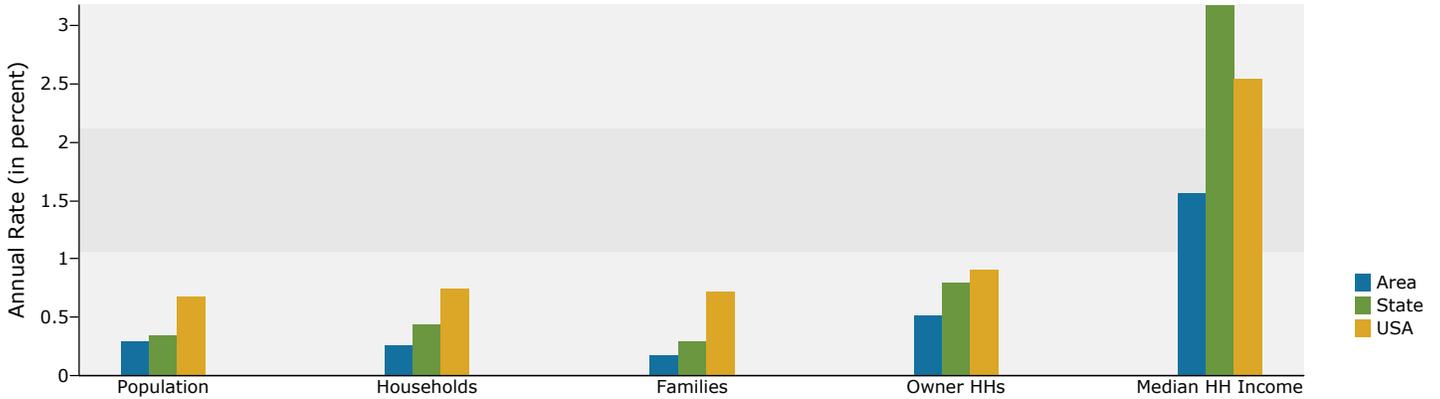
Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	73,888	5.5%	73,768	5.5%	74,663	5.5%
5 - 9	83,405	6.2%	83,034	6.2%	83,721	6.1%
10 - 14	93,607	7.0%	92,245	6.9%	94,130	6.9%
15 - 19	94,070	7.0%	89,929	6.7%	86,891	6.4%
20 - 24	79,376	5.9%	80,873	6.0%	75,697	5.6%
25 - 34	142,556	10.6%	145,248	10.8%	148,117	10.9%
35 - 44	177,632	13.3%	173,420	12.9%	170,636	12.5%
45 - 54	217,985	16.3%	211,940	15.8%	198,404	14.6%
55 - 64	172,332	12.9%	180,347	13.4%	190,447	14.0%
65 - 74	98,307	7.3%	105,066	7.8%	127,043	9.3%
75 - 84	72,317	5.4%	72,016	5.4%	75,618	5.5%
85+	34,057	2.5%	35,812	2.7%	37,963	2.8%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	977,577	73.0%	962,441	71.6%	930,715	68.3%
Black Alone	149,049	11.1%	155,024	11.5%	168,696	12.4%
American Indian Alone	3,185	0.2%	3,382	0.3%	4,218	0.3%
Asian Alone	102,266	7.6%	108,362	8.1%	126,161	9.3%
Pacific Islander Alone	336	0.0%	377	0.0%	512	0.0%
Some Other Race Alone	75,211	5.6%	79,512	5.9%	92,236	6.8%
Two or More Races	31,908	2.4%	34,600	2.6%	40,792	3.0%
Hispanic Origin (Any Race)	195,355	14.6%	206,140	15.3%	237,199	17.4%

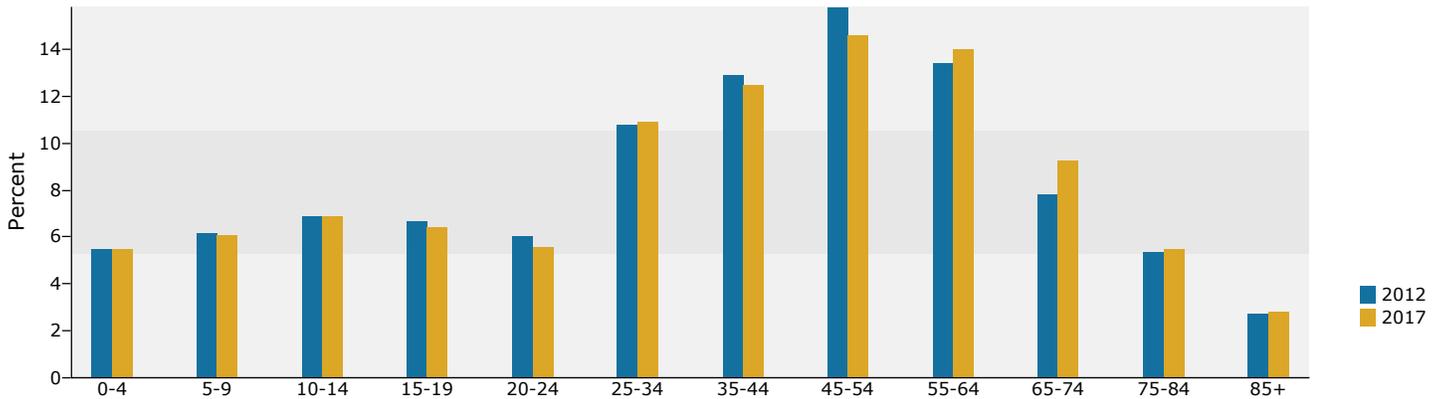
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

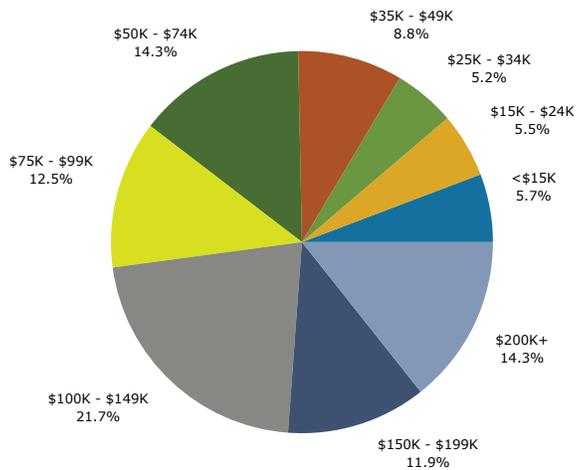
Trends 2012-2017



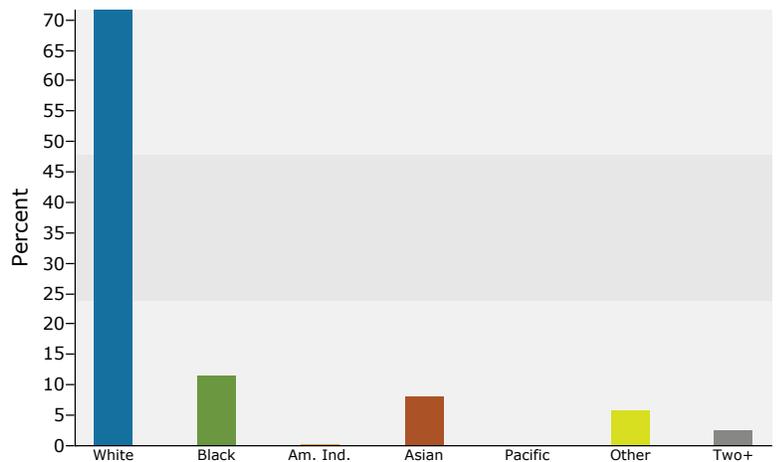
Population by Age



2012 Household Income



2012 Population by Race

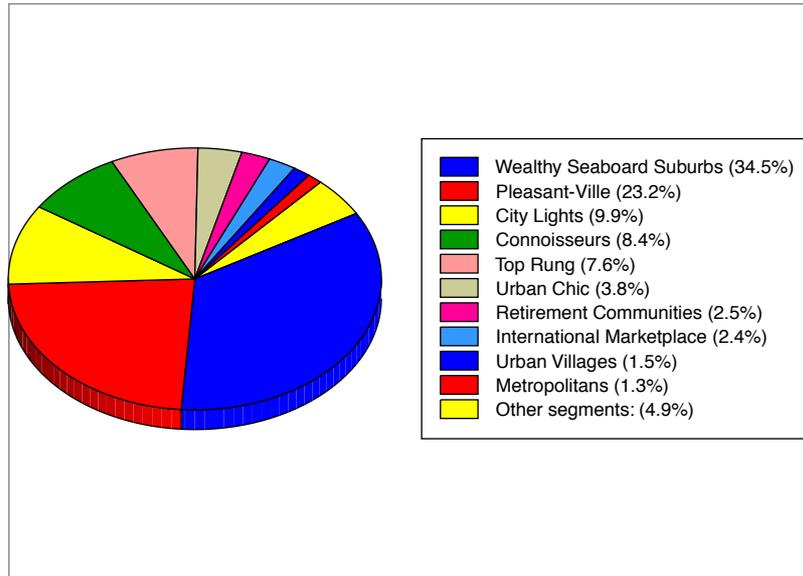


2012 Percent Hispanic Origin: 15.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

Nassau County
Nassau County, NY (36059)
Geography: County

Top Tapestry Segments



Percent of Households by Tapestry Segment

Top Tapestry Segments:

Wealthy Seaboard Suburbs

Wealthy Seaboard Suburbs neighborhoods are established quarters of affluence located in coastal metropolitan areas, primarily along the California, New York, New Jersey, and New England coasts. Neighborhoods are older and slow to change, with a median home value that exceeds \$471,252. Households consist of married-couple families. Over half of employed persons are in management and professional occupations. The median age is 42.3 years. Residents enjoy traveling and shopping. They prefer to shop at Macy's, and Nordstrom as well as BJ's Wholesale Club and Costco. They also purchase many items online or by phone. Residents take nice vacations, traveling in the United States and abroad. Europe; Hawaii; Atlantic City, New Jersey; Las Vegas, Nevada; and Disneyland are popular destinations. Leisure activities include going to the beach, skiing, ice skating, and attending theater performances.

Pleasant-Ville

Prosperous domesticity distinguishes the settled homes of Pleasant-Ville neighborhoods. Most residents live in single-family homes with a median value of \$339,930; approximately half were built in the 1950s and 1960s. Located primarily in the Northeast and California, these households are headed by middleaged residents, some nearing early retirement. The median age is 39.8 years. Approximately 40 percent of households include children. Home remodeling is a priority for residents who live in older homes. Shopping choices are eclectic, ranging from upscale department stores to warehouse or club stores. Sports fanatics, they attend ball games, listen to sports programs and games on the radio, and watch a variety of sports on TV.

Nassau County

Nassau County, NY (36059)

Geography: County

Source: Esri

City Lights

City Lights neighborhoods are diverse, situated primarily in the Northeast. This dense, urban market is a mixture of housing, household types, and cultures, sharing the same city sidewalks. Housing types include single-family homes, townhomes, and apartments. Thirty-five percent of households are apartments in buildings with two to four units, almost four times the national level. Approximately two-thirds of the housing units were built before 1960. Households include both families and singles. The median age of 37.8 years is slightly older than the U.S. median. City Lights residents are more likely to spend for household furnishings than home maintenance. They shop at a variety of stores, especially Macy's, Disney Store, Gap, and BJ's Wholesale Club. They favor overseas travel. Being conservative investors, they own U.S. savings bonds.

Connoisseurs

Second in wealth to Top Rung but first for conspicuous consumption, Connoisseurs residents are well educated and somewhat older, with a median age of 47.3 years. Although residents appear closer to retirement than child rearing age, many of these married couples have children who still live at home. Their neighborhoods tend to be older bastions of affluence where the median home value is \$706,720. Growth in these neighborhoods is slow. Residents spend money for nice homes, cars, clothes, and vacations. Exercise is a priority; they work out weekly at a club or other facility, ski, play golf, snorkel, play tennis, practice yoga, and jog. Active in the community, they work for political candidates or parties, write or visit elected officials, and participate in local civic issues.

Top Rung

Top Rung is the wealthiest consumer market, representing less than one percent of all U.S. households. The median household income of \$185,415 is three and one-half times that of the national median, and the median net worth of \$614,206 is more than five times that of the national level. The median home value is approximately \$1,078,501. These educated residents are in their peak earning years, 45-64, in married-couple households, with or without children. The median age is 41.9 years. With the purchasing power to indulge any choice, Top Rung residents travel in style, both domestically and overseas. This is the top market for owning or leasing a luxury car; residents favor new imported vehicles, especially convertibles. A navigational system in the vehicle is a key amenity. Avid readers, these residents find time to read two or more daily newspapers and countless books.

Urban Chic

Urban Chic residents are well-educated professionals living an urban, exclusive lifestyle. Most own expensive single-family homes with a median value of \$659,997. Married-couple families and singles comprise most of these households. The median age is 42 years. Urban Chic residents travel extensively, visit museums, attend dance performances, play golf, and go hiking. They use the Internet frequently to trade or track investments or to shop, buying concert and sports tickets, clothes, flowers, and books. They appreciate a good cup of coffee while reading a book or newspaper and prefer to listen to classical music, alltalk, or public radio programs. Civic minded, residents are likely to volunteer in their communities.

Nassau County
Nassau County, NY (36059)
Geography: County

Source: Esri

Retirement Communities

Retirement Communities neighborhoods are found mostly in cities scattered across the United States. The majority of households are multiunit dwellings. Congregate housing, which commonly includes meals and other services in the rent, is a trait of this segment dominated by singles who live alone. This educated, older market has a median age of 51.4 years. One-third of residents are aged 65 years or older. Although the median household income is a modest \$48,045, the median net worth is \$170,490. Good health is a priority; residents visit their doctors regularly, diet and exercise, purchase low-sodium food, and take vitamins. They spend their leisure time working crossword puzzles, playing bingo, gardening indoors, canoeing, gambling, and taking adult education classes. They like to spend time with their grandchildren and spoil them with toys. Home remodeling projects are usually in the works.

International Marketplace

Located primarily in cities in coastal gateway states, International Marketplace neighborhoods are developing, urban markets with a rich blend of cultures and household types. Approximately 70 percent of households are occupied by families. Married couples with children and single parents with children represent 44 percent of households. A typical family rents an apartment in an older, multiunit structure. Most of the households are located in California and northeastern states. The median age is 30.3 years, and the median household income is \$47,207. Top purchases include groceries and children's clothing. Residents shop at stores such as Marshalls and Costco, but for convenience, they stop at 7-Eleven or other similar convenience stores. They are loyal listeners of Hispanic radio programs and prefer to watch movies and sports on TV.

Urban Villages

Urban Villages neighborhoods are multicultural enclaves of young families, unique to U.S. gateway cities located primarily in California. The median age is 30.5 years. All family types dominate this market. The average family size of 4.18 is the second highest of all the Community Tapestry segments. Many households have two wage earners, chiefly employed in the manufacturing, health care, retail trade, construction, and educational services industries. The median household income is \$63,363. Most residents own older, single-family homes with a median value of \$346,721, and multiple vehicles. Family and home dictate purchases. To maintain their older homes, time and money are spent on home remodeling and repairs. Leisure activities include playing soccer and tennis, renting foreign films, listening to Hispanic and variety radio, and visiting Disneyland, SeaWorld, or Six Flags theme parks.

Metropolitans

Metropolitans residents favor city living in older neighborhoods. Approximately half of the households are composed of singles who live alone or with others. However, married-couple families comprise 40 percent of the households. The median age is 37.7 years. Over half of employed persons hold professional or management positions. These neighborhoods are an eclectic mix of single-family homes and multiunit structures, with a median home value of \$215,587. The median household income is \$62,812. Residents lead busy, active lifestyles. They travel frequently and participate in numerous civic activities. They enjoy going to museums and zoos and listening to classical music and jazz on the radio. Refinishing furniture and playing a musical instrument are favorite hobbies. Exercise includes yoga, using Rollerblades, and hiking/backpacking.

Source: Esri

Nassau County
Nassau County, NY (36059)
Geography: County

Summary Demographics

2010 Population	1,337,619
2010 Households	445,000
2010 Median Disposable Income	\$74,430
2010 Per Capita Income	\$41,279

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$19,407,837,243	\$16,506,822,701	\$2,901,014,542	8.1	12,751
Total Retail Trade (NAICS 44-45)	\$16,471,737,424	\$14,240,641,621	\$2,231,095,803	7.3	8,920
Total Food & Drink (NAICS 722)	\$2,936,099,819	\$2,266,181,080	\$669,918,739	12.9	3,831

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$3,775,293,172	\$3,367,604,580	\$407,688,592	5.7	668
Automobile Dealers (NAICS 4411)	\$3,210,011,034	\$3,003,411,446	\$206,599,588	3.3	309
Other Motor Vehicle Dealers (NAICS 4412)	\$294,541,979	\$179,330,337	\$115,211,642	24.3	116
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$270,740,159	\$184,862,797	\$85,877,362	18.8	243
Furniture & Home Furnishings Stores (NAICS 442)	\$594,641,255	\$501,274,842	\$93,366,413	8.5	548
Furniture Stores (NAICS 4421)	\$335,267,227	\$308,708,405	\$26,558,822	4.1	215
Home Furnishings Stores (NAICS 4422)	\$259,374,028	\$192,566,437	\$66,807,591	14.8	333
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$566,958,814	\$707,482,268	\$-140,523,454	-11.0	728
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$755,628,977	\$477,755,622	\$277,873,355	22.5	655
Building Material and Supplies Dealers (NAICS 4441)	\$708,136,896	\$434,687,560	\$273,449,336	23.9	512
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$47,492,081	\$43,068,062	\$4,424,019	4.9	143
Food & Beverage Stores (NAICS 445)	\$3,290,512,074	\$2,830,194,227	\$460,317,847	7.5	1,020
Grocery Stores (NAICS 4451)	\$2,888,551,591	\$2,533,280,886	\$355,270,705	6.6	509
Specialty Food Stores (NAICS 4452)	\$154,787,921	\$120,549,418	\$34,238,503	12.4	291
Beer, Wine, and Liquor Stores (NAICS 4453)	\$247,172,562	\$176,363,923	\$70,808,639	16.7	220
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$969,521,956	\$1,426,885,794	\$-457,363,838	-19.1	770
Gasoline Stations (NAICS 447/4471)	\$2,195,676,620	\$1,211,024,037	\$984,652,583	28.9	367
Clothing and Clothing Accessories Stores (NAICS 448)	\$853,001,501	\$701,939,939	\$151,061,562	9.7	1,613
Clothing Stores (NAICS 4481)	\$697,455,397	\$567,500,613	\$129,954,784	10.3	1,068
Shoe Stores (NAICS 4482)	\$77,218,072	\$77,409,588	\$-191,516	-0.1	169
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$78,328,032	\$57,029,738	\$21,298,294	15.7	376
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$129,928,014	\$144,981,265	\$-15,053,251	-5.5	572
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$113,112,720	\$106,715,852	\$6,396,868	2.9	468
Book, Periodical, and Music Stores (NAICS 4512)	\$16,815,294	\$38,265,413	\$-21,450,119	-38.9	104

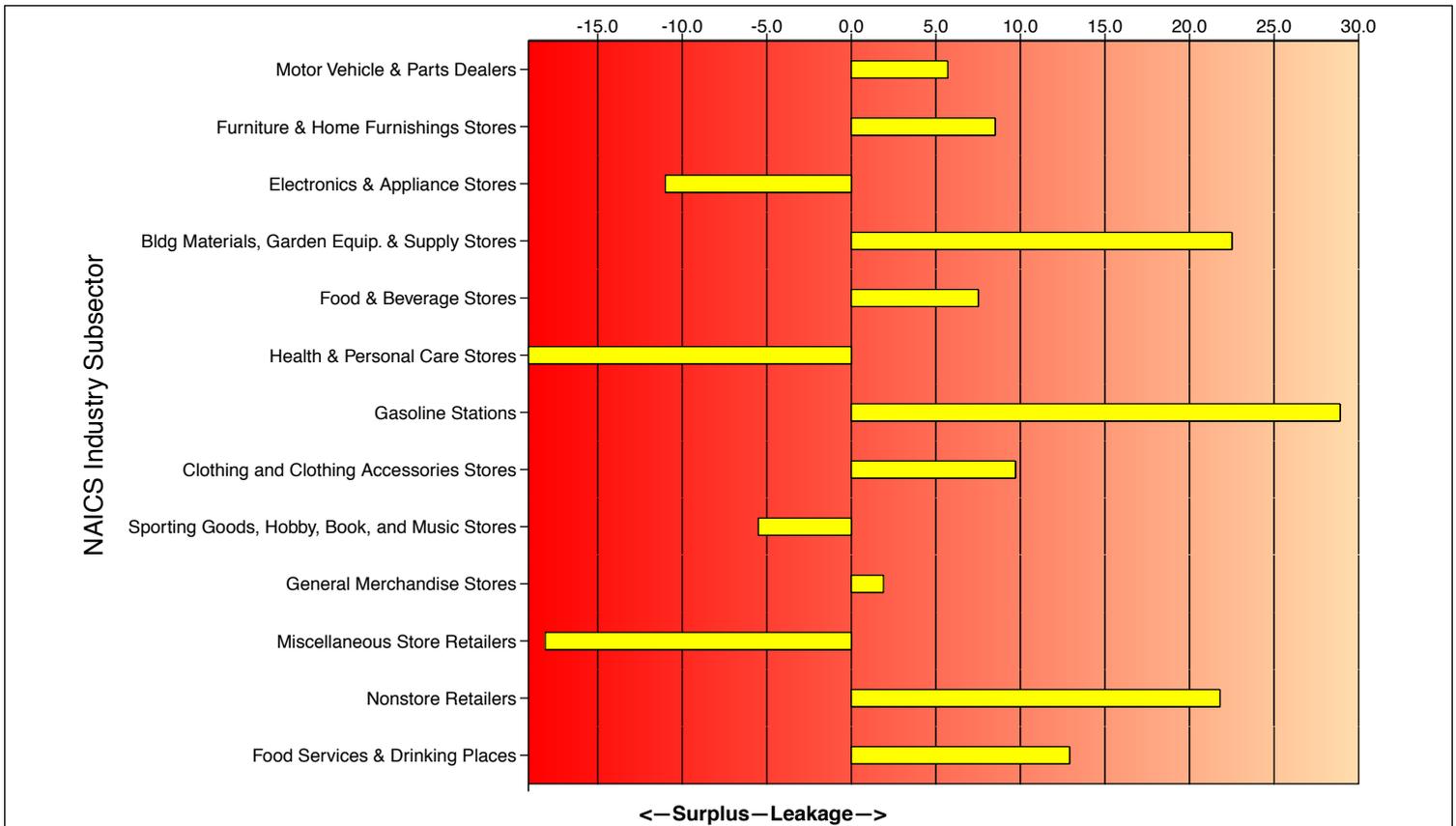
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Sources: Esri and Infogroup

Nassau County
Nassau County, NY (36059)
Geography: County

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$1,241,257,252	\$1,195,622,506	\$45,634,746	1.9	316
Department Stores Excluding Leased Depts.(NAICS 4521)	\$498,640,574	\$540,008,334	-\$41,367,760	-4.0	120
Other General Merchandise Stores (NAICS 4529)	\$742,616,678	\$655,614,172	\$87,002,506	6.2	196
Miscellaneous Store Retailers (NAICS 453)	\$412,032,663	\$593,603,161	-\$181,570,498	-18.1	1,463
Florists (NAICS 4531)	\$25,818,637	\$25,281,058	\$537,579	1.1	226
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$150,468,375	\$188,217,386	-\$37,749,011	-11.1	556
Used Merchandise Stores (NAICS 4533)	\$10,809,365	\$12,206,653	-\$1,397,288	-6.1	137
Other Miscellaneous Store Retailers (NAICS 4539)	\$224,936,286	\$367,898,064	-\$142,961,778	-24.1	544
Nonstore Retailers (NAICS 454)	\$1,687,285,126	\$1,082,273,380	\$605,011,746	21.8	200
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$1,169,118,583	\$604,486,704	\$564,631,879	31.8	37
Vending Machine Operators (NAICS 4542)	\$99,067,646	\$83,098,170	\$15,969,476	8.8	47
Direct Selling Establishments (NAICS 4543)	\$419,098,897	\$394,688,506	\$24,410,391	3.0	116
Food Services & Drinking Places (NAICS 722)	\$2,936,099,819	\$2,266,181,080	\$669,918,739	12.9	3,831
Full-Service Restaurants (NAICS 7221)	\$1,250,022,408	\$894,000,427	\$356,021,981	16.6	2,040
Limited-Service Eating Places (NAICS 7222)	\$1,180,910,971	\$901,184,545	\$279,726,426	13.4	1,367
Special Food Services (NAICS 7223)	\$464,696,680	\$439,720,387	\$24,976,293	2.8	248
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$40,469,760	\$31,275,721	\$9,194,039	12.8	176

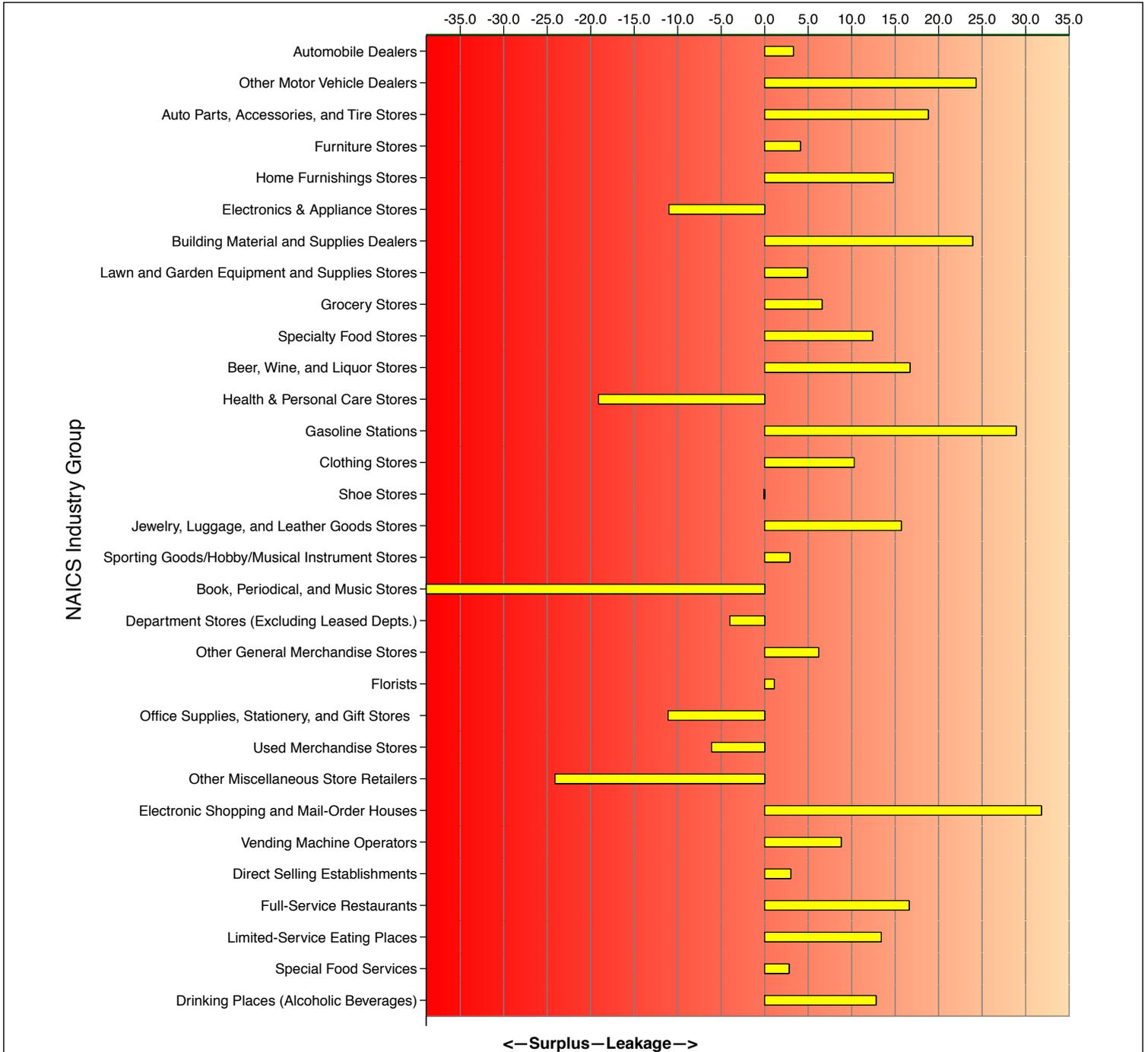
Leakage/Surplus Factor by Industry Subsector



Sources: Esri and Infogroup

Nassau County
Nassau County, NY (36059)
Geography: County

Leakage/Surplus Factor by Industry Group

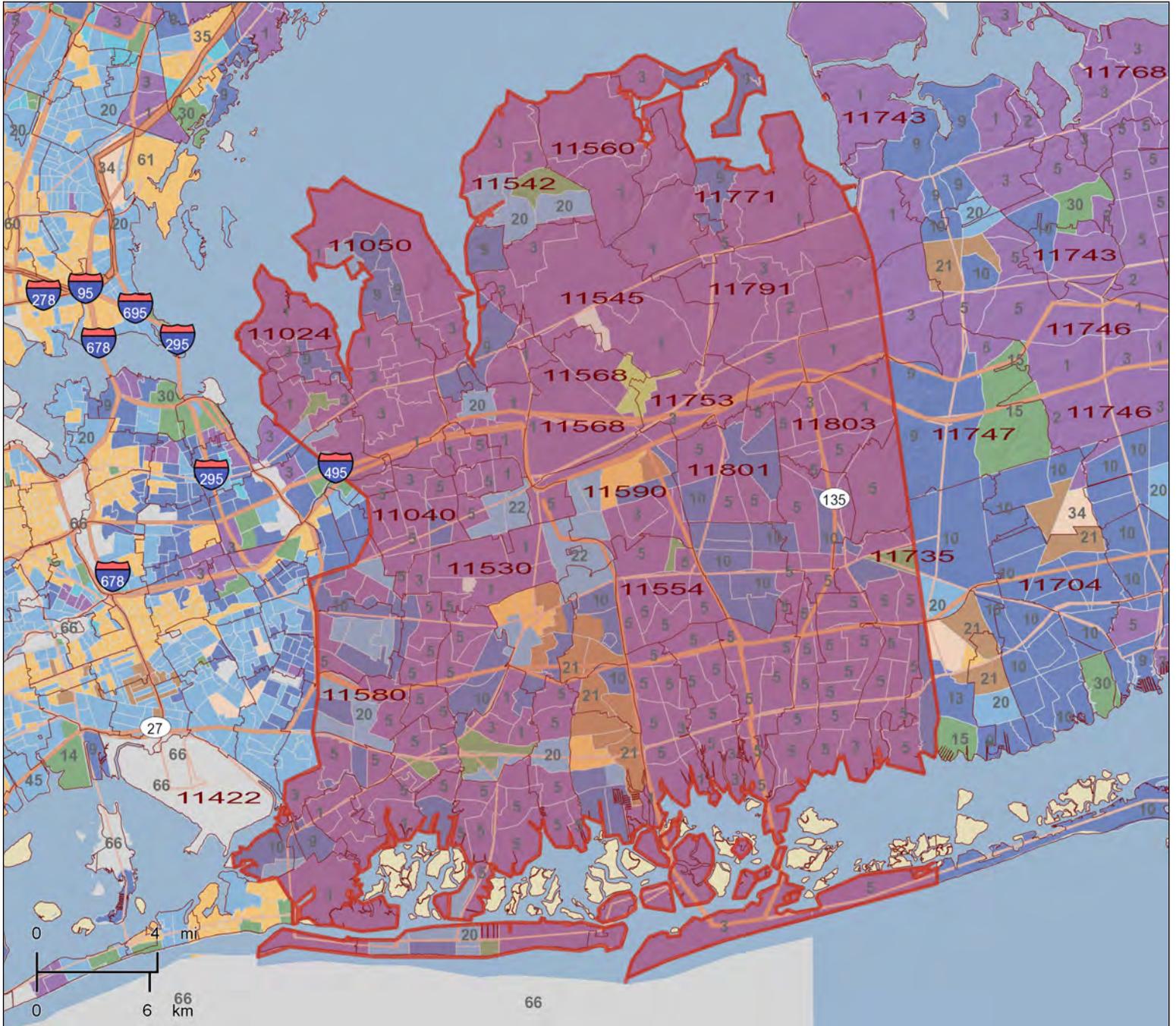


Sources: Esri and Infogroup

Dominant Tapestry Site Map

Nassau County
36059 (Nassau County)
Geography: Counties

Prepared by JGSC Group



Tapestry LifeMode

- L1 High Society: Affluent, well-educated, married-couple homeowners
- L2 Upscale Avenues: Prosperous, married-couple homeowners in different housing
- L3 Metropolis: City dwellers in older homes reflecting the diversity of urban culture
- L4 Solo Acts: Urban young singles on the move
- L5 Senior Styles: Senior lifestyles by income, age, and housing type
- L6 Scholars and Patriots: College, military environments
- L7 High Hopes: Young households striving for the "American Dream"
- L8 Global Roots: Ethnic and culturally diverse families
- L9 Family Portrait: Youth, family life, and children
- L10 Traditional Living: Middle-aged, middle income—Middle America
- L11 Factories and Farms: Hardworking families in small communities, settled near jobs
- L12 American Quilt: Households in small towns and rural areas



Source: Esri

January 03, 2013

Tapestry Segmentation

Tapestry Segmentation represents the fourth generation of market segmentation systems that began 30 years ago. The 65-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. A longer description of each segment is available at:

<http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

- | | |
|--|---------------------------------------|
| Segment 01: Top Rung | Segment 34: Family Foundations |
| Segment 02: Suburban Splendor | Segment 35: International Marketplace |
| Segment 03: Connoisseurs | Segment 36: Old and Newcomers |
| Segment 04: Boomburbs | Segment 37: Prairie Living |
| Segment 05: Wealthy Seaboard Suburbs | Segment 38: Industrious Urban Fringe |
| Segment 06: Sophisticated Squires | Segment 39: Young and Restless |
| Segment 07: Exurbanites | Segment 40: Military Proximity |
| Segment 08: Laptops and Lattes | Segment 41: Crossroads |
| Segment 09: Urban Chic | Segment 42: Southern Satellites |
| Segment 10: Pleasant-Ville | Segment 43: The Elders |
| Segment 11: Pacific Heights | Segment 44: Urban Melting Pot |
| Segment 12: Up and Coming Families | Segment 45: City Strivers |
| Segment 13: In Style | Segment 46: Rooted Rural |
| Segment 14: Prosperous Empty Nesters | Segment 47: Las Casas |
| Segment 15: Silver and Gold | Segment 48: Great Expectations |
| Segment 16: Enterprising Professionals | Segment 49: Senior Sun Seekers |
| Segment 17: Green Acres | Segment 50: Heartland Communities |
| Segment 18: Cozy and Comfortable | Segment 51: Metro City Edge |
| Segment 19: Milk and Cookies | Segment 52: Inner City Tenants |
| Segment 20: City Lights | Segment 53: Home Town |
| Segment 21: Urban Villages | Segment 54: Urban Rows |
| Segment 22: Metropolitans | Segment 55: College Towns |
| Segment 23: Trendsetters | Segment 56: Rural Bypasses |
| Segment 24: Main Street, USA | Segment 57: Simple Living |
| Segment 25: Salt of the Earth | Segment 58: NeWest Residents |
| Segment 26: Midland Crowd | Segment 59: Southwestern Families |
| Segment 27: Metro Renters | Segment 60: City Dimensions |
| Segment 28: Aspiring Young Families | Segment 61: High Rise Renters |
| Segment 29: Rustbelt Retirees | Segment 62: Modest Income Homes |
| Segment 30: Retirement Communities | Segment 63: Dorms to Diplomas |
| Segment 31: Rural Resort Dwellers | Segment 64: City Commons |
| Segment 32: Rustbelt Traditions | Segment 65: Social Security Set |
| Segment 33: Midlife Junction | Segment 66: Unclassified |

Retail Goods and Services Expenditures

Nassau County
 Nassau County, NY (36059)
 Geography: County

Prepared by JGSC Group

Top Tapestry Segments	Percent	Demographic Summary	2011	2016
Wealthy Seaboard Suburbs	38.9%	Population	1,341,439	1,346,515
Pleasant-Ville	13.6%	Households	449,177	450,765
Top Rung	10.2%	Families	341,034	339,813
Connoisseurs	9.5%	Median Age	41.3	41.8
City Lights	9.4%	Median Household Income	\$92,674	\$102,934
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		123	\$2,849.04	\$1,279,723,815
Men's		116	\$515.38	\$231,494,626
Women's		111	\$890.93	\$400,183,359
Children's		121	\$469.61	\$210,937,232
Footwear		81	\$328.42	\$147,518,549
Watches & Jewelry		194	\$364.43	\$163,691,857
Apparel Products and Services (1)		309	\$280.29	\$125,898,191
Computer				
Computers and Hardware for Home Use		169	\$313.37	\$140,757,581
Software and Accessories for Home Use		167	\$46.10	\$20,705,880
Entertainment & Recreation		178	\$5,560.09	\$2,497,464,327
Fees and Admissions		204	\$1,226.36	\$550,853,454
Membership Fees for Clubs (2)		213	\$338.40	\$152,000,459
Fees for Participant Sports, excl. Trips		188	\$193.93	\$87,108,407
Admission to Movie/Theatre/Opera/Ballet		188	\$276.53	\$124,211,895
Admission to Sporting Events, excl. Trips		187	\$107.76	\$48,404,994
Fees for Recreational Lessons		233	\$308.28	\$138,470,464
Dating Services		195	\$1.46	\$657,237
TV/Video/Audio		162	\$1,953.42	\$877,428,945
Community Antenna or Cable TV		162	\$1,133.12	\$508,970,259
Televisions		173	\$325.02	\$145,991,857
VCRs, Video Cameras, and DVD Players		156	\$30.73	\$13,802,124
Video Cassettes and DVDs		149	\$76.20	\$34,228,393
Video and Computer Game Hardware and Software		158	\$85.44	\$38,378,462
Satellite Dishes		157	\$1.92	\$860,298
Rental of Video Cassettes and DVDs		149	\$59.36	\$26,661,088
Streaming/Downloaded Video		200	\$2.71	\$1,219,023
Audio (3)		158	\$224.93	\$101,034,803
Rental and Repair of TV/Radio/Sound Equipment		190	\$13.99	\$6,282,639
Pets		206	\$857.94	\$385,368,053
Toys and Games (4)		165	\$231.99	\$104,205,437
Recreational Vehicles and Fees (5)		180	\$563.55	\$253,134,625
Sports/Recreation/Exercise Equipment (6)		135	\$237.16	\$106,526,062
Photo Equipment and Supplies (7)		173	\$173.22	\$77,807,674
Reading (8)		186	\$279.51	\$125,550,054
Catered Affairs (9)		155	\$36.93	\$16,590,023
Food		165	\$12,319.40	\$5,533,590,066
Food at Home		164	\$7,100.95	\$3,189,581,887
Bakery and Cereal Products		166	\$958.01	\$430,314,855
Meats, Poultry, Fish, and Eggs		164	\$1,647.14	\$739,857,202
Dairy Products		163	\$785.56	\$352,856,628
Fruits and Vegetables		172	\$1,304.85	\$586,106,259
Snacks and Other Food at Home (10)		159	\$2,405.39	\$1,080,446,943
Food Away from Home		167	\$5,218.45	\$2,344,008,179
Alcoholic Beverages		173	\$955.36	\$429,123,782
Nonalcoholic Beverages at Home		159	\$673.84	\$302,672,902

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 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

Nassau County
 Nassau County, NY (36059)
 Geography: County

Prepared by JGSC Group

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	217	\$3,661.33	\$1,644,584,927
Vehicle Loans	144	\$6,839.08	\$3,071,959,024
Health			
Nonprescription Drugs	146	\$145.54	\$65,372,155
Prescription Drugs	147	\$709.02	\$318,474,149
Eyeglasses and Contact Lenses	171	\$127.22	\$57,143,076
Home			
Mortgage Payment and Basics (11)	200	\$18,123.62	\$8,140,714,432
Maintenance and Remodeling Services	217	\$4,173.16	\$1,874,486,632
Maintenance and Remodeling Materials (12)	188	\$677.09	\$304,131,040
Utilities, Fuel, and Public Services	164	\$7,200.35	\$3,234,232,939
Household Furnishings and Equipment			
Household Textiles (13)	177	\$228.02	\$102,421,480
Furniture	185	\$1,075.01	\$482,870,036
Floor Coverings	214	\$155.42	\$69,811,164
Major Appliances (14)	173	\$507.21	\$227,826,918
Housewares (15)	153	\$127.49	\$57,264,845
Small Appliances	167	\$52.98	\$23,796,252
Luggage	181	\$16.27	\$7,306,661
Telephones and Accessories	102	\$41.93	\$18,831,795
Household Operations			
Child Care	174	\$780.70	\$350,671,261
Lawn and Garden (16)	190	\$772.77	\$347,109,761
Moving/Storage/Freight Express	177	\$104.38	\$46,882,995
Housekeeping Supplies (17)	161	\$1,093.13	\$491,006,592
Insurance			
Owners and Renters Insurance	166	\$746.08	\$335,121,239
Vehicle Insurance	167	\$1,890.83	\$849,315,084
Life/Other Insurance	181	\$732.26	\$328,911,880
Health Insurance	163	\$3,061.93	\$1,375,347,093
Personal Care Products (18)	161	\$620.95	\$278,917,588
School Books and Supplies (19)	145	\$149.55	\$67,172,999
Smoking Products	135	\$558.29	\$250,772,785
Transportation			
Vehicle Purchases (Net Outlay) (20)	156	\$6,619.63	\$2,973,387,213
Gasoline and Motor Oil	148	\$4,125.57	\$1,853,109,357
Vehicle Maintenance and Repairs	168	\$1,535.92	\$689,899,343
Travel			
Airline Fares	209	\$929.48	\$417,498,963
Lodging on Trips	206	\$868.26	\$390,003,272
Auto/Truck/Van Rental on Trips	207	\$74.27	\$33,361,687
Food and Drink on Trips	194	\$817.31	\$367,114,597

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 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

-
- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Recreation Expenditures

Nassau County
 Nassau County, NY (36059)
 Geography: County

Prepared by JGSC Group

Demographic Summary		2011	2016
Population		1,341,439	1,346,515
Households		449,177	450,765
Families		341,034	339,813
Median Age		41.3	41.8
Median Household Income		\$92,674	\$102,934
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	204	\$1226.36	\$550,853,454
Admission to Movies, Theater, Opera, Ballet	188	\$276.53	\$124,211,895
Admission to Sporting Events, excl.Trips	187	\$107.76	\$48,404,994
Fees for Participant Sports, excl.Trips	188	\$193.93	\$87,108,407
Fees for Recreational Lessons	233	\$308.28	\$138,470,464
Membership Fees for Social/Recreation/Civic Clubs	213	\$338.40	\$152,000,459
Dating Services	195	\$1.46	\$657,237
Rental of Video Cassettes and DVDs	149	\$59.36	\$26,661,088
Toys & Games	165	\$231.99	\$104,205,437
Toys and Playground Equipment	164	\$224.67	\$100,917,200
Play Arcade Pinball/Video Games	204	\$3.75	\$1,683,107
Online Entertainment and Games	160	\$3.57	\$1,605,130
Recreational Vehicles and Fees	180	\$563.55	\$253,134,625
Docking and Landing Fees for Boats and Planes	256	\$17.58	\$7,895,014
Camp Fees	250	\$69.95	\$31,421,996
Purchase of RVs or Boats	170	\$459.51	\$206,401,240
Rental of RVs or Boats	199	\$16.51	\$7,416,375
Sports, Recreation and Exercise Equipment	135	\$237.16	\$106,526,062
Exercise Equipment and Gear, Game Tables	144	\$114.41	\$51,391,497
Bicycles	184	\$35.21	\$15,814,663
Camping Equipment	69	\$9.64	\$4,332,184
Hunting and Fishing Equipment	90	\$33.56	\$15,072,515
Winter Sports Equipment	192	\$12.02	\$5,399,606
Water Sports Equipment	168	\$10.85	\$4,871,347
Other Sports Equipment	156	\$14.33	\$6,438,224
Rental/Repair of Sports/Recreation/Exercise Equipment	184	\$7.14	\$3,206,027
Photographic Equipment and Supplies	173	\$173.22	\$77,807,674
Film	157	\$11.21	\$5,033,779
Film Processing	165	\$36.00	\$16,170,935
Photographic Equipment	172	\$71.33	\$32,038,165
Photographer Fees/Other Supplies & Equip Rental/Repair	183	\$54.69	\$24,564,794
Reading	186	\$279.51	\$125,550,054
Magazine/Newspaper Subscriptions	187	\$115.00	\$51,654,552
Magazine/Newspaper Single Copies	179	\$33.29	\$14,953,982
Books	187	\$131.22	\$58,941,520

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 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Nassau County, NY (36059)

Population Summary	
2000 Total Population	1,334,544
2010 Total Population	1,339,532
2012 Total Population	1,343,698
2012 Group Quarters	21,666
2017 Total Population	1,363,330
2012-2017 Annual Rate	0.29%
Household Summary	
2000 Households	447,387
2000 Average Household Size	2.93
2010 Households	448,528
2010 Average Household Size	2.94
2012 Households	450,503
2012 Average Household Size	2.93
2017 Households	456,492
2017 Average Household Size	2.94
2012-2017 Annual Rate	0.26%
2010 Families	340,523
2010 Average Family Size	3.38
2012 Families	340,789
2012 Average Family Size	3.37
2017 Families	343,721
2017 Average Family Size	3.39
2012-2017 Annual Rate	0.17%
Housing Unit Summary	
2000 Housing Units	458,151
Owner Occupied Housing Units	78.4%
Renter Occupied Housing Units	19.2%
Vacant Housing Units	2.3%
2010 Housing Units	468,346
Owner Occupied Housing Units	76.5%
Renter Occupied Housing Units	19.3%
Vacant Housing Units	4.2%
2012 Housing Units	470,239
Owner Occupied Housing Units	75.5%
Renter Occupied Housing Units	20.3%
Vacant Housing Units	4.2%
2017 Housing Units	475,652
Owner Occupied Housing Units	76.6%
Renter Occupied Housing Units	19.3%
Vacant Housing Units	4.0%
Median Household Income	
2012	\$94,766
2017	\$102,412
Median Home Value	
2012	\$375,544
2017	\$426,988
Per Capita Income	
2012	\$40,148
2017	\$46,303
Median Age	
2010	41.1
2012	41.5
2017	42.0

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

Nassau County, NY (36059)

2012 Households by Income

Household Income Base	450,502
<\$15,000	5.7%
\$15,000 - \$24,999	5.5%
\$25,000 - \$34,999	5.2%
\$35,000 - \$49,999	8.8%
\$50,000 - \$74,999	14.3%
\$75,000 - \$99,999	12.5%
\$100,000 - \$149,999	21.7%
\$150,000 - \$199,999	11.9%
\$200,000+	14.3%

Average Household Income \$118,295

2017 Households by Income

Household Income Base	456,491
<\$15,000	4.9%
\$15,000 - \$24,999	3.8%
\$25,000 - \$34,999	3.6%
\$35,000 - \$49,999	7.0%
\$50,000 - \$74,999	13.1%
\$75,000 - \$99,999	15.9%
\$100,000 - \$149,999	22.9%
\$150,000 - \$199,999	13.9%
\$200,000+	14.9%

Average Household Income \$136,802

2012 Owner Occupied Housing Units by Value

Total	355,229
<\$50,000	0.7%
\$50,000 - \$99,999	6.6%
\$100,000 - \$149,999	3.4%
\$150,000 - \$199,999	2.3%
\$200,000 - \$249,999	3.5%
\$250,000 - \$299,999	10.2%
\$300,000 - \$399,999	30.9%
\$400,000 - \$499,999	17.1%
\$500,000 - \$749,999	15.2%
\$750,000 - \$999,999	5.0%
\$1,000,000 +	5.2%

Average Home Value \$437,497

2017 Owner Occupied Housing Units by Value

Total	364,453
<\$50,000	0.2%
\$50,000 - \$99,999	1.7%
\$100,000 - \$149,999	1.6%
\$150,000 - \$199,999	2.5%
\$200,000 - \$249,999	4.3%
\$250,000 - \$299,999	8.6%
\$300,000 - \$399,999	23.9%
\$400,000 - \$499,999	26.5%
\$500,000 - \$749,999	18.9%
\$750,000 - \$999,999	5.9%
\$1,000,000 +	5.9%

Average Home Value \$487,130

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

		Nassau County, NY (36059)
2010 Population by Age		
Total		1,339,532
0 - 4		5.5%
5 - 9		6.2%
10 - 14		7.0%
15 - 24		12.9%
25 - 34		10.6%
35 - 44		13.3%
45 - 54		16.3%
55 - 64		12.9%
65 - 74		7.3%
75 - 84		5.4%
85 +		2.5%
18 +		76.7%
2012 Population by Age		
Total		1,343,698
0 - 4		5.5%
5 - 9		6.2%
10 - 14		6.9%
15 - 24		12.7%
25 - 34		10.8%
35 - 44		12.9%
45 - 54		15.8%
55 - 64		13.4%
65 - 74		7.8%
75 - 84		5.4%
85 +		2.7%
18 +		77.2%
2017 Population by Age		
Total		1,363,330
0 - 4		5.5%
5 - 9		6.1%
10 - 14		6.9%
15 - 24		11.9%
25 - 34		10.9%
35 - 44		12.5%
45 - 54		14.6%
55 - 64		14.0%
65 - 74		9.3%
75 - 84		5.5%
85 +		2.8%
18 +		77.4%
2010 Population by Sex		
Males		647,978
Females		691,554
2012 Population by Sex		
Males		652,272
Females		691,426
2017 Population by Sex		
Males		663,347
Females		699,983

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

Nassau County, NY (36059)

2010 Population by Race/Ethnicity

Total	1,339,532
White Alone	73.0%
Black Alone	11.1%
American Indian Alone	0.2%
Asian Alone	7.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	5.6%
Two or More Races	2.4%
Hispanic Origin	14.6%
Diversity Index	58.6

2012 Population by Race/Ethnicity

Total	1,343,698
White Alone	71.6%
Black Alone	11.5%
American Indian Alone	0.3%
Asian Alone	8.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	5.9%
Two or More Races	2.6%
Hispanic Origin	15.3%
Diversity Index	60.6

2017 Population by Race/Ethnicity

Total	1,363,330
White Alone	68.3%
Black Alone	12.4%
American Indian Alone	0.3%
Asian Alone	9.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	6.8%
Two or More Races	3.0%
Hispanic Origin	17.4%
Diversity Index	65.1

2010 Population by Relationship and Household Type

Total	1,339,532
In Households	98.4%
In Family Households	88.5%
Householder	25.4%
Spouse	20.1%
Child	34.0%
Other relative	6.3%
Nonrelative	2.6%
In Nonfamily Households	9.9%
In Group Quarters	1.6%
Institutionalized Population	0.7%
Noninstitutionalized Population	0.9%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

Nassau County, NY (36059)

2010 Households by Type

Total	448,528
Households with 1 Person	20.1%
Households with 2+ People	79.9%
Family Households	75.9%
Husband-wife Families	60.0%
With Related Children	28.9%
Other Family (No Spouse Present)	15.9%
Other Family with Male Householder	4.3%
With Related Children	1.8%
Other Family with Female Householder	11.7%
With Related Children	5.8%
Nonfamily Households	3.9%
All Households with Children	36.8%
Multigenerational Households	6.1%
Unmarried Partner Households	4.0%
Male-female	3.3%
Same-sex	0.7%

2010 Households by Size

Total	448,528
1 Person Household	20.1%
2 Person Household	28.4%
3 Person Household	17.7%
4 Person Household	18.1%
5 Person Household	9.2%
6 Person Household	3.6%
7 + Person Household	2.9%

2010 Households by Tenure and Mortgage Status

Total	448,528
Owner Occupied	79.9%
Owned with a Mortgage/Loan	54.4%
Owned Free and Clear	25.5%
Renter Occupied	20.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

Demographic Summary		2011	2016
Population		1,341,439	1,346,515
Population 18+		1,031,473	1,040,650
Households		449,177	450,765
Median Household Income		\$92,674	\$102,934
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	384,320	85.6%	115
Purchased home PC in last 12 months	78,073	17.4%	110
Purchased home PC 1-2 years ago	118,867	26.5%	117
Purchased home PC 3-4 years ago	101,149	22.5%	115
Purchased home PC 5+ years ago	45,278	10.1%	108
Spent <\$500 on home PC (most recent purchase)	31,910	7.1%	82
Spent \$500-999 on home PC (most recent purchase)	77,270	17.2%	96
Spent \$1000-1499 on home PC (most recent purchase)	77,037	17.2%	131
Spent \$1500-1999 on home PC (most recent purchase)	41,605	9.3%	129
Spent \$2000+ on home PC (most recent purchase)	41,243	9.2%	146
Purchased home PC at computer superstore	71,475	15.9%	124
Purchased home PC at department store	14,881	3.3%	68
Purchased home PC direct from manufacturer	87,736	19.5%	140
Purchased home PC at electronics store	50,969	11.3%	102
Purchased home PC on Internet	49,097	10.9%	126
Purchased home PC at warehouse discount outlet	9,468	2.1%	96
HH owns desktop PC	298,601	66.5%	116
HH owns laptop/notebook/tablet PC	182,941	40.7%	129
HH owns any Apple/Apple Mac clone brand PC	50,248	11.2%	175
HH owns any IBM/IBM compatible brand PC	341,582	76.0%	113
Brand of PC that HH owns: Compaq	33,025	7.4%	87
Brand of PC that HH owns: Dell	185,191	41.2%	133
Brand of PC that HH owns: Gateway	29,348	6.5%	99
Brand of PC that HH owns: Hewlett Packard	73,009	16.3%	105
Brand of PC that HH owns: Sony Vaio	15,002	3.3%	114
Child (under 18) uses home PC	109,950	24.5%	116
HH owns CD burner	179,781	40.0%	108
HH owns CD ROM drive	195,325	43.5%	111
HH owns DVD drive	125,544	28.0%	112
HH owns DVD-RW (DVD burner)	104,049	23.2%	112
HH owns external hard drive	83,281	18.5%	130
HH owns flash drive	111,106	24.7%	119
HH owns LAN/network interface card	60,866	13.6%	121
HH owns inkjet printer	218,335	48.6%	114
HH owns laser printer	88,681	19.7%	143
HH owns modem/fax modem	101,405	22.6%	108
HH owns removable cartridge storage device	28,170	6.3%	108
HH owns scanner	146,477	32.6%	115
HH owns PC speakers	210,923	47.0%	113
HH owns tape backup	12,428	2.8%	104
HH owns webcam	57,932	12.9%	113
HH owns software: accounting	49,495	11.0%	123
HH owns software: communications/fax	45,527	10.1%	124
HH owns software: database/filing	42,434	9.4%	115
HH owns software: desktop publishing	60,978	13.6%	111

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

Nassau County
 Nassau County, NY (36059)
 Geography: County

Prepared by JGSC Group

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	48,719	10.8%	108
HH owns software: entertainment/games	131,664	29.3%	101
HH owns software: online meeting/conference	15,668	3.5%	120
HH owns software: personal finance/tax prep	75,704	16.9%	118
HH owns software: presentation graphics	46,527	10.4%	128
HH owns software: multimedia	73,489	16.4%	106
HH owns software: networking	61,656	13.7%	122
HH owns software: security/anti-virus	140,289	31.2%	111
HH owns software: spreadsheet	125,757	28.0%	120
HH owns software: utility	36,283	8.1%	113
HH owns software: web authoring	18,442	4.1%	117
HH owns software: word processing	182,444	40.6%	120
Spent \$500+ on software for home PC in last 12 mo	14,476	3.2%	133
Purchased computer book in last 12 months	29,660	6.6%	152
HH owns fax machine	41,691	9.3%	153
Purchased audio equipment in last 12 months	43,579	9.7%	100
Purchased headphones in last 12 months	17,572	3.9%	97
HH owns camcorder	108,096	24.1%	123
Purchased camcorder in last 12 months	12,457	2.8%	129
HH owns CD player	217,177	48.4%	105
Purchased CD player in last 12 months	14,147	3.2%	81
HH owns DVD player	311,571	69.4%	105
Purchased DVD player in last 12 months	43,454	9.7%	100
HH owns 1 TV	75,029	16.7%	84
HH owns 2 TVs	112,246	25.0%	95
HH owns 3 TVs	105,384	23.5%	105
HH owns 4+ TVs	114,372	25.5%	122
HH owns miniature screen TV (<13 in)	35,639	7.9%	101
Most recent TV purchase: miniature screen (<13 in)	11,961	2.7%	97
HH owns regular screen TV (13-26 in)	182,383	40.6%	93
Most recent TV purchase: regular screen (13-26 in)	89,793	20.0%	86
HH owns large screen TV (27-35 in)	210,884	46.9%	101
Most recent TV purchase: large screen (27-35 in)	133,307	29.7%	94
HH owns big screen TV (36-42 in)	113,093	25.2%	133
Most recent TV purchase: big screen (36-42 in)	81,408	18.1%	128
HH owns giant screen TV (over 42 in)	77,567	17.3%	121
Most recent TV purchase: giant screen (over 42 in)	61,839	13.8%	123
HH owns LCD TV	117,995	26.3%	136
HH owns plasma TV	51,104	11.4%	137
HH owns projection TV	27,049	6.0%	111
HH owns video game system	151,171	33.7%	101
Purchased video game system in last 12 months	50,266	11.2%	104
HH owns video game system: handheld	79,256	17.6%	115
HH owns video game system: attached to TV/computer	134,219	29.9%	101
HH owns video game system: Game Boy	35,606	7.9%	116
HH owns video game system: Game Boy Advance/SP	33,674	7.5%	114
HH owns video game system: Nintendo DS	43,595	9.7%	128

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

Electronics and Internet Market Potential

Nassau County
 Nassau County, NY (36059)
 Geography: County

Prepared by JGSC Group

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	24,940	5.6%	110
HH owns video game system: Nintendo Wii	41,283	9.2%	136
HH owns video game system: PlayStation 2	66,735	14.9%	90
HH owns video game system: PlayStation 3	20,340	4.5%	125
HH owns video game system: Sony PlayStation/PS One	18,673	4.2%	103
HH owns video game system: Sony PSP	15,692	3.5%	119
HH owns video game system: Xbox	25,175	5.6%	94
HH owns video game system: Xbox 360	32,676	7.3%	112
HH purchased 5+ video games in last 12 months	29,779	6.6%	102
HH spent \$101+ on video games in last 12 months	39,987	8.9%	110
Owns MP3 player	343,571	33.3%	124
Purchased MP3 player in last 12 months	121,613	11.8%	115
Owns Apple iPod	171,331	16.6%	148
Purchased Apple iPod in last 12 months	49,097	4.8%	140
Have any access to the Internet	947,189	91.8%	109
Have access to Internet: at home	877,107	85.0%	121
Have access to Internet: at work	472,461	45.8%	122
Have access to Internet: at school/library	262,713	25.5%	101
Have access to Internet: not hm/work/school/library	216,144	21.0%	108
Use Internet less than once a week	27,426	2.7%	68
Use Internet 1-2 times per week	42,131	4.1%	75
Use Internet 3-6 times per week	80,245	7.8%	98
Use Internet once a day	124,197	12.0%	109
Use Internet 2-4 times per day	232,558	22.5%	128
Use Internet 5 or more times per day	329,327	31.9%	127
Any Internet or online usage in last 30 days	834,265	80.9%	115
Used Internet in last 30 days: at home	790,198	76.6%	123
Used Internet in last 30 days: at work	412,712	40.0%	125
Used Internet in last 30 days: at school/library	79,217	7.7%	99
Used Internet/30 days: not home/work/school/library	111,538	10.8%	117
Internet last 30 days: used email	769,529	74.6%	120
Internet last 30 days: used Instant Messenger	309,727	30.0%	118
Internet last 30 days: paid bills online	395,153	38.3%	116
Internet last 30 days: visited online blog	119,886	11.6%	120
Internet last 30 days: wrote online blog	41,330	4.0%	107
Internet last 30 days: visited chat room	53,929	5.2%	111
Internet last 30 days: looked for employment	134,160	13.0%	99
Internet last 30 days: played games online	204,528	19.8%	95
Internet last 30 days: traded/tracked investments	170,419	16.5%	147
Internet last 30 days: downloaded music	235,982	22.9%	124
Internet last 30 days: made phone call	53,441	5.2%	139
Internet last 30 days: made personal purchase	445,343	43.2%	139
Internet last 30 days: made business purchase	129,133	12.5%	130
Internet last 30 days: made travel plans	268,225	26.0%	149
Internet last 30 days: watched online video	234,913	22.8%	118
Internet last 30 days: obtained new/used car info	100,936	9.8%	110
Internet last 30 days: obtained financial info	315,005	30.5%	126
Internet last 30 days: obtained medical info	228,372	22.1%	132
Internet last 30 days: obtained latest news	511,803	49.6%	128
Internet last 30 days: obtained real estate info	162,805	15.8%	145

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

Nassau County
 Nassau County, NY (36059)
 Geography: County

Prepared by JGSC Group

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	304,491	29.5%	127
Ordered anything on Internet in last 12 months	465,055	45.1%	130
Ordered on Internet/12 mo: airline ticket	272,631	26.4%	156
Ordered on Internet/12 mo: CD/tape	57,308	5.6%	126
Ordered on Internet/12 mo: clothing	209,020	20.3%	139
Ordered on Internet/12 mo: computer	47,531	4.6%	134
Ordered on Internet/12 mo: computer peripheral	63,700	6.2%	142
Ordered on Internet/12 mo: DVD	82,283	8.0%	121
Ordered on Internet/12 mo: flowers	78,081	7.6%	162
Ordered on Internet/12 mo: software	80,545	7.8%	136
Ordered on Internet/12 mo: tickets (concerts etc.)	147,135	14.3%	147
Ordered on Internet/12 mo: toy	75,797	7.3%	147
Purchased item from amazon.com in last 12 months	229,163	22.2%	157
Purchased item from barnes&noble.com in last 12 mo	53,081	5.1%	160
Purchased item from bestbuy.com in last 12 months	36,447	3.5%	140
Purchased item from ebay.com in last 12 months	105,186	10.2%	110
Purchased item from walmart.com in last 12 months	34,581	3.4%	82
Spent on Internet orders last 12 months: <\$100	55,059	5.3%	99
Spent on Internet orders last 12 months: \$100-199	59,125	5.7%	106
Spent on Internet orders last 12 months: \$200-499	96,328	9.3%	111
Spent on Internet orders last 12 months: \$500+	229,310	22.2%	152
Connection to Internet from home: dial-up modem	50,497	4.9%	60
Connection to Internet from home: cable modem	391,900	38.0%	141
Connection to Internet from home: DSL	299,687	29.1%	118
Connection to Internet from home: wireless	189,152	18.3%	132
Connection to Internet from home: any broadband	790,080	76.6%	129
DVDs rented in last 30 days: 1	27,135	2.6%	99
DVDs rented in last 30 days: 2	52,373	5.1%	110
DVDs rented in last 30 days: 3	39,184	3.8%	119
DVDs rented in last 30 days: 4	42,932	4.2%	109
DVDs rented in last 30 days: 5+	127,159	12.3%	93
Rented video tape/DVD last month: action/adventure	199,358	19.3%	96
Rented video tape/DVD last month: classic	65,881	6.4%	122
Rented video tape/DVD last month: comedy	207,222	20.1%	97
Rented video tape/DVD last month: drama	154,960	15.0%	110
Rented video tape/DVD last month: family/children	77,949	7.6%	85
Rented video tape/DVD last month: foreign	29,318	2.8%	142
Rented video tape/DVD last month: horror	52,722	5.1%	69
Rented video tape/DVD last month: romance	73,214	7.1%	95
Rented video tape/DVD last month: science fiction	49,408	4.8%	91
Rented video tape/DVD last mo at Blockbuster Video	148,287	14.4%	119
Rented video tape/DVD last mo at Hollywood Video	40,483	3.9%	95
Bought video tape/DVD last month: action/adventure	75,703	7.3%	88
Bought video tape/DVD last month: classic	22,804	2.2%	82
Bought video tape/DVD last month: comedy	71,039	6.9%	86
Bought video tape/DVD last month: drama	38,551	3.7%	87
Bought video tape/DVD last month: family/children	52,400	5.1%	86
Bought video tape/DVD last month: horror	24,012	2.3%	74
Bought video tape/DVD last month: romance	21,603	2.1%	83

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

Nassau County
 Nassau County, NY (36059)
 Geography: County

Prepared by JGSC Group

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	25,326	2.5%	98
Bought blank video tape in last 6 months	121,887	11.8%	104
Bought 7+ blank video tapes in last 6 months	25,253	2.4%	94
DVDs purchased in last 30 days: 1	50,248	4.9%	98
DVDs purchased in last 30 days: 2	42,630	4.1%	87
DVDs purchased in last 30 days: 3-4	46,120	4.5%	97
DVDs purchased in last 30 days: 5+	43,904	4.3%	82
Bought any camera in last 12 months	130,518	12.7%	99
Spent on cameras in last 12 months: <\$100	32,352	3.1%	72
Spent on cameras in last 12 months: \$100-199	29,248	2.8%	94
Spent on cameras in last 12 months: \$200+	51,756	5.0%	126
Own APS (point & shoot or SLR) camera	41,788	4.1%	147
Own digital camera	393,400	38.1%	116
Bought digital camera in last 12 months	78,460	7.6%	111
Own digital point & shoot camera	305,275	29.6%	119
Bought digital point & shoot camera in last 12 mo	58,754	5.7%	115
Own digital SLR camera	107,295	10.4%	112
Bought digital SLR camera in last 12 months	21,321	2.1%	92
Own 35mm auto focus point & shoot camera	49,505	4.8%	103
Own 35mm auto focus single lens reflex camera	32,190	3.1%	130
Own 35mm auto focus zoom camera	50,531	4.9%	88
Own 35mm single lens reflex camera	34,814	3.4%	113
Own Canon camera	208,676	20.2%	128
Bought Canon camera in last 12 months	26,389	2.6%	119
Own Fuji camera	36,694	3.6%	89
Own Kodak camera	85,972	8.3%	71
Bought Kodak camera in last 12 months	25,304	2.5%	83
Own Nikon camera	83,396	8.1%	149
Own Olympus camera	60,432	5.9%	129
Own Polaroid camera	20,803	2.0%	82
Bought any camera accessory in last 12 months	477,265	46.3%	109
Bought film in last 12 months	168,219	16.3%	86
Bought film in last 12 months: <3 rolls	80,962	7.8%	89
Bought film in last 12 months: 3-6 rolls	52,972	5.1%	82
Bought film in last 12 months: 7+ rolls	35,793	3.5%	82
Bought film in last 12 mo: APS (color prints)	21,811	2.1%	79
Bought film in last 12 mo: instant developing	12,862	1.2%	63
Bought film in last 12 mo: 35mm (black & white)	9,232	0.9%	94
Bought film in last 12 mo: 35mm (color prints)	103,074	10.0%	88
Bought Fuji film in last 12 months	44,019	4.3%	85
Bought Kodak film in last 12 months	107,000	10.4%	88
Bought store-brand film in last 12 months	18,960	1.8%	86
Purchased film in last 12 mo: department store	21,671	2.1%	57
Purchased film in last 12 mo: discount store	29,971	2.9%	61

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Electronics and Internet Market Potential

Nassau County
 Nassau County, NY (36059)
 Geography: County

Prepared by JGSC Group

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	56,622	5.5%	117
Purchased film in last 12 mo: grocery store	18,247	1.8%	82
Purchased film in last 12 mo: 1 hour service store	23,153	2.2%	88
Had film processed at discount store	20,643	2.0%	61
Had film processed at drug store	48,295	4.7%	110
Had film processed at 1 hour service store	27,497	2.7%	92
Bought memory card for camera in last 12 months	85,695	8.3%	109
Own memory card for camera	283,660	27.5%	111

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

Nassau County
Nassau County, NY (36059)
Geography: County

Total Businesses:	60,793
Total Employees:	601,915
Total Residential Population:	1,337,619
Employee/Residential Population Ratio:	0.45

	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	887	1.5%	4,336	0.7%
Construction	4,238	7.0%	15,885	2.6%
Manufacturing	1,871	3.1%	33,989	5.6%
Transportation	1,908	3.1%	23,046	3.8%
Communication	487	0.8%	5,527	0.9%
Utility	186	0.3%	1,844	0.3%
Wholesale Trade	3,416	5.6%	34,968	5.8%
Retail Trade Summary	14,359	23.6%	127,334	21.2%
Home Improvement	694	1.1%	6,291	1.0%
General Merchandise Stores	355	0.6%	8,764	1.5%
Food Stores	1,447	2.4%	15,346	2.5%
Auto Dealers, Gas Stations, Auto Aftermarket	1,116	1.8%	9,548	1.6%
Apparel & Accessory Stores	1,412	2.3%	9,042	1.5%
Furniture & Home Furnishings	1,540	2.5%	12,869	2.1%
Eating & Drinking Places	3,856	6.3%	32,887	5.5%
Miscellaneous Retail	3,939	6.5%	32,587	5.4%
Finance, Insurance, Real Estate Summary	6,537	10.8%	55,463	9.2%
Banks, Savings & Lending Institutions	1,501	2.5%	10,505	1.7%
Securities Brokers	870	1.4%	6,343	1.1%
Insurance Carriers & Agents	1,436	2.4%	20,682	3.4%
Real Estate, Holding, Other Investment Offices	2,730	4.5%	17,933	3.0%
Services Summary	24,037	39.5%	273,629	45.5%
Hotels & Lodging	143	0.2%	4,405	0.7%
Automotive Services	1,654	2.7%	6,559	1.1%
Motion Pictures & Amusements	1,637	2.7%	12,667	2.1%
Health Services	3,072	5.1%	71,770	11.9%
Legal Services	1,905	3.1%	15,707	2.6%
Education Institutions & Libraries	1,252	2.1%	67,686	11.2%
Other Services	14,374	23.6%	94,835	15.8%
Government	828	1.4%	24,469	4.1%
Other	2,039	3.4%	1,425	0.2%
Totals	60,793	100.0%	601,915	100.0%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

Nassau County
Nassau County, NY (36059)
Geography: County

Total Businesses:	60,793
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	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	93	0.2%	558	0.1%
Mining	29	0.0%	53	0.0%
Utilities	88	0.1%	1,347	0.2%
Construction	4,618	7.6%	17,845	3.0%
Manufacturing	2,026	3.3%	32,922	5.5%
Wholesale Trade	3,292	5.4%	34,080	5.7%
Retail Trade	9,958	16.4%	91,088	15.1%
Motor Vehicle & Parts Dealers	708	1.2%	8,408	1.4%
Furniture & Home Furnishings Stores	613	1.0%	4,706	0.8%
Electronics & Appliance Stores	866	1.4%	7,672	1.3%
Bldg Material & Garden Equipment & Supplies Dealers	692	1.1%	6,290	1.0%
Food & Beverage Stores	1,127	1.9%	12,473	2.1%
Health & Personal Care Stores	838	1.4%	14,438	2.4%
Gasoline Stations	408	0.7%	1,140	0.2%
Clothing & Clothing Accessories Stores	1,837	3.0%	10,085	1.7%
Sport Goods, Hobby, Book, & Music Stores	652	1.1%	4,196	0.7%
General Merchandise Stores	355	0.6%	8,764	1.5%
Miscellaneous Store Retailers	1,641	2.7%	11,121	1.8%
Nonstore Retailers	221	0.4%	1,795	0.3%
Transportation & Warehousing	1,424	2.3%	19,618	3.3%
Information	1,237	2.0%	15,869	2.6%
Finance & Insurance	3,862	6.4%	38,055	6.3%
Central Bank/Credit Intermediation & Related Activities	1,494	2.5%	10,458	1.7%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	915	1.5%	6,553	1.1%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	1,453	2.4%	21,044	3.5%
Real Estate, Rental & Leasing	2,721	4.5%	16,170	2.7%
Professional, Scientific & Tech Services	6,822	11.2%	52,018	8.6%
Legal Services	2,166	3.6%	17,478	2.9%
Management of Companies & Enterprises	70	0.1%	577	0.1%
Administrative & Support & Waste Management & Remediation Services	3,116	5.1%	19,191	3.2%
Educational Services	1,550	2.5%	65,740	10.9%
Health Care & Social Assistance	4,027	6.6%	83,354	13.8%
Arts, Entertainment & Recreation	1,249	2.1%	11,954	2.0%
Accommodation & Food Services	4,253	7.0%	38,878	6.5%
Accommodation	143	0.2%	4,405	0.7%
Food Services & Drinking Places	4,110	6.8%	34,473	5.7%
Other Services (except Public Administration)	7,477	12.3%	36,430	6.1%
Automotive Repair & Maintenance	1,345	2.2%	5,563	0.9%
Public Administration	832	1.4%	24,751	4.1%
Unclassified Establishments	2,049	3.4%	1,417	0.2%
Total	60,793	100.0%	601,915	100.0%

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