

Association Market Area

Metropolitan YMCA of the Oranges

March 2014

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association
market area
statistics

March 2014

Metropolitan YMCA of
the Oranges

association area statistics

Total Association Market Area (sq.miles)	226.8
Total Population	270,778
Total Number of Households	93,985
Metropolitan YMCA of the Oranges Households	5,581
Metropolitan YMCA of the Oranges Penetration	4.8%
Household Density (per sq. mile)	414
Projected Five Year Household Growth	1.3%

association and member characteristics

March 2014

Metropolitan YMCA of the Oranges

	market area	members	index
Household Income (Match Rate = 99.9%)			
Under \$15,000	6.8%	2.5%	37
\$15,000 - \$24,999	7.2%	3.2%	44
\$25,000 - \$34,999	7.1%	3.0%	42
\$35,000 - \$49,999	9.6%	5.5%	57
\$50,000 - \$74,999	15.7%	15.0%	96
\$75,000 - \$99,999	13.6%	17.4%	128
\$100,000 - \$149,999	19.7%	25.3%	128
Over \$150,000	27.8%	28.0%	101
Median Household Income	NA	\$107,478	
Head of Household Age (Match Rate = 86.8%)			
<25	1.7%	2.5%	147
25 - 34	10.6%	6.1%	58
35 - 44	19.8%	20.0%	101
45 - 54	25.2%	29.1%	115
55 - 64	19.7%	19.3%	98
65+	23.1%	23.0%	100
Average Age	51.3	53.1	
Ethnicity (Weighted Average)			
Caucasian	74.2%	86.9%	117
African American	10.3%	2.9%	28
Alaskan/Native American	0.3%	0.1%	33
Asian	7.1%	6.8%	96
Pacific Islander	0.0%	0.0%	0
Other	8.0%	3.2%	40
Hispanic	17.2%	7.1%	41
Household Unit Status			
Owner-Occupied	71.7%	87.9%	123
Length of Residence			
<1 Year		5.2%	
1 - 5 Years		15.2%	
5.1 - 10 Years		24.6%	
>10 Years		55.0%	

seer profiles
statistics

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	PMA percentage	members percentage	index
single parent families	2.5%	3.2%	128
working adults	19.6%	25.6%	131
established families	24.3%	14.9%	61
single boomers	10.8%	9.8%	91
empty nesters	24.6%	26.0%	106
senior citizens	18.2%	20.5%	113

seer profiles
characteristics

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	average age members	median income members	length of residence members
single parent families	43	\$108,258	13
working adults	36	\$102,850	8
established families	47	\$108,474	13
single boomers	55	\$102,438	12
empty nesters	54	\$109,614	14
senior citizens	73	\$109,820	20