




104 Torrey St, Brockton, MA 02301-4855
 Ring: 1, 3, 5 Miles

Latitude: 42.07378
 Longitude: -71.04578

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	12,711	91,418	150,719
2000 Group Quarters	137	3,706	4,308
2010 Total Population	12,836	94,943	155,342
2015 Total Population	12,798	95,403	156,049
2010 - 2015 Annual Rate	-0.06%	0.1%	0.09%
 2000 Households	4,753	32,488	53,475
2000 Average Household Size	2.65	2.7	2.74
2010 Households	4,819	33,621	55,220
2010 Average Household Size	2.63	2.7	2.73
2015 Households	4,810	33,803	55,552
2015 Average Household Size	2.63	2.7	2.72
2010 - 2015 Annual Rate	-0.04%	0.11%	0.12%
2000 Families	3,318	21,622	37,351
2000 Average Family Size	3.16	3.32	3.29
2010 Families	3,334	22,155	38,216
2010 Average Family Size	3.15	3.33	3.28
2015 Families	3,315	22,180	38,296
2015 Average Family Size	3.15	3.33	3.28
2010 - 2015 Annual Rate	-0.11%	0.02%	0.04%
 2000 Housing Units	4,846	33,682	55,025
Owner Occupied Housing Units	64.4%	50.4%	62.0%
Renter Occupied Housing Units	33.5%	46.1%	35.2%
Vacant Housing Units	2.1%	3.5%	2.8%
2010 Housing Units	5,008	35,407	57,653
Owner Occupied Housing Units	63.3%	49.5%	60.5%
Renter Occupied Housing Units	33.0%	45.5%	35.3%
Vacant Housing Units	3.8%	5.0%	4.2%
2015 Housing Units	5,034	35,839	58,311
Owner Occupied Housing Units	62.3%	49.1%	60.1%
Renter Occupied Housing Units	33.3%	45.2%	35.1%
Vacant Housing Units	4.4%	5.7%	4.7%
Median Household Income			
2000	\$46,234	\$39,081	\$46,403
2010	\$62,177	\$53,944	\$62,699
2015	\$73,753	\$62,450	\$73,356
Median Home Value			
2000	\$142,819	\$134,709	\$144,867
2010	\$229,162	\$215,834	\$233,063
2015	\$278,661	\$260,711	\$284,434
Per Capita Income			
2000	\$20,566	\$17,728	\$20,477
2010	\$27,701	\$23,884	\$27,341
2015	\$32,073	\$27,579	\$31,566
Median Age			
2000	36.3	33.5	35.4
2010	37.6	33.9	36.9
2015	37.6	33.8	36.8


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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2000 Households by Income			
 Household Income Base	4,625	32,545	53,450
< \$15,000	12.8%	20.3%	16.1%
\$15,000 - \$24,999	12.5%	12.6%	10.6%
\$25,000 - \$34,999	11.7%	11.9%	11.0%
\$35,000 - \$49,999	16.3%	16.2%	15.6%
\$50,000 - \$74,999	22.2%	19.7%	21.1%
\$75,000 - \$99,999	12.1%	10.4%	12.9%
\$100,000 - \$149,999	9.0%	6.4%	9.0%
\$150,000 - \$199,999	2.5%	1.6%	2.3%
\$200,000+	0.9%	1.0%	1.4%
Average Household Income	\$55,333	\$48,951	\$56,862
2010 Households by Income			
Household Income Base	4,818	33,620	55,221
< \$15,000	7.6%	13.6%	10.6%
\$15,000 - \$24,999	9.3%	10.4%	8.5%
\$25,000 - \$34,999	8.3%	8.3%	7.2%
\$35,000 - \$49,999	14.1%	13.7%	12.6%
\$50,000 - \$74,999	18.8%	19.2%	19.5%
\$75,000 - \$99,999	16.1%	13.5%	15.4%
\$100,000 - \$149,999	17.9%	15.3%	18.3%
\$150,000 - \$199,999	5.5%	3.8%	5.0%
\$200,000+	2.4%	2.1%	2.9%
Average Household Income	\$74,528	\$66,202	\$75,688
2015 Households by Income			
Household Income Base	4,809	33,804	55,552
< \$15,000	6.0%	11.7%	8.9%
\$15,000 - \$24,999	6.9%	8.2%	6.5%
\$25,000 - \$34,999	6.2%	6.6%	5.5%
\$35,000 - \$49,999	10.1%	10.2%	9.0%
\$50,000 - \$74,999	21.5%	21.7%	21.0%
\$75,000 - \$99,999	14.7%	12.6%	14.0%
\$100,000 - \$149,999	22.6%	20.2%	23.4%
\$150,000 - \$199,999	8.3%	5.8%	7.5%
\$200,000+	3.7%	3.0%	4.1%
Average Household Income	\$86,255	\$76,442	\$87,273
2000 Owner Occupied HUs by Value			
Total	3,092	16,980	34,078
<\$50,000	0.8%	1.3%	1.4%
\$50,000 - 99,999	11.1%	17.7%	12.3%
\$100,000 - 149,999	45.1%	47.0%	41.0%
\$150,000 - 199,999	32.1%	24.6%	27.7%
\$200,000 - \$299,999	9.1%	6.6%	12.7%
\$300,000 - 499,999	1.8%	2.4%	4.3%
\$500,000 - 999,999	0.0%	0.4%	0.5%
\$1,000,000+	0.0%	0.0%	0.1%
Average Home Value	\$150,194	\$144,564	\$161,748
2000 Specified Renter Occupied HUs by Contract Rent			
Total	1,634	15,505	19,330
With Cash Rent	95.7%	97.5%	97.1%
No Cash Rent	4.3%	2.5%	2.9%
Median Rent	\$608	\$548	\$559
Average Rent	\$579	\$525	\$543

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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

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2000 Population by Age			
 Total	12,710	91,419	150,718
Age 0 - 4	6.7%	7.2%	6.8%
Age 5 - 9	6.7%	7.8%	7.5%
Age 10 - 14	7.1%	8.0%	7.7%
Age 15 - 19	6.8%	7.8%	7.2%
Age 20 - 24	5.9%	7.3%	6.4%
Age 25 - 34	14.8%	14.3%	13.7%
Age 35 - 44	15.5%	15.6%	16.3%
Age 45 - 54	14.0%	12.2%	13.2%
Age 55 - 64	8.8%	8.0%	8.8%
Age 65 - 74	6.8%	5.7%	6.3%
Age 75 - 84	4.9%	4.4%	4.4%
Age 85+	1.9%	1.8%	1.7%
Age 18+	75.3%	72.6%	73.7%
2010 Population by Age			
Total	12,835	94,943	155,342
Age 0 - 4	6.9%	7.4%	6.9%
Age 5 - 9	6.7%	6.9%	6.7%
Age 10 - 14	6.4%	6.4%	6.5%
Age 15 - 19	6.4%	8.1%	7.5%
Age 20 - 24	6.4%	8.8%	7.4%
Age 25 - 34	13.5%	13.8%	12.7%
Age 35 - 44	14.1%	12.8%	13.4%
Age 45 - 54	14.5%	13.4%	14.6%
Age 55 - 64	11.6%	10.1%	11.1%
Age 65 - 74	6.6%	6.0%	6.7%
Age 75 - 84	4.5%	4.0%	4.4%
Age 85+	2.4%	2.3%	2.2%
Age 18+	76.1%	74.9%	75.6%
2015 Population by Age			
Total	12,793	95,403	156,050
Age 0 - 4	6.9%	7.4%	6.9%
Age 5 - 9	6.8%	7.1%	6.8%
Age 10 - 14	6.6%	6.6%	6.6%
Age 15 - 19	6.0%	7.0%	6.7%
Age 20 - 24	6.1%	8.2%	7.1%
Age 25 - 34	14.1%	15.4%	13.8%
Age 35 - 44	13.1%	11.9%	12.3%
Age 45 - 54	13.6%	12.2%	13.5%
Age 55 - 64	12.2%	10.8%	11.9%
Age 65 - 74	8.3%	7.2%	8.1%
Age 75 - 84	4.1%	4.0%	4.3%
Age 85+	2.3%	2.2%	2.2%
Age 18+	75.9%	75.2%	75.9%
2000 Population by Sex			
Males	48.1%	47.7%	48.2%
Females	51.9%	52.3%	51.8%
2010 Population by Sex			
Males	47.9%	48.1%	48.3%
Females	52.1%	51.9%	51.7%
2015 Population by Sex			
Males	47.9%	48.3%	48.4%
Females	52.1%	51.7%	51.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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

	1 mile radius	3 miles radius	5 miles radius
2000 Population by Race/Ethnicity			
 Total	12,711	91,417	150,719
White Alone	71.3%	61.7%	72.7%
Black Alone	12.9%	16.9%	12.4%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	3.3%	2.2%	1.9%
Some Other Race Alone	5.9%	11.2%	7.3%
Two or More Races	6.4%	7.6%	5.4%
Hispanic Origin	4.9%	7.9%	5.6%
Diversity Index	52.3	65.0	51.3
2010 Population by Race/Ethnicity			
Total	12,835	94,941	155,341
White Alone	61.5%	51.8%	64.3%
Black Alone	18.8%	23.6%	18.0%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	4.3%	2.8%	2.6%
Some Other Race Alone	6.7%	12.0%	8.0%
Two or More Races	8.4%	9.5%	6.9%
Hispanic Origin	6.4%	10.0%	7.3%
Diversity Index	63.5	73.4	61.3
2015 Population by Race/Ethnicity			
Total	12,797	95,403	156,050
White Alone	57.5%	48.0%	60.9%
Black Alone	21.6%	26.6%	20.6%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	4.7%	3.0%	2.8%
Some Other Race Alone	6.8%	12.0%	8.0%
Two or More Races	9.2%	10.1%	7.4%
Hispanic Origin	7.0%	10.7%	7.9%
Diversity Index	66.9	75.6	64.6
2000 Population 3+ by School Enrollment			
 Total	12,128	87,883	145,034
Enrolled in Nursery/Preschool	1.5%	1.7%	1.9%
Enrolled in Kindergarten	1.3%	1.7%	1.6%
Enrolled in Grade 1-8	12.9%	13.8%	13.3%
Enrolled in Grade 9-12	7.3%	6.8%	6.4%
Enrolled in College	5.9%	6.5%	5.7%
Enrolled in Grad/Prof School	1.1%	0.8%	0.8%
Not Enrolled in School	70.0%	68.5%	70.3%
2010 Population 25+ by Educational Attainment			
Total	8,620	59,259	101,016
Less than 9th Grade	4.5%	6.8%	5.3%
9th - 12th Grade, No Diploma	7.2%	9.9%	8.0%
High School Graduate	33.7%	37.1%	36.1%
Some College, No Degree	19.5%	18.6%	18.5%
Associate Degree	9.9%	8.5%	9.1%
Bachelor's Degree	16.5%	12.3%	15.0%
Graduate/Professional Degree	8.6%	6.9%	7.9%

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.

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2010 Population 15+ by Marital Status			
 Total	10,265	75,258	124,062
Never Married	34.0%	36.4%	33.2%
Married	50.7%	45.8%	50.2%
Widowed	6.1%	6.6%	6.4%
Divorced	9.3%	11.2%	10.3%
2000 Population 16+ by Employment Status			
 Total	9,804	69,122	115,240
In Labor Force	66.2%	63.9%	66.5%
Civilian Employed	62.7%	59.6%	62.9%
Civilian Unemployed	3.5%	4.3%	3.5%
In Armed Forces	0.0%	0.1%	0.1%
Not in Labor Force	33.8%	36.1%	33.5%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	87.6%	86.2%	88.0%
Civilian Unemployed	12.4%	13.8%	12.0%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	90.8%	89.7%	91.2%
Civilian Unemployed	9.2%	10.3%	8.8%
2000 Females 16+ by Employment Status and Age of Children			
Total	5,018	36,900	60,996
Own Children < 6 Only	6.2%	6.8%	6.9%
Employed/in Armed Forces	3.9%	4.4%	4.8%
Unemployed	0.2%	0.4%	0.2%
Not in Labor Force	2.1%	2.0%	1.9%
Own Children < 6 and 6-17 Only	6.6%	6.8%	6.6%
Employed/in Armed Forces	4.6%	4.7%	4.5%
Unemployed	0.2%	0.3%	0.2%
Not in Labor Force	1.7%	1.8%	1.8%
Own Children 6-17 Only	17.2%	17.3%	17.3%
Employed/in Armed Forces	12.2%	12.1%	12.9%
Unemployed	0.4%	0.5%	0.4%
Not in Labor Force	4.6%	4.7%	4.0%
No Own Children < 18	70.1%	69.1%	69.2%
Employed/in Armed Forces	36.4%	35.2%	36.9%
Unemployed	1.8%	2.3%	2.0%
Not in Labor Force	31.8%	31.6%	30.3%
2010 Employed Population 16+ by Industry			
 Total	5,969	41,025	71,645
Agriculture/Mining	0.3%	0.2%	0.1%
Construction	4.1%	4.6%	5.2%
Manufacturing	9.1%	10.1%	9.0%
Wholesale Trade	3.7%	4.0%	4.4%
Retail Trade	14.9%	15.3%	15.0%
Transportation/Utilities	5.5%	4.7%	4.7%
Information	3.5%	2.4%	2.5%
Finance/Insurance/Real Estate	7.8%	6.5%	7.3%
Services	46.2%	48.7%	47.9%
Public Administration	5.0%	3.6%	3.9%

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2010 Employed Population 16+ by Occupation			
Total	5,972	41,024	71,643
White Collar	61.2%	56.4%	59.9%
Management/Business/Financial	9.4%	9.1%	11.2%
Professional	23.9%	19.1%	20.8%
Sales	14.3%	11.7%	11.7%
Administrative Support	13.6%	16.6%	16.2%
Services	19.3%	21.0%	19.3%
Blue Collar	19.5%	22.6%	20.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	3.6%	4.1%	4.5%
Installation/Maintenance/Repair	2.9%	3.0%	3.2%
Production	5.9%	7.5%	6.2%
Transportation/Material Moving	7.2%	7.9%	6.9%
2000 Workers 16+ by Means of Transportation to Work			
 Total	6,015	40,196	70,935
Drove Alone - Car, Truck, or Van	79.3%	72.2%	76.1%
Carpooled - Car, Truck, or Van	10.4%	15.0%	12.2%
Public Transportation	5.2%	7.3%	6.7%
Walked	1.9%	3.1%	2.4%
Other Means	1.7%	1.1%	0.8%
Worked at Home	1.4%	1.3%	1.6%
2000 Workers 16+ by Travel Time to Work			
Total	6,016	40,195	70,936
Did Not Work at Home	98.6%	98.7%	98.4%
Less than 5 minutes	3.2%	2.4%	2.5%
5 to 9 minutes	12.8%	9.2%	8.9%
10 to 19 minutes	29.1%	29.8%	27.9%
20 to 24 minutes	10.9%	13.2%	12.7%
25 to 34 minutes	16.3%	17.6%	18.0%
35 to 44 minutes	6.1%	6.8%	6.8%
45 to 59 minutes	9.2%	8.6%	9.3%
60 to 89 minutes	8.7%	8.3%	9.6%
90 or more minutes	2.4%	2.6%	2.7%
Worked at Home	1.4%	1.3%	1.6%
Average Travel Time to Work (in min)	26.4	27.4	28.5
2000 Households by Vehicles Available			
Total	4,726	32,508	53,444
None	7.9%	16.9%	12.5%
1	39.5%	40.4%	36.5%
2	36.7%	32.0%	37.5%
3	11.7%	7.9%	9.6%
4	3.2%	2.2%	3.1%
5+	1.1%	0.7%	0.8%
Average Number of Vehicles Available	1.7	1.4	1.6

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2000 Households by Type			
 Total	4,753	32,487	53,475
Family Households	69.8%	66.6%	69.8%
Married-couple Family	49.2%	41.6%	48.5%
With Related Children	22.9%	21.3%	24.2%
Other Family (No Spouse)	20.6%	25.0%	21.3%
With Related Children	11.7%	17.0%	13.5%
Nonfamily Households	30.2%	33.4%	30.2%
Householder Living Alone	23.9%	27.5%	24.7%
Householder Not Living Alone	6.3%	6.0%	5.4%
Households with Related Children	34.6%	38.3%	37.7%
Households with Persons 65+	25.5%	23.4%	24.1%
2000 Households by Size			
Total	4,753	32,488	53,475
1 Person Household	23.9%	27.5%	24.7%
2 Person Household	31.2%	27.1%	28.6%
3 Person Household	17.6%	16.9%	17.5%
4 Person Household	14.9%	14.4%	15.7%
5 Person Household	7.6%	8.1%	8.2%
6 Person Household	2.7%	3.4%	3.2%
7+ Person Household	2.1%	2.6%	2.1%
2000 Households by Year Householder Moved In			
Total	4,725	32,507	53,445
Moved in 1999 to March 2000	11.8%	18.5%	15.3%
Moved in 1995 to 1998	28.8%	29.7%	27.0%
Moved in 1990 to 1994	15.4%	15.9%	16.2%
Moved in 1980 to 1989	15.3%	14.5%	16.1%
Moved in 1970 to 1979	9.3%	8.6%	10.7%
Moved in 1969 or Earlier	19.4%	12.7%	14.8%
Median Year Householder Moved In	1992	1994	1993
2000 Housing Units by Units in Structure			
 Total	4,818	33,710	55,005
1, Detached	60.3%	43.4%	56.1%
1, Attached	0.5%	2.0%	2.5%
2	12.9%	13.3%	10.5%
3 or 4	13.9%	18.1%	12.5%
5 to 9	5.4%	7.2%	5.8%
10 to 19	5.4%	5.5%	4.4%
20+	1.5%	10.1%	7.3%
Mobile Home	0.0%	0.3%	0.8%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	4,806	33,714	54,998
1999 to March 2000	0.4%	0.3%	0.5%
1995 to 1998	1.2%	1.5%	2.0%
1990 to 1994	1.0%	1.7%	2.4%
1980 to 1989	2.5%	6.6%	8.0%
1970 to 1979	11.0%	17.2%	16.5%
1969 or Earlier	83.9%	72.8%	70.6%
Median Year Structure Built	1948	1954	1958

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

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Top 3 Tapestry Segments			
1.	Main Street, USA	Main Street, USA	Pleasant-Ville
2.	Pleasant-Ville	International Marketpl	Main Street, USA
3.	International Marketpl	Pleasant-Ville	Cozy and Comfortable



2010 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$8,902,718	\$56,319,053	\$103,754,234
Average Spent	\$1,847.42	\$1,675.12	\$1,878.92
Spending Potential Index	77	70	78
Computers & Accessories: Total \$	\$1,131,316	\$7,152,475	\$13,167,757
Average Spent	\$234.76	\$212.74	\$238.46
Spending Potential Index	107	97	108
Education: Total \$	\$6,649,254	\$41,271,381	\$78,032,424
Average Spent	\$1,379.80	\$1,227.55	\$1,413.12
Spending Potential Index	113	101	116
Entertainment/Recreation: Total \$	\$16,756,304	\$102,804,194	\$194,498,365
Average Spent	\$3,477.13	\$3,057.74	\$3,522.24
Spending Potential Index	108	95	109
Food at Home: Total \$	\$22,990,381	\$147,408,393	\$269,030,068
Average Spent	\$4,770.78	\$4,384.41	\$4,871.97
Spending Potential Index	107	98	109
Food Away from Home: Total \$	\$16,657,188	\$105,515,807	\$194,433,952
Average Spent	\$3,456.57	\$3,138.39	\$3,521.08
Spending Potential Index	107	98	109
Health Care: Total \$	\$17,957,828	\$111,863,667	\$211,884,380
Average Spent	\$3,726.46	\$3,327.20	\$3,837.09
Spending Potential Index	100	89	103
HH Furnishings & Equipment: Total \$	\$9,363,966	\$57,028,819	\$108,390,081
Average Spent	\$1,943.13	\$1,696.23	\$1,962.88
Spending Potential Index	94	82	95
Investments: Total \$	\$9,166,684	\$52,876,927	\$105,168,760
Average Spent	\$1,902.20	\$1,572.74	\$1,904.54
Spending Potential Index	109	90	109
Retail Goods: Total \$	\$119,408,487	\$741,649,605	\$1,392,103,399
Average Spent	\$24,778.69	\$22,059.12	\$25,210.13
Spending Potential Index	100	89	101
Shelter: Total \$	\$87,613,497	\$543,074,278	\$1,012,989,088
Average Spent	\$18,180.85	\$16,152.83	\$18,344.60
Spending Potential Index	115	102	116
TV/Video/Audio: Total \$	\$6,245,269	\$39,878,497	\$73,339,111
Average Spent	\$1,295.97	\$1,186.12	\$1,328.13
Spending Potential Index	104	96	107
Travel: Total \$	\$10,378,510	\$61,399,297	\$118,939,683
Average Spent	\$2,153.66	\$1,826.22	\$2,153.92
Spending Potential Index	114	96	114
Vehicle Maintenance & Repairs: Total \$	\$4,749,716	\$29,689,157	\$55,446,830
Average Spent	\$985.62	\$883.05	\$1,004.11
Spending Potential Index	105	94	107

Data Note: 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.