



ECHO Retail: Market Profile Report

Giant Eagle Excess: New Castle, PA
1710 New Butler Rd, New Castle, Pennsylvania, 16101
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 40.98442
Longitude: -80.31204

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	5,154	31,641	50,376
2010 Total Population	4,689	28,886	47,264
2019 Total Population	4,407	27,925	45,878
2019 Group Quarters	43	729	831
2024 Total Population	4,264	27,297	44,915
2018-2023 Annual Rate	-0.66%	-0.45%	-0.42%
2019 Total Daytime Population	5,206	29,360	46,896
Workers	2,533	13,409	21,945
Residents	2,673	15,951	24,951
Household Summary			
2000 Households	2,068	12,654	20,189
2000 Average Household Size	2.40	2.40	2.42
2010 Households	1,998	12,012	19,669
2010 Average Household Size	2.32	2.34	2.36
2019 Households	1,897	11,705	19,243
2019 Average Household Size	2.30	2.32	2.34
2024 Households	1,840	11,464	18,884
2024 Average Household Size	2.29	2.32	2.33
2018-2023 Annual Rate	-0.61%	-0.42%	-0.38%
2010 Families	1,301	7,496	12,770
2010 Average Family Size	2.88	2.96	2.93
2019 Families	1,217	7,185	12,302
2019 Average Family Size	2.86	2.95	2.92
2024 Families	1,175	6,997	12,007
2024 Average Family Size	2.85	2.95	2.91
2018-2023 Annual Rate	-0.70%	-0.53%	-0.48%
Housing Unit Summary			
2010 Housing Units	2,174	13,643	21,911
Owner Occupied Housing Units	72.7%	58.8%	65.2%
Renter Occupied Housing Units	19.2%	29.2%	24.5%
Vacant Housing Units	8.1%	12.0%	10.2%
2019 Housing Units	2,118	13,591	21,896
Owner Occupied Housing Units	72.2%	59.0%	65.3%
Renter Occupied Housing Units	17.4%	27.1%	22.6%
Vacant Housing Units	10.4%	13.9%	12.1%
2024 Housing Units	2,125	13,648	21,988
Owner Occupied Housing Units	69.3%	57.2%	63.4%
Renter Occupied Housing Units	17.3%	26.8%	22.5%
Vacant Housing Units	13.4%	16.0%	14.1%
Median Household Income			
2019	\$44,576	\$38,451	\$45,520
2024	\$47,708	\$40,989	\$49,315
Median Home Value			
2019	\$83,834	\$82,506	\$95,681
2024	\$89,036	\$88,481	\$106,121
Per Capita Income			
2019	\$24,741	\$22,742	\$25,861
2024	\$27,018	\$25,242	\$28,643
Median Age			
2010	44.8	42.1	43.4
2019	46.2	43.5	45.3
2024	46.1	43.9	45.9
Data for all businesses in area			
	1 mile	3 miles	5 miles
Total Businesses:	200	1,259	1,987
Total Employees:	2,855	14,563	21,995
Total Residential Population:	4,407	27,925	45,878
Employee/Residential Population Ratio (per 100 Residents)	65	52	48

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: Esri, Esri and Bureau of Labor Statistics, Esri and Infogroup, U.S. Census



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2019 Households by Income			
Household Income Base	1,897	11,705	19,243
<\$15,000	11.0%	18.8%	15.1%
\$15,000 - \$24,999	15.2%	16.1%	14.2%
\$25,000 - \$34,999	12.4%	11.3%	10.5%
\$35,000 - \$49,999	15.9%	13.2%	13.3%
\$50,000 - \$74,999	20.5%	18.5%	19.3%
\$75,000 - \$99,999	11.6%	9.2%	10.4%
\$100,000 - \$149,999	8.4%	8.3%	10.8%
\$150,000 - \$199,999	3.7%	2.9%	3.9%
\$200,000+	1.2%	1.7%	2.4%
Average Household Income	\$58,006	\$54,126	\$61,787
2024 Households by Income			
Household Income Base	1,840	11,464	18,884
<\$15,000	10.1%	17.5%	14.1%
\$15,000 - \$24,999	14.6%	15.6%	13.8%
\$25,000 - \$34,999	12.0%	11.0%	10.1%
\$35,000 - \$49,999	15.2%	12.5%	12.5%
\$50,000 - \$74,999	21.4%	18.9%	19.4%
\$75,000 - \$99,999	12.2%	9.8%	11.0%
\$100,000 - \$149,999	9.0%	9.1%	11.5%
\$150,000 - \$199,999	4.2%	3.5%	4.7%
\$200,000+	1.4%	2.2%	2.9%
Average Household Income	\$63,152	\$59,975	\$68,277
2019 Owner Occupied Housing Units by Value			
Total	1,529	8,024	14,295
<\$50,000	19.0%	24.5%	18.3%
\$50,000 - \$99,999	45.7%	39.3%	34.7%
\$100,000 - \$149,999	14.2%	15.4%	17.8%
\$150,000 - \$199,999	4.1%	7.9%	11.8%
\$200,000 - \$249,999	8.5%	4.4%	5.6%
\$250,000 - \$299,999	3.3%	2.9%	4.2%
\$300,000 - \$399,999	1.3%	3.4%	4.1%
\$400,000 - \$499,999	1.6%	0.7%	1.3%
\$500,000 - \$749,999	2.0%	1.2%	1.7%
\$750,000 - \$999,999	0.1%	0.2%	0.1%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$117,556	\$112,190	\$136,150
2024 Owner Occupied Housing Units by Value			
Total	1,473	7,807	13,943
<\$50,000	16.0%	21.2%	15.6%
\$50,000 - \$99,999	43.7%	37.4%	32.3%
\$100,000 - \$149,999	14.6%	15.7%	17.4%
\$150,000 - \$199,999	4.2%	8.4%	11.9%
\$200,000 - \$249,999	9.9%	5.1%	6.3%
\$250,000 - \$299,999	4.3%	3.8%	5.7%
\$300,000 - \$399,999	1.9%	5.4%	6.0%
\$400,000 - \$499,999	2.6%	1.1%	1.9%
\$500,000 - \$749,999	2.9%	1.7%	2.3%
\$750,000 - \$999,999	0.1%	0.2%	0.1%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$133,175	\$126,611	\$153,201

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: Esri, Esri and Bureau of Labor Statistics, Esri and Infogroup, U.S. Census

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2010 Population by Age			
Total	4,687	28,885	47,266
0 - 4	5.4%	6.2%	5.7%
5 - 9	5.6%	5.9%	5.9%
10 - 14	5.5%	6.0%	6.1%
15 - 24	10.3%	11.9%	11.2%
25 - 34	11.7%	11.8%	11.0%
35 - 44	11.9%	11.9%	12.1%
45 - 54	15.7%	14.6%	15.0%
55 - 64	13.9%	13.3%	13.8%
65 - 74	8.9%	8.1%	8.8%
75 - 84	7.7%	6.8%	7.0%
85 +	3.5%	3.6%	3.4%
18 +	80.1%	77.7%	78.3%
2019 Population by Age			
Total	4,406	27,926	45,877
0 - 4	4.8%	5.6%	5.1%
5 - 9	5.2%	5.8%	5.4%
10 - 14	5.5%	5.6%	5.5%
15 - 24	9.4%	10.8%	10.5%
25 - 34	11.5%	12.3%	11.7%
35 - 44	12.2%	11.5%	11.4%
45 - 54	12.4%	12.0%	12.5%
55 - 64	16.0%	14.6%	15.0%
65 - 74	12.1%	11.3%	12.2%
75 - 84	7.0%	6.5%	7.0%
85 +	3.8%	3.8%	3.7%
18 +	81.7%	79.7%	80.7%
2024 Population by Age			
Total	4,262	27,298	44,914
0 - 4	4.9%	5.6%	5.1%
5 - 9	5.2%	5.7%	5.3%
10 - 14	5.5%	5.9%	5.6%
15 - 24	9.6%	10.4%	9.9%
25 - 34	10.5%	11.9%	11.3%
35 - 44	13.1%	11.9%	11.7%
45 - 54	11.3%	11.4%	11.8%
55 - 64	14.6%	13.4%	13.8%
65 - 74	14.2%	12.8%	13.8%
75 - 84	7.9%	7.5%	8.1%
85 +	3.3%	3.5%	3.6%
18 +	81.5%	79.5%	80.7%
2010 Population by Sex			
Males	2,283	13,823	22,705
Females	2,406	15,063	24,559
2019 Population by Sex			
Males	2,156	13,379	22,062
Females	2,250	14,547	23,816
2024 Population by Sex			
Males	2,092	13,124	21,665
Females	2,172	14,173	23,250



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2010 Population by Race/Ethnicity			
Total	4,689	28,886	47,263
White Alone	92.9%	87.1%	90.1%
Black Alone	3.9%	9.2%	6.8%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	0.4%	0.3%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.3%	0.3%
Two or More Races	2.6%	3.0%	2.3%
Hispanic Origin	1.1%	1.3%	1.2%
Diversity Index	15.5	25.4	20.3
2019 Population by Race/Ethnicity			
Total	4,408	27,924	45,878
White Alone	91.5%	85.0%	88.4%
Black Alone	4.2%	10.0%	7.4%
American Indian Alone	0.1%	0.2%	0.1%
Asian Alone	0.4%	0.4%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.5%	0.4%
Two or More Races	3.5%	4.0%	3.1%
Hispanic Origin	1.6%	2.0%	1.8%
Diversity Index	18.7	29.7	24.1
2024 Population by Race/Ethnicity			
Total	4,264	27,297	44,915
White Alone	90.4%	83.6%	87.3%
Black Alone	4.4%	10.4%	7.7%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	0.4%	0.4%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.5%	0.5%
Two or More Races	4.3%	4.8%	3.8%
Hispanic Origin	2.0%	2.6%	2.3%
Diversity Index	21.2	32.5	26.6
2010 Population by Relationship and Household Type			
Total	4,689	28,886	47,264
In Households	99.0%	97.3%	98.1%
In Family Households	81.8%	79.4%	81.3%
Householder	27.6%	25.9%	27.0%
Spouse	19.2%	16.8%	18.9%
Child	29.4%	30.9%	30.2%
Other relative	3.6%	3.2%	3.0%
Nonrelative	2.0%	2.5%	2.2%
In Nonfamily Households	17.2%	17.9%	16.8%
In Group Quarters	1.0%	2.7%	1.9%
Institutionalized Population	0.2%	2.3%	1.6%
Noninstitutionalized Population	0.7%	0.5%	0.3%

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: Esri, Esri and Bureau of Labor Statistics, Esri and Infogroup, U.S. Census

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2019 Population 25+ by Educational Attainment			
Total	3,307	20,142	33,713
Less than 9th Grade	3.3%	3.4%	2.7%
9th - 12th Grade, No Diploma	5.0%	7.1%	6.6%
High School Graduate	44.8%	38.3%	38.6%
GED/Alternative Credential	9.2%	7.7%	6.1%
Some College, No Degree	13.9%	16.5%	16.4%
Associate Degree	6.0%	9.1%	9.4%
Bachelor's Degree	12.8%	12.7%	14.1%
Graduate/Professional Degree	5.0%	5.2%	6.1%
2019 Population 15+ by Marital Status			
Total	3,724	23,167	38,540
Never Married	29.2%	33.0%	30.3%
Married	49.0%	43.7%	48.5%
Widowed	8.4%	8.8%	8.5%
Divorced	13.4%	14.5%	12.8%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	94.3%	94.7%	95.6%
Civilian Unemployed (Unemployment Rate)	5.7%	5.3%	4.4%
2019 Employed Population 16+ by Industry			
Total	1,758	11,978	21,059
Agriculture/Mining	0.8%	0.7%	0.8%
Construction	9.3%	5.9%	5.8%
Manufacturing	11.0%	13.6%	14.4%
Wholesale Trade	2.3%	2.1%	2.2%
Retail Trade	12.9%	11.1%	11.1%
Transportation/Utilities	7.3%	7.0%	6.7%
Information	2.8%	1.9%	1.8%
Finance/Insurance/Real Estate	2.2%	4.7%	4.8%
Services	46.7%	48.8%	48.7%
Public Administration	4.6%	4.4%	3.8%
2019 Employed Population 16+ by Occupation			
Total	1,760	11,977	21,058
White Collar	56.8%	50.6%	53.3%
Management/Business/Financial	9.8%	8.7%	9.5%
Professional	19.9%	16.6%	18.2%
Sales	11.5%	11.3%	10.9%
Administrative Support	15.6%	14.1%	14.7%
Services	17.3%	22.3%	20.1%
Blue Collar	25.9%	27.0%	26.6%
Farming/Forestry/Fishing	0.0%	0.3%	0.3%
Construction/Extraction	3.4%	3.7%	4.1%
Installation/Maintenance/Repair	3.4%	3.6%	3.7%
Production	10.3%	8.9%	8.9%
Transportation/Material Moving	8.9%	10.5%	9.7%
2010 Population By Urban/ Rural Status			
Total Population	4,689	28,886	47,264
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	95.3%	92.6%	82.4%
Rural Population	4.7%	7.4%	17.6%



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2010 Households by Type			
Total	1,998	12,011	19,668
Households with 1 Person	30.4%	33.1%	30.7%
Households with 2+ People	69.6%	66.9%	69.3%
Family Households	65.1%	62.4%	64.9%
Husband-wife Families	45.3%	40.4%	45.6%
With Related Children	16.2%	15.1%	16.6%
Other Family (No Spouse Present)	19.8%	22.0%	19.3%
Other Family with Male Householder	5.8%	5.5%	5.1%
With Related Children	2.8%	2.9%	2.6%
Other Family with Female Householder	14.0%	16.5%	14.2%
With Related Children	7.4%	10.4%	8.6%
Nonfamily Households	4.5%	4.5%	4.4%
All Households with Children	26.7%	28.8%	28.2%
Multigenerational Households	3.9%	4.1%	3.7%
Unmarried Partner Households	6.1%	6.8%	6.2%
Male-female	5.6%	6.1%	5.5%
Same-sex	0.5%	0.7%	0.6%
2010 Households by Size			
Total	1,997	12,011	19,668
1 Person Household	30.4%	33.1%	30.7%
2 Person Household	35.1%	31.6%	33.7%
3 Person Household	16.5%	15.9%	16.2%
4 Person Household	10.7%	11.4%	11.6%
5 Person Household	5.0%	5.0%	5.1%
6 Person Household	1.9%	2.1%	1.9%
7 + Person Household	0.4%	0.9%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	1,998	12,012	19,669
Owner Occupied	79.1%	66.8%	72.7%
Owned with a Mortgage/Loan	46.4%	39.1%	42.5%
Owned Free and Clear	32.6%	27.7%	30.2%
Renter Occupied	20.9%	33.2%	27.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,174	13,643	21,911
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	95.7%	93.4%	84.0%
Rural Housing Units	4.3%	6.6%	16.0%

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: Esri, Esri and Bureau of Labor Statistics, Esri and Infogroup, U.S. Census

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Top 3 Tapestry Segments			
1. Small Town Simplicity	Small Town Simplicity	Salt of the Earth (6B)	
2. Traditional Living (12B)	Traditional Living (12B)	Small Town Simplicity	
3. Comfortable Empty Nesters	Heartland Communities	Heartland Communities	
2019 Consumer Spending			
Apparel & Services: Total \$	\$2,674,693	\$15,434,124	\$28,538,686
Average Spent	\$1,409.96	\$1,318.59	\$1,483.07
Spending Potential Index	66	62	69
Education: Total \$	\$1,875,446	\$10,793,404	\$20,361,050
Average Spent	\$988.64	\$922.12	\$1,058.10
Spending Potential Index	62	58	66
Entertainment/Recreation: Total \$	\$4,309,905	\$24,710,433	\$46,430,654
Average Spent	\$2,271.96	\$2,111.10	\$2,412.86
Spending Potential Index	69	65	74
Food at Home: Total \$	\$6,860,053	\$39,700,897	\$73,752,271
Average Spent	\$3,616.26	\$3,391.79	\$3,832.68
Spending Potential Index	70	66	74
Food Away from Home: Total \$	\$4,610,585	\$26,706,267	\$49,666,721
Average Spent	\$2,430.46	\$2,281.61	\$2,581.03
Spending Potential Index	66	62	70
Health Care: Total \$	\$8,286,626	\$47,798,033	\$90,038,183
Average Spent	\$4,368.28	\$4,083.56	\$4,679.01
Spending Potential Index	74	69	79
HH Furnishings & Equipment: Total \$	\$2,706,877	\$15,574,391	\$29,166,398
Average Spent	\$1,426.93	\$1,330.58	\$1,515.69
Spending Potential Index	67	62	71
Personal Care Products & Services: Total \$	\$1,112,000	\$6,430,803	\$12,026,490
Average Spent	\$586.19	\$549.41	\$624.98
Spending Potential Index	66	62	70
Shelter: Total \$	\$22,430,772	\$130,143,049	\$242,311,612
Average Spent	\$11,824.34	\$11,118.59	\$12,592.20
Spending Potential Index	64	60	68
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,271,072	\$18,521,342	\$34,899,555
Average Spent	\$1,724.34	\$1,582.34	\$1,813.62
Spending Potential Index	70	64	73
Travel: Total \$	\$2,676,523	\$15,247,610	\$29,011,265
Average Spent	\$1,410.92	\$1,302.66	\$1,507.63
Spending Potential Index	63	58	67
Vehicle Maintenance & Repairs: Total \$	\$1,523,361	\$8,773,527	\$16,295,240
Average Spent	\$803.04	\$749.55	\$846.81
Spending Potential Index	70	66	74

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri, Esri and Bureau of Labor Statistics, Esri and Infogroup, U.S. Census

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