

# FULL PROFILE

1990-2010 Census, 2011 Estimates with 2016 Projections

Calculated using Proportional Block Groups



**CHARTER REALTY &  
DEVELOPMENT CORP.**

Lat/Lon: 44.8999/-75.0764

RF1

St. Lawrence Plaza		3 mi radius	5 mi radius	7 mi radius
Massena, NY 13662				
<b>POPULATION</b>	2011 Estimated Population	714	2,507	5,409
	2016 Projected Population	730	2,610	5,590
	2010 Census Population	712	2,480	5,365
	2000 Census Population	705	2,447	5,322
	Projected Annual Growth 2011 to 2016	0.4%	0.8%	0.7%
	Historical Annual Growth 2000 to 2011	0.1%	0.2%	0.1%
<b>HOUSEHOLDS</b>	2011 Estimated Households	305	1,080	2,272
	2016 Projected Households	318	1,146	2,396
	2010 Census Households	302	1,061	2,238
	2000 Census Households	283	992	2,118
	Projected Annual Growth 2011 to 2016	0.9%	1.2%	1.1%
	Historical Annual Growth 2000 to 2011	0.7%	0.8%	0.7%
<b>AGE</b>	2011 Est. Population Under 10 Years	11.1%	11.7%	11.9%
	2011 Est. Population 10 to 19 Years	15.2%	15.3%	14.9%
	2011 Est. Population 20 to 29 Years	19.8%	18.2%	17.4%
	2011 Est. Population 30 to 44 Years	14.6%	14.8%	15.1%
	2011 Est. Population 45 to 59 Years	18.5%	19.3%	19.9%
	2011 Est. Population 60 to 74 Years	13.1%	13.2%	13.4%
	2011 Est. Population 75 Years or Over	7.7%	7.4%	7.5%
	2011 Est. Median Age	32.9	33.9	34.8
<b>MARITAL STATUS &amp; GENDER</b>	2011 Est. Male Population	53.3%	50.1%	49.1%
	2011 Est. Female Population	46.7%	49.9%	50.9%
	2011 Est. Never Married	23.9%	22.1%	21.6%
	2011 Est. Now Married	55.6%	57.0%	58.0%
	2011 Est. Separated or Divorced	14.8%	14.4%	13.7%
	2011 Est. Widowed	5.7%	6.5%	6.6%
<b>INCOME</b>	2011 Est. HH Income \$200,000 or More	4.2%	2.5%	1.8%
	2011 Est. HH Income \$150,000 to \$199,999	4.0%	3.0%	2.6%
	2011 Est. HH Income \$100,000 to \$149,999	17.3%	15.7%	13.6%
	2011 Est. HH Income \$75,000 to \$99,999	8.9%	11.6%	13.5%
	2011 Est. HH Income \$50,000 to \$74,999	25.3%	21.7%	20.2%
	2011 Est. HH Income \$35,000 to \$49,999	16.7%	17.5%	17.1%
	2011 Est. HH Income \$25,000 to \$34,999	8.2%	9.2%	10.2%
	2011 Est. HH Income \$15,000 to \$24,999	5.4%	7.5%	9.5%
	2011 Est. HH Income Under \$15,000	9.9%	11.3%	11.5%
	2011 Est. Average Household Income	\$78,088	\$69,939	\$65,707
	2011 Est. Median Household Income	\$59,471	\$54,622	\$51,601
	2011 Est. Per Capita Income	\$33,339	\$30,135	\$27,683
	2011 Est. Total Businesses	13	61	126
2011 Est. Total Employees	55	321	783	

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<b>RACE</b>	2011 Est. White	98.1%	97.4%	96.8%
	2011 Est. Black	0.1%	0.2%	0.3%
	2011 Est. Asian or Pacific Islander	0.2%	0.4%	0.5%
	2011 Est. American Indian or Alaska Native	0.7%	1.1%	1.2%
	2011 Est. Other Races	1.0%	0.9%	1.1%
<b>HISPANIC</b>	2011 Est. Hispanic Population	7	27	55
	2011 Est. Hispanic Population	1.0%	1.1%	1.0%
	2016 Proj. Hispanic Population	1.0%	1.0%	1.0%
	2010 Hispanic Population	1.0%	1.1%	1.0%
<b>EDUCATION (Adults 25 or Older)</b>	2011 Est. Adult Population (25 Years or Over)	433	1,536	3,382
	2011 Est. Elementary (Grade Level 0 to 8)	3.4%	3.7%	5.7%
	2011 Est. Some High School (Grade Level 9 to 11)	5.3%	6.3%	6.5%
	2011 Est. High School Graduate	49.1%	43.6%	42.3%
	2011 Est. Some College	14.4%	13.9%	13.8%
	2011 Est. Associate Degree Only	14.6%	15.8%	14.0%
	2011 Est. Bachelor Degree Only	6.3%	8.6%	10.8%
	2011 Est. Graduate Degree	6.9%	8.0%	6.9%
<b>HOUSING</b>	2011 Est. Total Housing Units	381	1,276	2,593
	2011 Est. Owner-Occupied	69.8%	69.0%	70.0%
	2011 Est. Renter-Occupied	10.2%	15.6%	17.6%
	2011 Est. Vacant Housing	20.0%	15.4%	12.4%
<b>HOMES BUILT BY YEAR</b>	2000 Homes Built 1999 to 2000	2.2%	1.6%	1.2%
	2000 Homes Built 1995 to 1998	1.8%	4.6%	6.0%
	2000 Homes Built 1990 to 1994	3.7%	5.0%	6.0%
	2000 Homes Built 1980 to 1989	13.0%	14.3%	14.7%
	2000 Homes Built 1970 to 1979	13.4%	14.6%	14.5%
	2000 Homes Built 1960 to 1969	13.6%	11.6%	10.1%
	2000 Homes Built 1950 to 1959	17.2%	15.5%	15.7%
	2000 Homes Built Before 1949	35.1%	32.9%	31.9%
<b>HOME VALUES</b>	2000 Home Value \$1,000,000 or More	-	-	-
	2000 Home Value \$500,000 to \$999,999	-	-	-
	2000 Home Value \$400,000 to \$499,999	-	-	-
	2000 Home Value \$300,000 to \$399,999	-	-	-
	2000 Home Value \$200,000 to \$299,999	4.5%	4.6%	4.0%
	2000 Home Value \$150,000 to \$199,999	9.2%	10.0%	8.6%
	2000 Home Value \$100,000 to \$149,999	12.2%	12.9%	13.2%
	2000 Home Value \$50,000 to \$99,999	36.6%	43.7%	47.0%
	2000 Home Value \$25,000 to \$49,999	34.4%	25.6%	23.8%
	2000 Home Value Under \$25,000	3.1%	3.2%	3.5%
	2000 Median Home Value	\$65,041	\$72,656	\$73,640
	2000 Median Rent	\$161	\$174	\$180

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<b>LABOR FORCE</b>	2011 Est. Labor Population Age 16 Years or Over	582	2,028	4,379
	2011 Est. Civilian Employed	54.4%	54.0%	52.9%
	2011 Est. Civilian Unemployed	4.6%	4.2%	3.6%
	2011 Est. in Armed Forces	0.1%	-	-
	2011 Est. not in Labor Force	41.0%	41.8%	43.5%
	2011 Labor Force Males	53.9%	50.3%	48.9%
	2011 Labor Force Females	46.1%	49.7%	51.1%
<b>OCCUPATION</b>	2000 Occupation: Population Age 16 Years or Over	305	1,058	2,234
	2000 Mgmt, Business, & Financial Operations	15.3%	12.0%	9.5%
	2000 Professional, Related	12.6%	15.3%	15.4%
	2000 Service	16.7%	18.7%	18.6%
	2000 Sales, Office	24.2%	23.1%	24.9%
	2000 Farming, Fishing, Forestry	1.5%	1.2%	1.0%
	2000 Construction, Extraction, Maintenance	10.7%	11.6%	11.8%
	2000 Production, Transport, Material Moving	19.0%	18.1%	18.8%
	2000 White Collar Workers	52.1%	50.4%	49.8%
	2000 Blue Collar Workers	47.9%	49.6%	50.2%
<b>TRANSPORTATION TO WORK</b>	2000 Drive to Work Alone	83.4%	84.4%	85.2%
	2000 Drive to Work in Carpool	9.9%	10.0%	8.8%
	2000 Travel to Work by Public Transportation	-	-	-
	2000 Drive to Work on Motorcycle	-	-	-
	2000 Walk or Bicycle to Work	0.2%	0.7%	1.7%
	2000 Other Means	0.1%	0.5%	0.7%
	2000 Work at Home	6.4%	4.5%	3.5%
<b>TRAVEL TIME</b>	2000 Travel to Work in 14 Minutes or Less	25.2%	27.0%	30.3%
	2000 Travel to Work in 15 to 29 Minutes	44.8%	43.5%	42.4%
	2000 Travel to Work in 30 to 59 Minutes	26.0%	25.5%	23.1%
	2000 Travel to Work in 60 Minutes or More	4.1%	3.9%	4.2%
	2000 Average Travel Time to Work	20.3	20.8	20.7
<b>CONSUMER EXPENDITURE</b>	2011 Est. Total Household Expenditure	\$18.2 M	\$59.5 M	\$120 M
	2011 Est. Apparel	\$860 K	\$2.81 M	\$5.66 M
	2011 Est. Contributions, Gifts	\$1.17 M	\$3.71 M	\$7.37 M
	2011 Est. Education, Reading	\$500 K	\$1.59 M	\$3.14 M
	2011 Est. Entertainment	\$1.02 M	\$3.33 M	\$6.71 M
	2011 Est. Food, Beverages, Tobacco	\$2.88 M	\$9.51 M	\$19.3 M
	2011 Est. Furnishings, Equipment	\$806 K	\$2.62 M	\$5.26 M
	2011 Est. Health Care, Insurance	\$1.29 M	\$4.27 M	\$8.67 M
	2011 Est. Household Operations, Shelter, Utilities	\$5.41 M	\$17.7 M	\$35.7 M
	2011 Est. Miscellaneous Expenses	\$309 K	\$1.01 M	\$2.04 M
2011 Est. Personal Care	\$260 K	\$858 K	\$1.73 M	
2011 Est. Transportation	\$3.67 M	\$12.0 M	\$24.3 M	

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