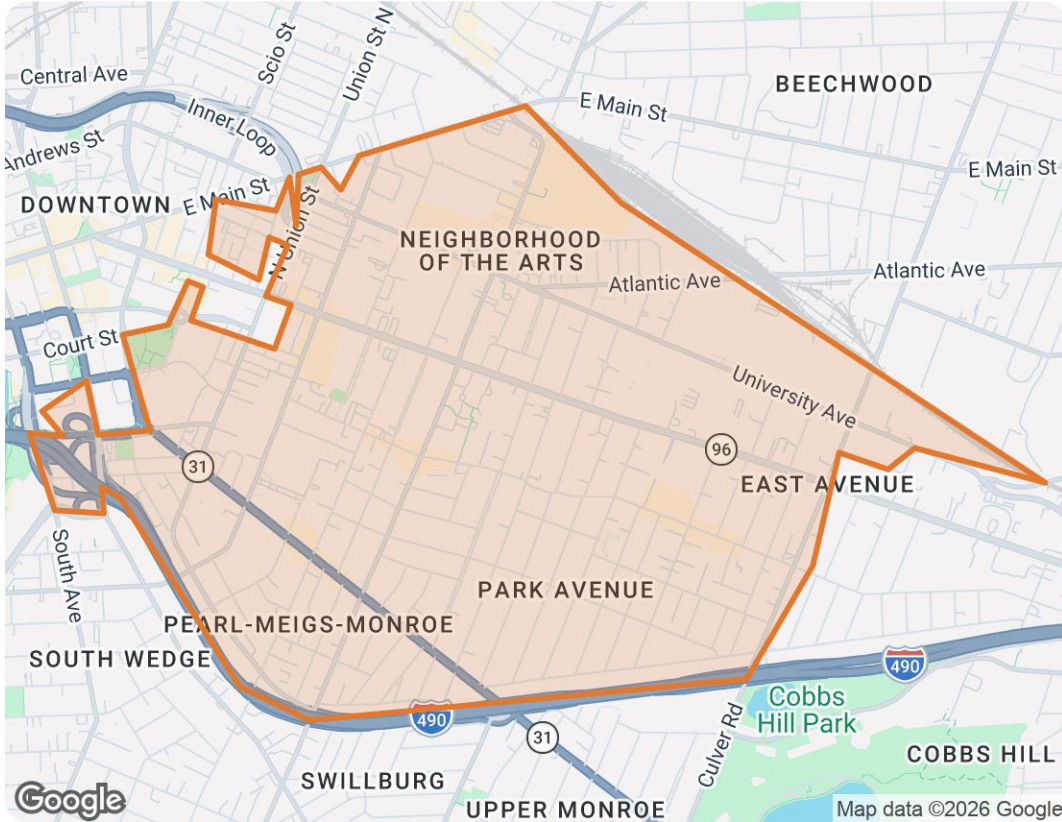


Rochester, NY 14607



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Rochester West

1770 Long Pond Road

Rochester, NY 14606

Trade Area Summary

Attribute Summary for Rochester, NY 14607

Median Household Income	Median Age	Total Population	1st Dominant Segment
\$58,153	32.4	16,343	Metro Renters
Source: 2025/2029 Income (Esri)	Source: 2025/2029 Age: 5 Year Increments (Esri)	Source: 2025 Age: 1 Year Increments (Esri)	Source: 2025 Tapestry Market Segmentation (Households)

Consumer Segmentation

Top Tapestry Segments	Metro Renters	Emerging Hub
% of Households	8,364 (79.4%)	2,172 (20.6%)
Life Stage Group	Contemporary Households	Contemporary Households
Life Mode Group	Tech Trailblazers	Tech Trailblazers
Urbanicity Group(s)	Urban Core	Urban Core Suburb
Residence Type	High Rises	Multi-Units, Single Family
Household Type	Singles Living Alone	Singles Living Alone, Married Couples w/No Kids
Average Household Size	1.6	1.87
Median Age	32.9	36
Diversity Index	70.3	66.7
Median Household Income	\$94,766	\$70,356
Median Net Worth	\$51,079	\$58,291
Homeownership	16%	33%
Rent Burdened Households	33%	35%
Labor Force Participation Rate	79%	74%
Unemployment Rate	3%	4%
% with Bachelor's Degree or Higher	74%	52%
Lifestyle Patterns	Residents often shop at specialty grocery stores for natural, organic, and environmentally friendly products. They tend to go to movies, musicals, theater, bars, clubs, and museums.	Residents tend to shop online for groceries, clothing, household essentials, and electronics. They often plan domestic trips and spend money on workout wear, team sports apparel, and educational books.

Consumer Segment Details

About this segment

Metro Renters

Ranked
1st
dominant segment
for this area

In this area
79.4%
of households fall
into this segment

In the United States
2.0%
of households fall
into this segment

Who Are They?

Located mainly in the centers of major metropolitan areas, these neighborhoods are composed of highly educated young professionals in their 20s and 30s, many of whom were born outside the U.S. Residents often live alone, cohabitate with partners, or share space with roommates. The majority hold a bachelor's degree or higher, and a significant portion are enrolled in college. They work in professional or management positions with upper-tier incomes. Most homes are rented in buildings with 20 or more units, many of which have been constructed since 2010. Working from home is common. These areas also experience significant daytime population growth as hubs for workplaces, restaurants, and entertainment. Walking, ridesharing, or public transportation are common for commuting.

Key Statistics

- **Median age:** 32.9
- **Median household size:** 1.60
- **Predominant household structure (Census 2020):** Singles living alone
- **Median household income:** \$94,766
- **Median net worth:** \$51,079
- **Percentage of individuals with completion of a bachelor's degree or higher:** 73.6%

Housing and Employment

- **Predominant Urbanicity Type:** Urban Core
- **Median home value:** \$566,069
- **Homeownership rate:** 15.8%
- **Rent burdened households (American Community Survey 2019-2023):** 33.0%
- **Labor force participation rate:** 78.8%
- **Unemployment rate:** 3.1%

Lifestyle Patterns

- Residents often shop at specialty grocery stores for natural, organic, and environmentally friendly products.
- They tend to go to movies, musicals, theater, bars, clubs, and museums.
- These residents tend to use the internet for banking, digital payments, social media, shopping, and reading digital newspapers.
- They frequently travel both domestically and internationally.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**



Consumer Segment Details

About this segment

Emerging Hub

Ranked
2nd
dominant segment
for this area

In this area
20.6%
of households fall
into this segment

In the United States
1.9%
of households fall
into this segment

Who Are They?

Members of these communities are young, live in cities, and move frequently. These neighborhoods show consistent growth and are composed of large numbers of young graduates and college students who have relocated to the U.S. Most individuals live alone, though some share their homes with roommates or partners. Most earn middle-tier incomes and are employed in full-time professional occupations such as management, finance, computer science, engineering, education, and health care; the rate of remote work is higher than average. Housing options are a mix of single-family and multifamily units. Frequent relocations occur both within and outside the county, and rents are on par with the national average. While owning a vehicle is considered necessary, biking or walking to nearby schools and workplaces is an option.

Key Statistics

- **Median age:** 36.0
- **Median household size:** 1.87
- **Predominant household structure (Census 2020):** Singles living alone; married couples with no kids
- **Median household income:** \$70,356
- **Median net worth:** \$58,291
- **Percentage of individuals with completion of a bachelor's degree or higher:** 51.6%

Housing and Employment

- **Predominant Urbanicity Type:** Urban Core; Suburb
- **Median home value:** \$369,687
- **Homeownership rate:** 32.7%
- **Rent burdened households (American Community Survey 2019-2023):** 35.3%
- **Labor force participation rate:** 74.0%
- **Unemployment rate:** 3.6%

Lifestyle Patterns

- Residents tend to shop online for groceries, clothing, household essentials, and electronics.
- They often plan domestic trips and spend money on workout wear, team sports apparel, and educational books.
- These residents use the internet to conduct meetings, complete assignments, and search for employment and housing. Social media use is common.
- Playing video games and watching TV are common sources of entertainment.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

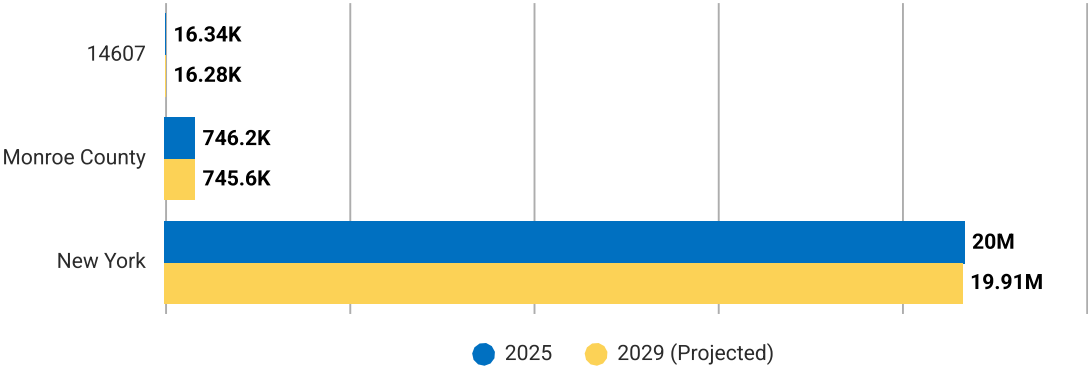
Population

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

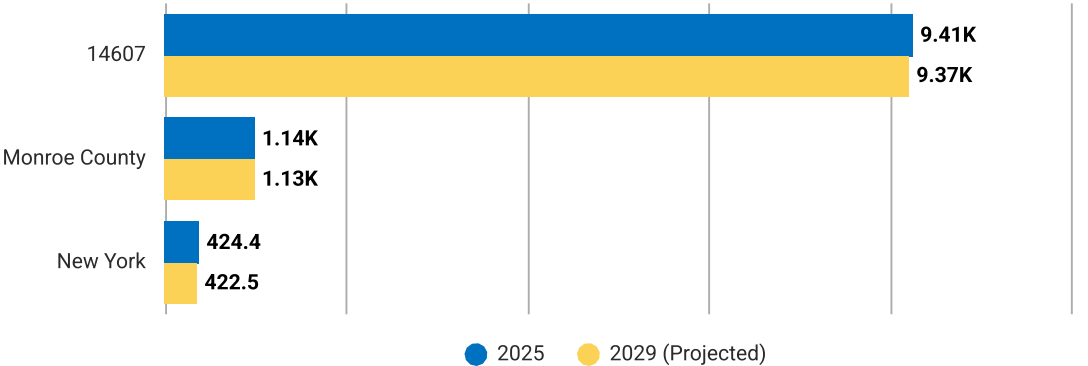
Total Population

This chart shows the total population in an area, compared with other geographies.



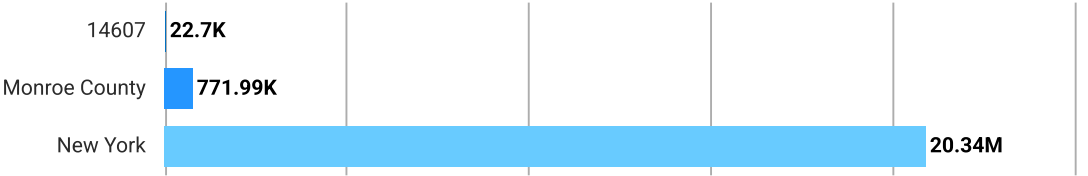
Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.



Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



Rochester, NY 14607

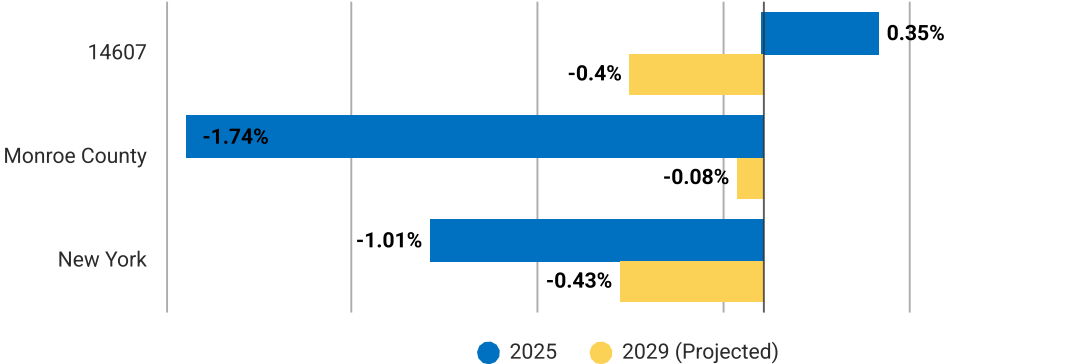
Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



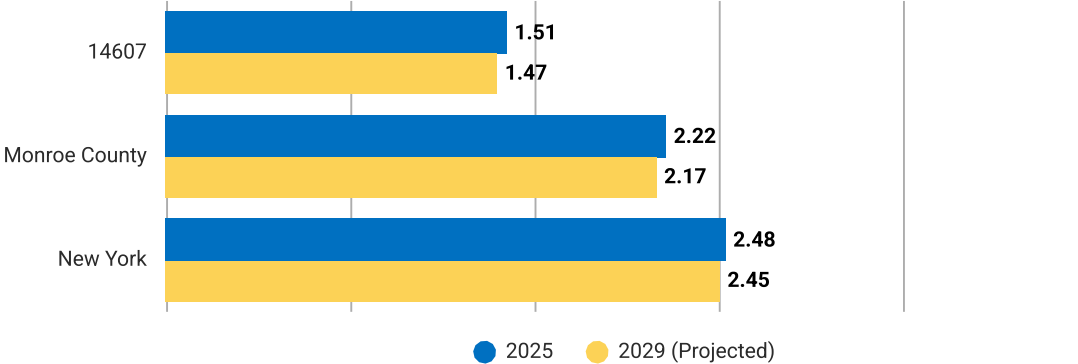
Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2025, compared with other geographies.



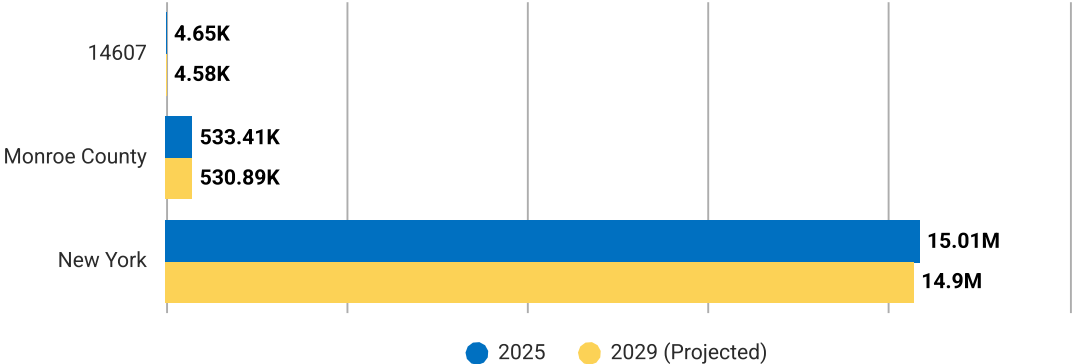
Average Household Size

This chart shows the average household size in an area, compared with other geographies.



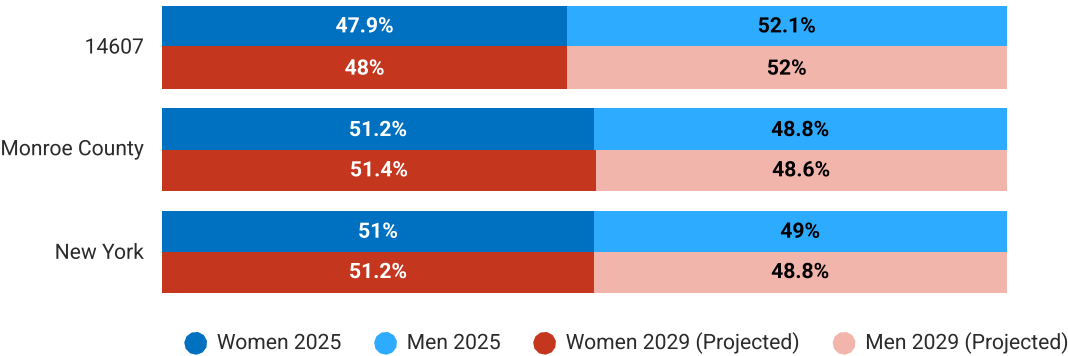
Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.



Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.



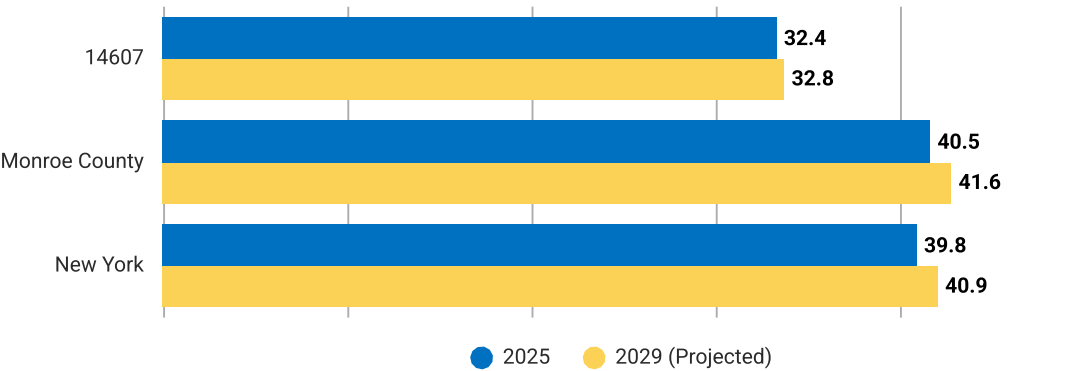
Age

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

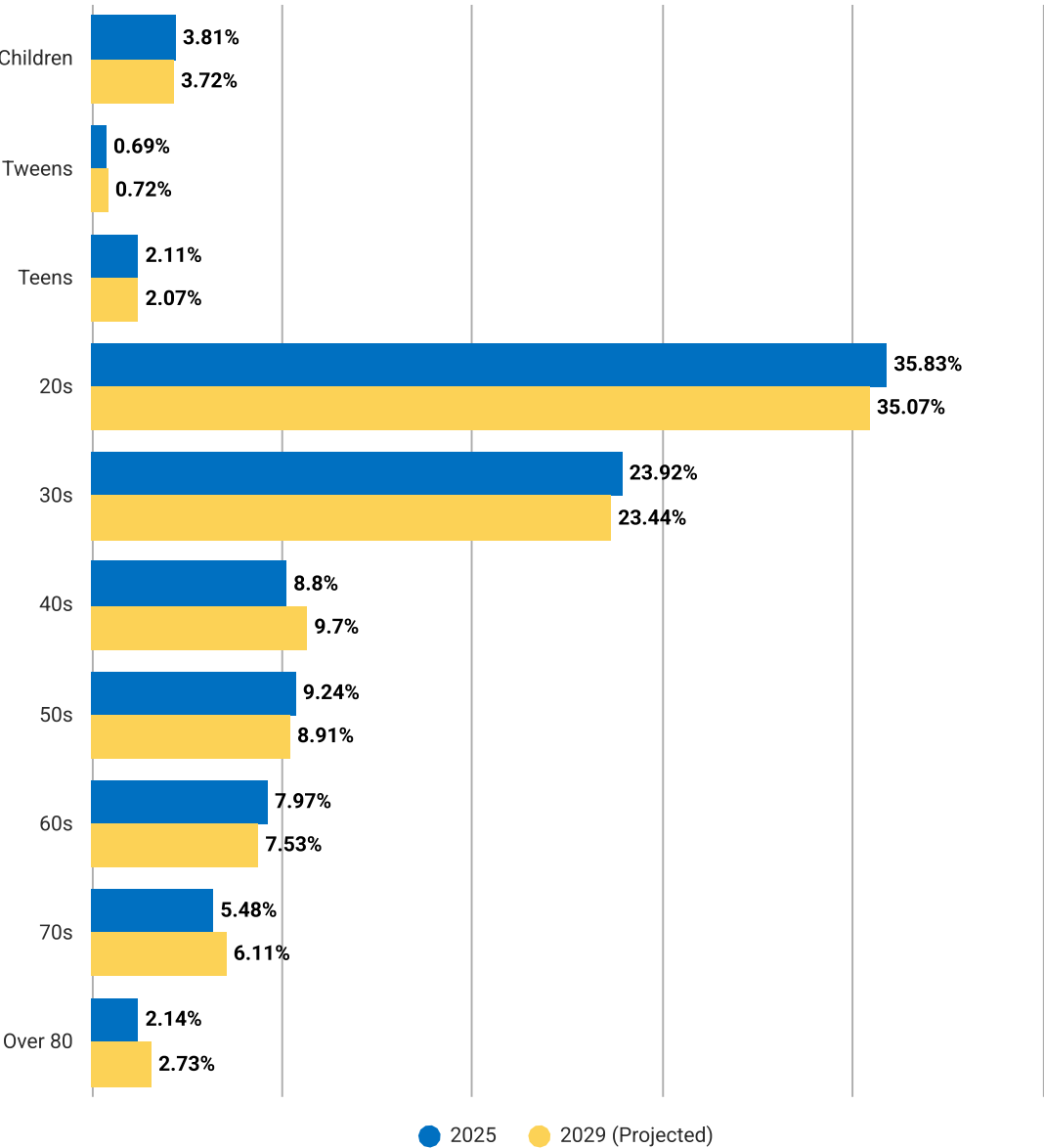
Median Age

This chart shows the median age in an area, compared with other geographies.



Population by Age

This chart breaks down the population of an area by age group.



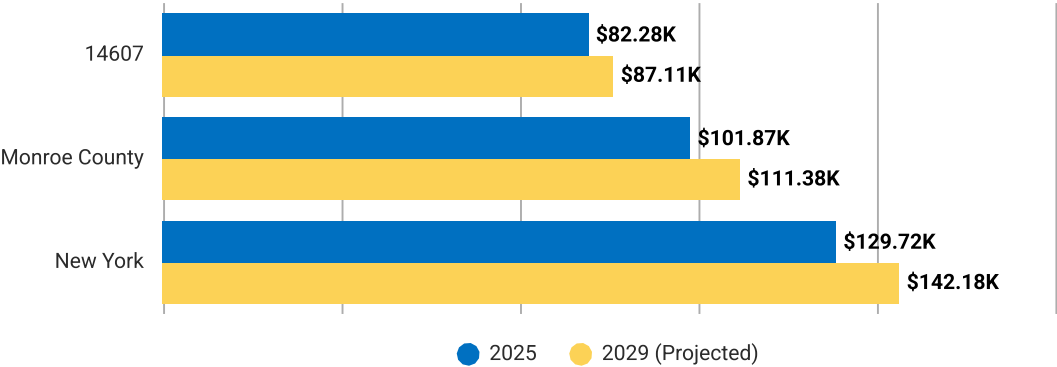
Income

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

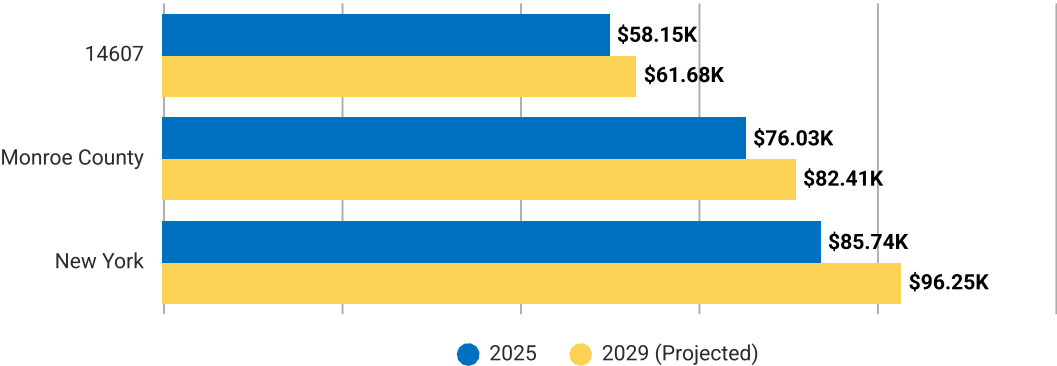
Average Household Income

This chart shows the average household income in an area, compared with other geographies.



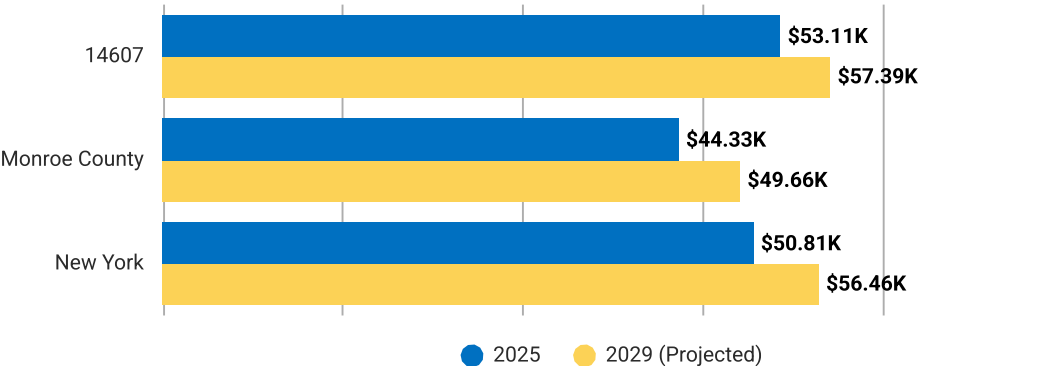
Median Household Income

This chart shows the median household income in an area, compared with other geographies.



Per Capita Income

This chart shows per capita income in an area, compared with other geographies.



Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.

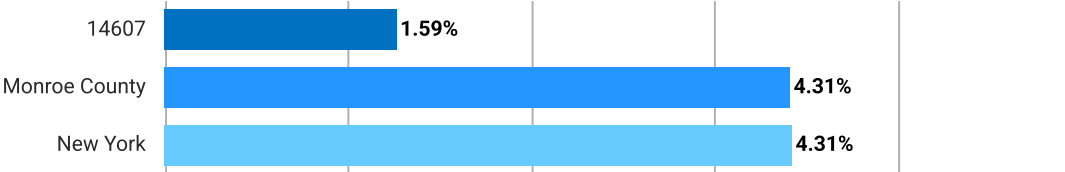


Education

Source: U.S. Census American Community Survey via Esri, 2025
Update Frequency: Annually

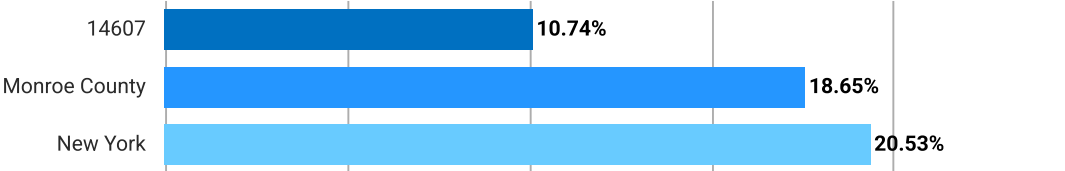
High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.



High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.



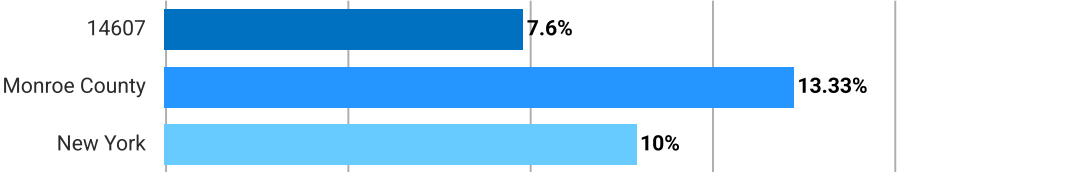
Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.



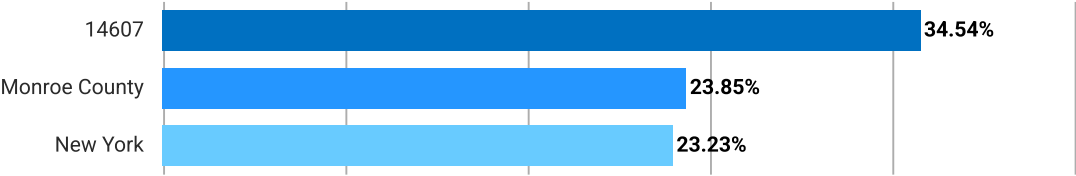
Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.



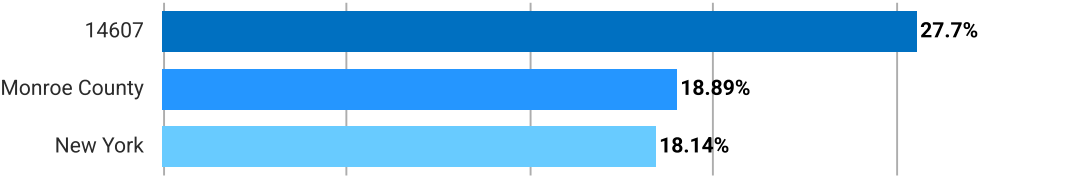
Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

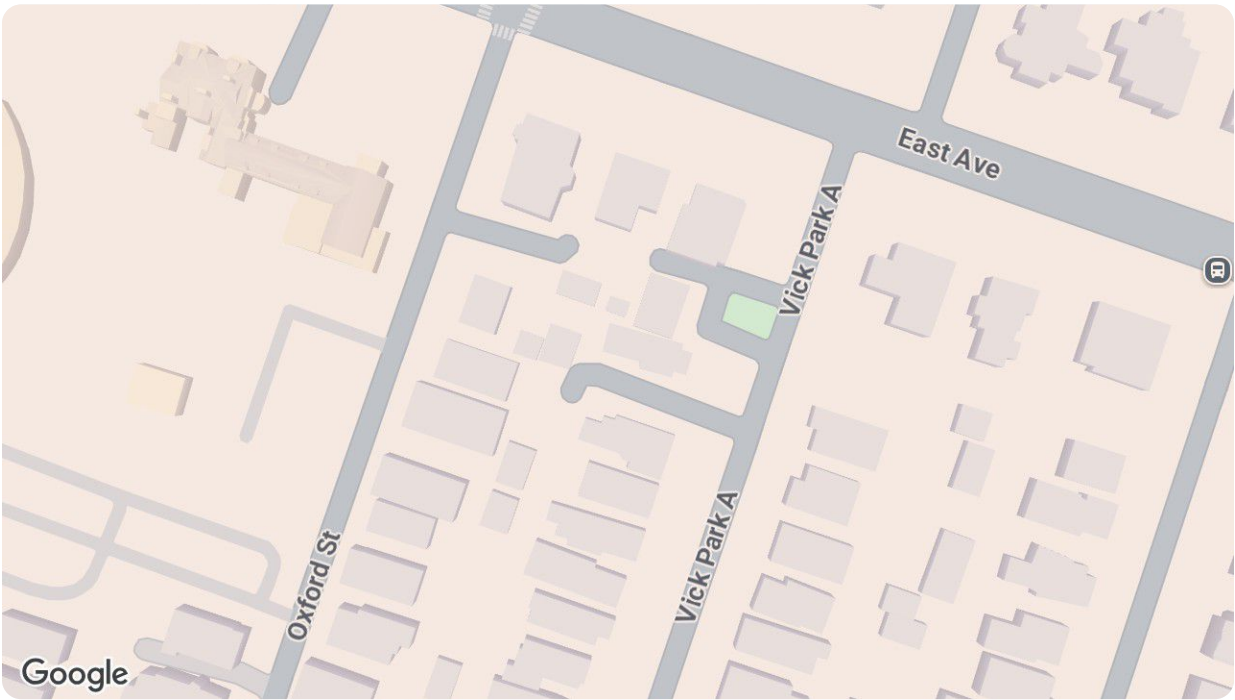


Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.



Traffic Counts



Daily Traffic Counts

- ▲ Up to 6,000 / day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ Over 100,000 / day

Traffic Counts by Highest Traffic Count

1

113,630

I 787

2025 Est. daily traffic counts

Cross: S Winton Rd

Cross Dir: W

Distance: 0.17 miles

Historical counts

Year	▲	Count	Type
2018	▲	119,384	AADT
2011	▲	88,348	AADT
2008	▲	105,038	AADT
2006	▲	112,300	AADT
1997	▲	107,530	AADT

2

100,685

I 490

2025 Est. daily traffic counts

Cross: Nelson St

Cross Dir: S

Distance: 0.03 miles

Historical counts

Year	▲	Count	Type
2021	▲	99,218	AADT

3

100,029

Eastern Expressway

2025 Est. daily traffic counts

Cross: Berkeley St

Cross Dir: N

Distance: 0.06 miles

Historical counts

Year	▲	Count	Type
2023	▲	104,727	AADT
2022	▲	95,194	AADT
2021	▲	94,251	AADT

4

95,645

I 490

2025 Est. daily traffic counts

Cross: Berkeley St

Cross Dir: N

Distance: 0.05 miles

Historical counts

Year	▲	Count	Type
2021	▲	94,251	AADT

5

92,975

I-490 from CLINTON AVE
OVER to GOODMAN ST
OVER W/ CONN

2025 Est. daily traffic counts

Cross: –

Cross Dir: –

Distance: –

Historical counts

Year	▲	Count	Type
2023	▲	97,180	AADT
2022	▲	85,473	AADT

AADT - Annual Average Daily Traffic

ADT - Average Daily Traffic

AWDT - Average Weekly Daily Traffic

NOTE: Daily Traffic Counts are a mixture of actual and estimates