4. Demographic Profile

4.1 Definition of Market Area

The Snyder community is defined as an area roughly one mile in diameter centered on the intersection of Main Street and Harlem Road, with its general boundaries being Sheridan Drive to the north, I-290 to the east, the Cheektowaga town line to the south, and Eggert Road, LeBrun Road, Westfield Road, Longmeadow Road, and Millersport Highway to the west. For this study, the area has been subdivided into four quadrants, as shown on the map below.

The quadrants are as follows:

Northwest – The Northwest quadrant is defined as Census block groups 1-3 from Tract 94.01. Its boundaries are Harlem Road, Main Street, Sheridan Drive, Millersport Highway, Longmeadow Road, and Westfield Road.

Northeast – This quadrant is defined as block groups 3 and 4 from Tract 94.02. It is bounded by Main Street, Harlem Road, and Interstate 290.

Southwest – The Southwest area includes block groups 1, 3, 4, and 5 from Tract 95.01. Block group 2 in this tract, which was formerly part of this area, no longer exists and was combined with block group 1 for the 2000 Census. The boundaries of this quadrant are Main Street, Harlem Road, the Cheektowaga town line, Eggert Road, Saratoga Road, and LeBrun Road.

Southeast – The Southeast quadrant represents block groups 3, 4, and 5 from Tract 95.02. Its boundaries are defined by Harlem Road, Main Street, Interstate 290 and the Cheektowaga town line.
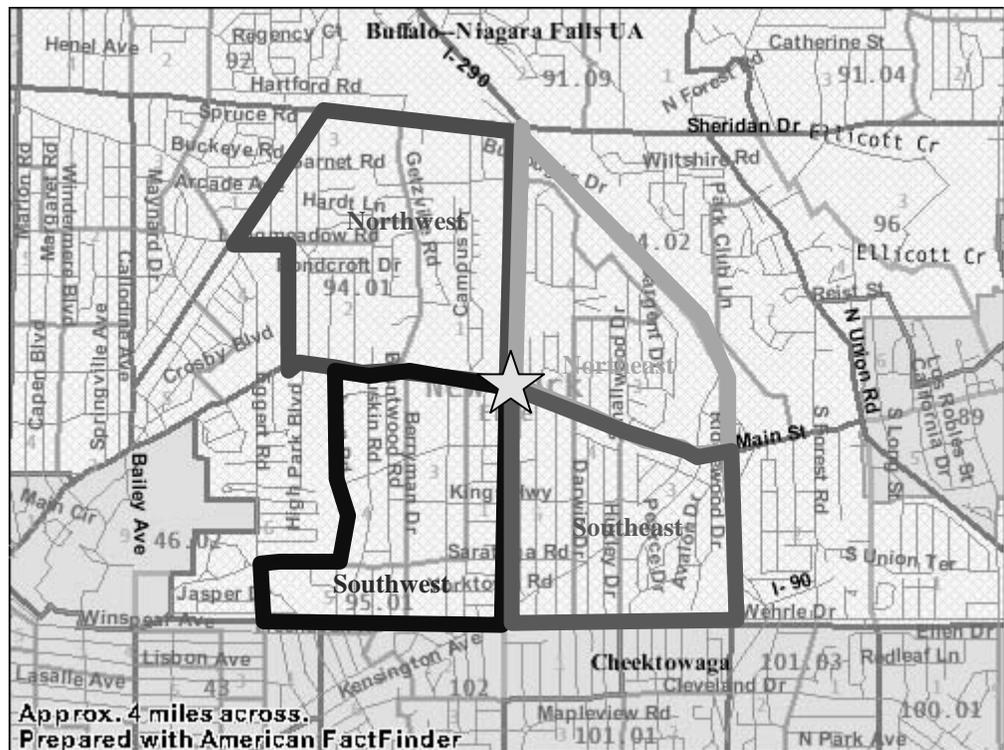
4.2 Population and Household Data

According to the 2000 Census, the Snyder community has 13,875 residents, down from 14,294 in 1990, representing a loss of 419 people. However, the amount of households in the area actually increased during the 1990s, with the number of households growing from 5,469 to 5,574, an increase of 105 units. Not surprisingly, the average household size in Snyder was much smaller in 2000 at 2.41 persons than the 1990 average of 2.53 persons.

The Northwest quadrant is the most populous of the four quadrants, with 4,073 residents as of 2000, but its population is boosted by the presence of Daemen College, which houses about 400 students in its dormitories. The Southeast is the second largest with 4,045 residents, but it has more people in households than does the Northwest. The Southwest is the next largest with 3,283 people, and the Northeast is the smallest, with just 2,474 residents.

The loss of population was relatively uniform among the four quadrants, as all four lost some people, with the Southeast quadrant losing the most (220 people). The Southeast was the only one of the quadrants to lose households, with its household total going down from 1,703 in 1990 to 1,654 in 2000. The Northeast gained the most households (70), but its average household size fell dramatically, from 2.73 persons in 1990 to 2.49 in 2000.

Regarding age, all four quadrants saw a boom in the amount of people aged between 35 and 54, with that age cohort's share rising from 26.1 percent of the area's population in 1990 to 30.3 percent in 2000. Surprisingly, the older age cohorts did not grow, with the share of population of those over the age of 55 declining from 28.7 percent in 1990 to just 26.5 percent in 2000. There has been a marked increase in the number of children between the ages of 5 and 17, as this cohort grew by over 200 people from 1990 to 2000, increasing its share of the area's population from 14.5 percent to 17.0 percent. Snyder's population of young adults (age 18-34) declined sharply in the 1990s, losing over 450 people, and seeing its share drop from 24.3 percent to just 20.4 percent of the area's population.

As is clear from the age and household size data, Snyder is seeing an influx of younger families with fewer children than the families they are replacing. Unlike many other older suburban communities in the Buffalo area, Snyder is not seeing a boom in its senior citizen population, which may be partially caused by higher housing costs than in other nearby communities. One cause for concern is the loss of young adults, but this is likely due to the fact that "Generation X" is much smaller than the Baby Boomer generation, meaning that there are simply fewer people aged between 25 and 34 today then there were 10 years ago.

4.3 Housing Data

In 1990, the Snyder community contained 5,662 housing units; by 2000 this number had only increased to 5,739, representing a net gain of 77 housing units. Clearly, there has been little new housing construction in this older, mostly built-out community.

As of April 2002, data from the 2000 Census regarding housing units by type had not yet been released. Since so little growth has taken place, though, 1990 data regarding housing profile should still prove accurate. In 1990, 82.5 percent of Snyder's housing units were single-family units, with the Northeast and Southwest quadrants having the highest percentages of single-family units (94 and 96 percent, respectively), the Southeast's slightly lower (84 percent), and the Northwest's the lowest (64 percent). Among multi-family units, the vast majority were either duplexes or small apartment buildings, with 866 of the 992 multi-family units being in buildings with fewer than five units.

The Northwest quadrant had, by far, the highest concentration of multi-family units in 1990, with over 600 duplexes or apartments, with all but 16 being in small buildings with fewer than five units. The Southeast had the next most multi-family units, with 278 in total, of which 74 were in larger buildings (five or more units). The Northeast and Southwest quadrants together account for just 112 multi-family housing units, of which just 36 were in buildings holding five or more units.

Not surprisingly, homeownership rates for each quadrant are very closely related to housing unit types. In total, Snyder's homeownership rate held steady from 1990 to 2000 at around 83 percent, which is almost exactly equal to the percentage of single-family housing units in the area (82.5 percent). This pattern repeats in each quadrant: the Northwest quadrant's homeownership rate is 66 percent, the Northeast and Southwest's are both 95 percent, and the Southeast's is 84 percent. This relationship illustrates that most of the multi-family units in Snyder are rental units, and that few single-family units are available for rent.

4.4 Income Data

Income levels in Snyder are quite high, particularly in its Southwest and Northeast quadrants. The average household income in Snyder in 2000 was $87,700, and nearly 23 percent of its households earn more than $100,000 annually. This compares very favorably to the Buffalo regional average household income of $57,400. The median household income level in this area is far lower, however—around $60,000—as about 15 percent of Snyder households earn less than $25,000 per year and another 27 percent earn between $25,000 and $49,999.

The Southwest quadrant has an average household income level of $135,000, even though 34.5 percent of its households earn more than $100,000, and its median income level is below $75,000. The explanation for this quirk is that this neighborhood contains some of the most expensive housing in Western New York, and has a number of very high income households which raise the average.

The Northwest quadrant, which contains the highest amount of apartment units and has many students from Daemen College and the University at Buffalo, has the lowest income levels of the four quadrants. In fact, more than 25 percent of this quadrant's residents earn less than $25,000 per year, and its median income level is below $50,000. However, even this quadrant has a fairly high average household income level, at over $71,000, as it too has many high-income households (over 17 percent earn more than $100,000)

4.5 Potential Retail Sales

Although Snyder's residential areas only represent a portion of the market for the Snyder business district, it does account for the core of the market area. In order to illustrate just how much impact can be had from Snyder residents alone, it is useful to examine the buying power of the residents of Snyder alone. The information presented here shows just how much impact local residents can have on the commercial district (see Table 4 for detailed calculations).

A typical household in the Buffalo-Niagara Metropolitan Statistical Area (MSA) spends about $16,000 per year on retail goods and services, based on data adapted from the *1997 Census of Retail Trade*. Since household income levels in Snyder are so much higher than the regional average, the typical Snyder household likely spends more on retail goods.

If income is directly correlated to retail spending (which may or may not be the case), the average Snyder household would spend 1.52 times as much as the average household in the region, for a total of $24,500 in annual spending. This figure breaks down as follows:

- General, Apparel, Furniture, and Other (GAFO): $8,700
- Food & Drugs: 9,000
- Home Improvement: 3,400
- Eating and Drinking: 3,400
- **Total:** **$24,500**

Assuming the above spending figures to be reasonable, the 5,574 households in Snyder would spend nearly $137 million each year on retail goods and services. Even if Snyder residents only spent at the regional average rate of $16,000 per household, the community's aggregate spending potential would still be a very significant $89 million. While the Snyder business district, by its nature, cannot be expected to capture a high percentage of retail sales from nearby residents, when the magnitude of available spending is so high from just the local market, there are likely to be certain niche opportunities for retail development.

Supporting Data Tables

The following pages contain tables that support the data presented in this section of the report.

Table 1

Demographic Summary of Snyder Neighborhoods, 1990 Census

	Northwest	Northeast	Southwest	Southeast	Totals
Population					
Total Population	4,135	2,525	3,369	4,265	14,294
Household Population	3,690	2,525	3,369	4,265	13,849
Dormitory Population	434	0	0	0	434
Other Group Quarters Pe	11	0	0	0	11
Age					
Under 5	4.3%	5.5%	8.6%	7.1%	6.4%
5-17	11.0%	18.6%	16.7%	13.8%	14.5%
18-24	22.7%	7.3%	4.8%	6.5%	10.9%
25-34	12.8%	10.2%	13.9%	15.4%	13.4%
35-44	13.1%	15.8%	14.2%	15.9%	14.7%
45-54	10.2%	14.7%	11.7%	10.4%	11.4%
55-64	8.3%	14.9%	10.8%	11.0%	10.9%
65+	17.6%	13.0%	19.2%	19.9%	17.8%
Educational Attainment					
% High School Graduate	92.0%	95.1%	94.1%	93.8%	93.6%
% College Graduate	44.0%	58.0%	59.2%	47.9%	51.4%
Household Income					
Under $25,000	37.4%	15.8%	18.1%	22.6%	24.8%
$25,000-49,999	31.3%	30.2%	30.6%	44.7%	35.1%
$50,000-74,999	16.4%	21.7%	18.5%	22.1%	19.5%
$75,000-99,999	8.4%	17.1%	11.5%	6.6%	10.0%
$100,000 or More	6.6%	15.2%	21.3%	3.9%	10.6%
Households					
Number of Households	1,600	925	1,241	1,703	5,469
Average Household Size	2.31	2.73	2.71	2.50	2.53
Housing Units					
Total Units	1,670	987	1,294	1,711	5,662
Occupied Units	1,616	961	1,276	1,661	5,514
% Occupied	96.8%	97.4%	98.6%	97.1%	97.4%
Owner Occupied	1,072	896	1,206	1,418	4,592
% Owner Occupied	66.3%	93.2%	94.5%	85.4%	83.3%
Units in Structure					
1, detached	1,055	920	1,233	1,433	4,641
1, attached	13	8	8	0	29
2-4	586	23	53	204	866
5 or More	16	36	0	74	126
Units in Structure					
Single-Family	64.0%	94.0%	95.9%	83.8%	82.5%
2-4 Units	35.1%	2.3%	4.1%	11.9%	15.3%
5 or More Units	1.0%	3.6%	0.0%	4.3%	2.2%

Source: U.S. Bureau of the Census, 1990

Table 2

Demographic Summary of Snyder Neighborhoods, 1990 and 2000 Comparison

	Northwest			Northeast			Southwest			Southeast			Totals		
	1990	2000	% Chg	1990	2000	% Chg	1990	2000	% Chg	1990	2000	% Chg	1990	2000	% Chg
Population															
Total Population	4,135	4,073	-1.5%	2,525	2,474	-2.0%	3,369	3,283	-2.6%	4,265	4,045	-5.2%	14,294	13,875	-2.9%
Household Population	3,690	3,661	-0.8%	2,525	2,474	-2.0%	3,369	3,283	-2.6%	4,265	4,037	-5.3%	13,849	13,455	-2.8%
Dormitory Population	434	374	-13.8%	0	0	na	0	0	na	0	0	na	434	374	-13.8%
Other Group Qtr Pop	11	38	245.5%	0	0	na	0	0	na	0	8	na	11	46	318.2%
Age															
Under 5	4.3%	3.5%		5.5%	6.9%		8.6%	6.5%		7.1%	6.5%		6.4%	5.7%	
5-17	11.0%	13.0%		18.6%	17.8%		16.7%	19.5%		13.8%	18.7%		14.5%	17.0%	
18-24	22.7%	21.3%		7.3%	4.2%		4.8%	5.1%		6.5%	5.6%		10.9%	9.8%	
25-34	12.8%	11.1%		10.2%	8.7%		13.9%	8.5%		15.4%	12.9%		13.4%	10.6%	
35-44	13.1%	11.7%		15.8%	16.4%		14.2%	16.1%		15.9%	15.2%		14.7%	14.6%	
45-54	10.2%	13.2%		14.7%	16.8%		11.7%	17.2%		10.4%	16.5%		11.4%	15.7%	
55-64	8.3%	8.5%		14.9%	11.3%		10.8%	10.4%		11.0%	7.7%		10.9%	9.2%	
65+	17.6%	17.7%		13.0%	17.9%		19.2%	16.8%		19.9%	17.0%		17.8%	17.3%	
Households															
Number of Households	1,600	1,647	2.9%	925	995	7.6%	1,241	1,278	3.0%	1,703	1,654	-2.9%	5,469	5,574	
Average Household Size	2.31	2.22		2.73	2.49		2.71	2.57		2.50	2.44		2.53	2.41	
Housing Units															
Total Units	1,670	1,696	1.6%	987	1,019	3.2%	1,294	1,312	1.4%	1,711	1,712	0.1%	5,662	5,739	
% Occupied	96.8%	97.1%		97.4%	97.6%		98.6%	97.4%		97.1%	96.6%		97.4%	97.1%	
% Owner Occupied	66.3%	66.1%		93.2%	94.5%		94.5%	94.6%		85.4%	84.1%		83.3%	83.0%	

Source: U.S. Bureau of the Census, 1990 and 2000

Table 3

Demographic Report for Snyder Area

	Subarea				Total
	Northwest (Tract 94.01 BG 1-3)	**Northeast (Tract 94.02 BG 3-4)**	**Southwest (Tract 95.01 BG 1-5)**	**Southeast (Tract 95.02 BG 3-5)**	
Population					
Population, 1990 Census	4,135	2,525	3,369	4,265	14,294
Population, 2000 Census	4,073	2,474	3,283	4,045	13,875
Change	-62	-51	-86	-220	-419
% Change	-1.5%	-2.0%	-2.6%	-5.2%	-2.9%
Annl % Change	-0.2%	-0.2%	-0.3%	-0.5%	-0.3%
2020 Estimate	3,952	2,375	3,118	3,638	13,083
Household Population, 2000	**3,661**	**2,474**	**3,283**	**4,037**	**13,455**
Employees, CACI 2000	1,085	487	657	876	3,105
Households, 2000 Census					
Households	1,647	995	1,278	1,654	5,574
Average Household Size	2.22	2.49	2.57	2.44	2.41
Income, CACI 2000					
Average Household Income	$71,111	$93,774	$135,549	$63,578	$87,696
Per Capita Income	$29,155	$38,091	$49,660	$22,421	$33,637
Housing Units, 2000 Census					
Total Units	1,696	1,019	1,312	1,712	5,739
% Owner-occupied	66.1%	94.5%	94.6%	84.1%	83.0%
% Renter-occupied	33.9%	5.5%	5.4%	15.9%	17.0%
Population by Age, 2000 Census					
Under 5	3.5%	6.9%	6.5%	6.5%	5.7%
5-17	13.0%	17.8%	19.5%	18.7%	17.0%
18-24	21.3%	4.2%	5.1%	5.6%	9.8%
25-34	11.1%	8.7%	8.5%	12.9%	10.6%
35-44	11.7%	16.4%	16.1%	15.2%	14.6%
45-54	13.2%	16.8%	17.2%	16.5%	15.7%
55-64	8.5%	11.3%	10.4%	7.7%	9.2%
65+	17.7%	17.9%	16.8%	17.0%	17.3%
Households with Household Income, CACI 2000					
Under $25,000	25.1%	8.2%	9.2%	12.9%	14.8%
$25,000-49,999	28.4%	19.9%	25.5%	31.1%	27.0%
$50,000-74,999	18.2%	25.3%	20.1%	28.7%	23.0%
$75,000-99,999	10.8%	12.3%	10.7%	13.9%	12.0%
$100,000 or More	17.4%	34.3%	34.5%	12.0%	22.7%

Source: U.S. Bureau of the Census; CACI Information Systems

Table 4

Retail Sales Potential of Snyder Area

Inflation Factor, 1997-2000   1.07

Buffalo MSA Totals	Households:	468,719		
	1997 Retail Sales ($000s)	**Est. 2000 Sales ($000s)**	**2000 Sales per HH**	**Category**
Furniture & Home Furnishings	$ 246,433	$ 263,683	$ 563	GAFO
Electronics & Appliances	219,994	235,394	502	Home Improvement
Building Material & Garden	764,328	817,831	1,745	Home Improvement
Food & Beverage Stores	1,861,667	1,991,984	4,250	Food & Drugs
Health & Personal Care	721,353	771,848	1,647	Food & Drugs
Clothing & Accessories	538,374	576,060	1,229	GAFO
Sporting, Hobby, Book, Music	268,028	286,790	612	GAFO
Eating & Drinking Places	980,965	1,049,633	2,239	Eating & Drinking Places
General Merchandise	1,199,367	1,283,323	2,738	GAFO
Miscellaneous Retail	238,163	254,834	544	GAFO
Total	**$ 7,038,672**	**$ 7,531,379**	**$ 16,068**	

Snyder Sales Potential						
	Buffalo MSA	**NW Quadrant**	**NE Quadrant**	**SW Quadrant**	**SE Quadrant**	**Snyder Total**
Households	468,719	1,647	995	1,278	1,654	5,574
Avg. HH Income	$ 57,384	$ 71,111	$ 93,774	$ 135,549	$ 63,578	$ 87,696
As % of Regional Average	100.0%	123.9%	163.4%	236.2%	110.8%	152.8%
Potential Sales per Household						
GAFO	$ 5,685	$ 7,045	$ 9,290	$ 13,429	$ 6,299	$ 8,688
Food & Drugs	5,897	7,307	9,636	13,929	6,533	9,011
Home Improvement	2,247	2,785	3,672	5,308	2,490	3,434
Eating & Drinking Places	2,239	2,775	3,659	5,290	2,481	3,422
Total Potential Sales per HH	**$ 16,068**	**$ 19,912**	**$ 26,258**	**$ 37,955**	**$ 17,802**	**$ 24,555**
Total Potential Sales from Snyder Households ($000s)						
GAFO		$ 11,603	$ 9,244	$ 17,162	$ 10,418	$ 48,427
Food & Drugs		12,035	9,588	17,801	10,806	50,229
Home Improvement		4,586	3,654	6,783	4,118	19,141
Eating & Drinking Places		4,570	3,641	6,760	4,104	19,076
Total Potential Sales		**$ 32,794**	**$ 26,126**	**$ 48,506**	**$ 29,445**	**$ 136,872**

Source: U.S. Bureau of the Census, *Census of Retail Trade, 1997*; U.S. Bureau of Labor Statistics