




120 Highland Ave, Seekonk, MA 02771-5824
 Ring: 1, 3, 5 Miles

Latitude: 41.8016
 Longitude: -71.33543

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	2,673	52,028	193,509
2000 Group Quarters	0	913	11,388
2010 Total Population	2,638	51,241	196,396
2015 Total Population	2,603	50,418	194,724
2010 - 2015 Annual Rate	-0.27%	-0.32%	-0.17%
 2000 Households	1,104	21,065	74,445
2000 Average Household Size	2.42	2.43	2.45
2010 Households	1,092	20,686	75,229
2010 Average Household Size	2.42	2.43	2.46
2015 Households	1,078	20,346	74,510
2015 Average Household Size	2.41	2.43	2.46
2010 - 2015 Annual Rate	-0.26%	-0.33%	-0.19%
2000 Families	771	13,773	45,068
2000 Average Family Size	2.95	3.05	3.13
2010 Families	746	13,110	44,008
2010 Average Family Size	2.98	3.12	3.22
2015 Families	730	12,721	42,933
2015 Average Family Size	2.99	3.14	3.25
2010 - 2015 Annual Rate	-0.43%	-0.6%	-0.49%
 2000 Housing Units	1,136	21,821	78,602
Owner Occupied Housing Units	59.5%	60.4%	50.3%
Renter Occupied Housing Units	37.6%	36.2%	44.4%
Vacant Housing Units	2.9%	3.5%	5.3%
2010 Housing Units	1,148	22,089	82,100
Owner Occupied Housing Units	57.9%	57.5%	47.5%
Renter Occupied Housing Units	37.2%	36.1%	44.1%
Vacant Housing Units	4.9%	6.4%	8.4%
2015 Housing Units	1,146	22,075	82,653
Owner Occupied Housing Units	57.1%	56.7%	46.6%
Renter Occupied Housing Units	37.0%	35.4%	43.5%
Vacant Housing Units	5.9%	7.8%	9.9%
Median Household Income			
2000	\$41,893	\$41,190	\$38,046
2010	\$52,169	\$53,039	\$48,758
2015	\$61,662	\$59,404	\$56,473
Median Home Value			
2000	\$156,561	\$126,461	\$127,794
2010	\$270,000	\$234,734	\$236,164
2015	\$336,122	\$296,412	\$297,560
Per Capita Income			
2000	\$19,947	\$20,336	\$20,818
2010	\$25,926	\$25,515	\$25,390
2015	\$30,858	\$28,924	\$29,169
Median Age			
2000	37.0	39.3	34.4
2010	39.2	42.3	35.2
2015	39.0	42.9	35.1


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	1,111	21,056	74,487
< \$15,000	20.5%	16.8%	22.0%
\$15,000 - \$24,999	13.6%	14.3%	12.9%
\$25,000 - \$34,999	11.1%	12.0%	11.9%
\$35,000 - \$49,999	13.1%	16.9%	15.0%
\$50,000 - \$74,999	21.0%	22.4%	18.0%
\$75,000 - \$99,999	9.5%	9.8%	9.0%
\$100,000 - \$149,999	9.6%	5.5%	6.6%
\$150,000 - \$199,999	0.7%	1.2%	2.0%
\$200,000+	0.8%	1.2%	2.6%
Average Household Income	\$49,724	\$49,555	\$53,013
2010 Households by Income			
Household Income Base	1,092	20,686	75,228
< \$15,000	13.8%	10.7%	16.0%
\$15,000 - \$24,999	8.5%	10.9%	11.2%
\$25,000 - \$34,999	11.4%	8.9%	9.3%
\$35,000 - \$49,999	14.4%	16.4%	14.7%
\$50,000 - \$74,999	20.5%	22.9%	18.6%
\$75,000 - \$99,999	13.5%	17.3%	14.1%
\$100,000 - \$149,999	10.5%	9.3%	9.9%
\$150,000 - \$199,999	6.4%	1.9%	3.0%
\$200,000+	0.9%	1.7%	3.2%
Average Household Income	\$64,302	\$62,119	\$64,286
2015 Households by Income			
Household Income Base	1,077	20,346	74,510
< \$15,000	11.6%	9.3%	14.1%
\$15,000 - \$24,999	6.7%	8.4%	8.9%
\$25,000 - \$34,999	10.7%	7.6%	7.8%
\$35,000 - \$49,999	9.2%	12.3%	11.4%
\$50,000 - \$74,999	23.6%	25.9%	21.1%
\$75,000 - \$99,999	12.0%	17.3%	14.0%
\$100,000 - \$149,999	14.9%	13.3%	13.5%
\$150,000 - \$199,999	9.2%	3.4%	4.7%
\$200,000+	2.2%	2.4%	4.4%
Average Household Income	\$76,460	\$70,433	\$73,940
2000 Owner Occupied HUs by Value			
Total	689	13,209	39,447
<\$50,000	0.6%	0.4%	2.0%
\$50,000 - 99,999	3.5%	18.2%	24.0%
\$100,000 - 149,999	39.0%	52.8%	39.1%
\$150,000 - 199,999	40.2%	19.1%	17.0%
\$200,000 - \$299,999	14.8%	7.4%	10.6%
\$300,000 - 499,999	1.7%	1.7%	5.4%
\$500,000 - 999,999	0.0%	0.2%	1.5%
\$1,000,000+	0.1%	0.1%	0.4%
Average Home Value	\$163,315	\$140,450	\$160,736
2000 Specified Renter Occupied HUs by Contract Rent			
Total	433	7,844	34,998
With Cash Rent	99.5%	96.6%	97.1%
No Cash Rent	0.5%	3.4%	2.9%
Median Rent	\$411	\$493	\$479
Average Rent	\$415	\$495	\$499


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.

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



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2000 Population by Age			
 Total	2,674	52,027	193,510
Age 0 - 4	7.3%	5.4%	5.9%
Age 5 - 9	8.0%	6.4%	6.7%
Age 10 - 14	6.5%	6.6%	6.8%
Age 15 - 19	6.7%	6.2%	8.6%
Age 20 - 24	5.8%	5.4%	9.2%
Age 25 - 34	12.7%	13.0%	13.7%
Age 35 - 44	15.5%	16.2%	14.8%
Age 45 - 54	13.9%	13.6%	12.6%
Age 55 - 64	9.1%	9.4%	7.9%
Age 65 - 74	7.4%	8.4%	6.6%
Age 75 - 84	5.5%	6.7%	5.1%
Age 85+	1.5%	2.7%	2.1%
Age 18+	73.7%	77.6%	76.7%
2010 Population by Age			
Total	2,635	51,240	196,395
Age 0 - 4	7.4%	5.4%	6.1%
Age 5 - 9	7.3%	5.5%	5.8%
Age 10 - 14	5.6%	5.5%	5.5%
Age 15 - 19	6.1%	6.1%	8.6%
Age 20 - 24	6.4%	6.0%	10.2%
Age 25 - 34	12.7%	12.1%	13.5%
Age 35 - 44	11.9%	13.2%	11.9%
Age 45 - 54	15.5%	15.5%	13.6%
Age 55 - 64	12.6%	12.9%	11.1%
Age 65 - 74	7.2%	7.8%	6.3%
Age 75 - 84	5.1%	6.4%	4.6%
Age 85+	2.2%	3.6%	2.6%
Age 18+	75.9%	79.8%	78.7%
2015 Population by Age			
Total	2,606	50,420	194,725
Age 0 - 4	7.3%	5.4%	6.1%
Age 5 - 9	7.3%	5.6%	5.9%
Age 10 - 14	5.8%	5.5%	5.6%
Age 15 - 19	5.4%	5.3%	7.7%
Age 20 - 24	6.4%	5.8%	9.8%
Age 25 - 34	13.3%	12.9%	14.7%
Age 35 - 44	10.9%	12.2%	11.2%
Age 45 - 54	13.9%	14.2%	12.3%
Age 55 - 64	13.5%	14.1%	11.9%
Age 65 - 74	9.3%	9.7%	8.0%
Age 75 - 84	4.8%	5.8%	4.3%
Age 85+	2.1%	3.6%	2.5%
Age 18+	76.4%	80.2%	79.1%
2000 Population by Sex			
Males	46.2%	46.8%	47.5%
Females	53.8%	53.2%	52.5%
2010 Population by Sex			
Males	46.2%	47.0%	48.0%
Females	53.8%	53.0%	52.0%
2015 Population by Sex			
Males	46.2%	47.1%	48.2%
Females	53.8%	52.9%	51.8%

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	2,673	52,030	193,508
White Alone	84.8%	87.4%	72.6%
Black Alone	6.4%	4.5%	9.5%
American Indian Alone	0.7%	0.4%	0.7%
Asian or Pacific Islander Alone	1.1%	1.3%	4.0%
Some Other Race Alone	3.1%	2.6%	8.7%
Two or More Races	3.8%	3.8%	4.5%
Hispanic Origin	2.7%	1.7%	13.6%
Diversity Index	31.4	25.9	58.9
2010 Population by Race/Ethnicity			
Total	2,637	51,241	196,397
White Alone	79.7%	83.2%	67.3%
Black Alone	8.6%	6.3%	10.7%
American Indian Alone	0.8%	0.5%	0.8%
Asian or Pacific Islander Alone	1.6%	1.7%	4.3%
Some Other Race Alone	4.0%	3.1%	11.3%
Two or More Races	5.2%	5.2%	5.6%
Hispanic Origin	4.7%	3.1%	18.5%
Diversity Index	41.5	34.6	67.4
2015 Population by Race/Ethnicity			
Total	2,604	50,417	194,724
White Alone	77.2%	81.3%	65.4%
Black Alone	9.6%	7.1%	11.0%
American Indian Alone	0.8%	0.6%	0.8%
Asian or Pacific Islander Alone	2.0%	1.9%	4.4%
Some Other Race Alone	4.5%	3.4%	12.4%
Two or More Races	5.9%	5.8%	6.0%
Hispanic Origin	5.8%	4.0%	20.7%
Diversity Index	46.0	38.4	70.4
2000 Population 3+ by School Enrollment			
 Total	2,575	50,421	186,671
Enrolled in Nursery/Preschool	2.3%	1.4%	1.5%
Enrolled in Kindergarten	1.7%	1.3%	1.3%
Enrolled in Grade 1-8	11.6%	11.0%	11.9%
Enrolled in Grade 9-12	4.8%	5.9%	5.5%
Enrolled in College	4.5%	4.3%	10.6%
Enrolled in Grad/Prof School	0.9%	0.9%	2.0%
Not Enrolled in School	74.2%	75.2%	67.1%
2010 Population 25+ by Educational Attainment			
Total	1,772	36,676	125,226
Less than 9th Grade	6.3%	9.7%	9.8%
9th - 12th Grade, No Diploma	8.9%	10.4%	9.4%
High School Graduate	33.2%	31.4%	26.0%
Some College, No Degree	17.8%	17.5%	15.1%
Associate Degree	5.9%	6.5%	6.2%
Bachelor's Degree	20.0%	16.8%	19.3%
Graduate/Professional Degree	8.0%	7.6%	14.2%

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	2,102	42,848	162,071
Never Married	29.2%	30.8%	41.3%
Married	49.4%	49.0%	41.4%
Widowed	9.6%	8.6%	6.4%
Divorced	11.8%	11.6%	10.8%
2000 Population 16+ by Employment Status			
 Total	2,042	41,686	153,141
In Labor Force	65.8%	63.3%	61.9%
Civilian Employed	62.5%	59.9%	58.0%
Civilian Unemployed	3.3%	3.4%	3.9%
In Armed Forces	0.0%	0.1%	0.1%
Not in Labor Force	34.2%	36.7%	38.1%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	86.6%	86.2%	85.3%
Civilian Unemployed	13.4%	13.8%	14.7%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	89.5%	88.8%	88.0%
Civilian Unemployed	10.5%	11.2%	12.0%
2000 Females 16+ by Employment Status and Age of Children			
Total	1,198	22,716	82,080
Own Children < 6 Only	9.8%	5.4%	6.0%
Employed/in Armed Forces	5.8%	3.6%	3.6%
Unemployed	0.3%	0.1%	0.2%
Not in Labor Force	3.7%	1.6%	2.1%
Own Children < 6 and 6-17 Only	4.9%	5.1%	5.1%
Employed/in Armed Forces	1.6%	3.1%	2.9%
Unemployed	0.3%	0.2%	0.3%
Not in Labor Force	3.0%	1.7%	2.0%
Own Children 6-17 Only	19.5%	16.9%	15.7%
Employed/in Armed Forces	13.7%	13.3%	10.9%
Unemployed	0.9%	0.6%	0.8%
Not in Labor Force	4.9%	3.0%	4.0%
No Own Children < 18	65.8%	72.7%	73.2%
Employed/in Armed Forces	35.3%	34.2%	35.4%
Unemployed	0.9%	2.1%	2.6%
Not in Labor Force	29.5%	36.3%	35.3%
2010 Employed Population 16+ by Industry			
 Total	1,233	24,290	89,022
Agriculture/Mining	0.1%	0.3%	0.2%
Construction	5.1%	4.8%	3.5%
Manufacturing	13.1%	12.5%	10.9%
Wholesale Trade	5.2%	3.1%	2.5%
Retail Trade	10.5%	11.4%	9.3%
Transportation/Utilities	2.5%	4.1%	3.3%
Information	2.8%	1.5%	2.0%
Finance/Insurance/Real Estate	9.6%	8.4%	7.3%
Services	46.8%	50.9%	57.6%
Public Administration	4.4%	3.0%	3.2%

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

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2010 Employed Population 16+ by Occupation			
Total	1,235	24,287	89,021
White Collar	61.2%	60.6%	65.3%
Management/Business/Financial	13.8%	13.1%	12.7%
Professional	18.9%	20.9%	29.2%
Sales	9.1%	10.4%	10.0%
Administrative Support	19.4%	16.1%	13.4%
Services	20.8%	19.0%	17.5%
Blue Collar	18.0%	20.5%	17.2%
Farming/Forestry/Fishing	0.1%	0.2%	0.1%
Construction/Extraction	3.3%	4.0%	3.0%
Installation/Maintenance/Repair	3.5%	3.2%	2.4%
Production	7.4%	7.5%	7.2%
Transportation/Material Moving	3.6%	5.6%	4.5%
2000 Workers 16+ by Means of Transportation to Work			
 Total	1,252	24,311	86,288
Drove Alone - Car, Truck, or Van	87.5%	83.1%	72.1%
Carpooled - Car, Truck, or Van	7.3%	9.7%	10.8%
Public Transportation	2.5%	2.5%	4.9%
Walked	0.7%	1.7%	7.8%
Other Means	0.9%	1.0%	1.5%
Worked at Home	1.2%	2.0%	2.9%
2000 Workers 16+ by Travel Time to Work			
Total	1,253	24,311	86,288
Did Not Work at Home	98.8%	98.0%	97.1%
Less than 5 minutes	4.4%	3.0%	3.3%
5 to 9 minutes	17.6%	14.3%	13.9%
10 to 19 minutes	32.7%	37.2%	38.7%
20 to 24 minutes	16.2%	16.4%	15.1%
25 to 34 minutes	13.1%	15.4%	13.5%
35 to 44 minutes	3.7%	3.4%	3.4%
45 to 59 minutes	3.8%	3.6%	3.9%
60 to 89 minutes	2.6%	2.7%	3.3%
90 or more minutes	4.8%	2.1%	2.1%
Worked at Home	1.2%	2.0%	2.9%
Average Travel Time to Work (in min)	23.6	21.0	21.0
2000 Households by Vehicles Available			
Total	1,124	21,059	74,481
None	13.6%	9.8%	15.0%
1	33.6%	38.1%	39.7%
2	36.6%	37.9%	34.2%
3	11.6%	11.0%	8.3%
4	2.0%	2.3%	1.9%
5+	2.6%	0.9%	0.8%
Average Number of Vehicles Available	1.6	1.6	1.5

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 Type			
 Total	1,104	21,064	74,447
Family Households	69.8%	65.4%	60.5%
Married-couple Family	48.3%	49.5%	42.3%
With Related Children	22.1%	21.7%	19.7%
Other Family (No Spouse)	21.6%	15.9%	18.2%
With Related Children	15.1%	9.1%	11.9%
Nonfamily Households	30.2%	34.6%	39.5%
Householder Living Alone	27.2%	29.9%	31.5%
Householder Not Living Alone	3.0%	4.7%	7.9%
Households with Related Children	37.2%	30.9%	31.6%
Households with Persons 65+	27.4%	30.9%	25.2%
2000 Households by Size			
Total	1,104	21,065	74,445
1 Person Household	27.1%	29.9%	31.5%
2 Person Household	30.8%	31.4%	30.1%
3 Person Household	18.2%	16.9%	15.8%
4 Person Household	15.9%	14.3%	13.3%
5 Person Household	6.0%	5.2%	6.0%
6 Person Household	1.7%	1.5%	2.1%
7+ Person Household	0.3%	0.7%	1.3%
2000 Households by Year Householder Moved In			
Total	1,122	21,061	74,480
Moved in 1999 to March 2000	15.5%	13.0%	20.0%
Moved in 1995 to 1998	17.6%	24.3%	28.1%
Moved in 1990 to 1994	16.2%	15.6%	14.6%
Moved in 1980 to 1989	24.4%	17.5%	14.9%
Moved in 1970 to 1979	12.3%	12.1%	9.9%
Moved in 1969 or Earlier	13.9%	17.6%	12.5%
Median Year Householder Moved In	1990	1991	1994
2000 Housing Units by Units in Structure			
 Total	1,171	21,831	78,664
1, Detached	57.2%	58.4%	46.4%
1, Attached	1.2%	1.6%	2.5%
2	9.5%	13.3%	14.5%
3 or 4	8.6%	10.0%	16.3%
5 to 9	2.0%	2.4%	5.5%
10 to 19	12.7%	3.7%	3.8%
20+	8.7%	10.3%	10.5%
Mobile Home	0.0%	0.2%	0.6%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	1,170	21,832	78,636
1999 to March 2000	1.2%	0.6%	0.6%
1995 to 1998	2.0%	1.8%	1.8%
1990 to 1994	2.8%	3.3%	2.8%
1980 to 1989	17.8%	8.8%	7.4%
1970 to 1979	27.7%	14.8%	10.7%
1969 or Earlier	48.5%	70.7%	76.7%
Median Year Structure Built	1971	1958	1949

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

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Top 3 Tapestry Segments			
1.	Pleasant-Ville	Main Street, USA	Main Street, USA
2.	Inner City Tenants	Pleasant-Ville	NeWest Residents
3.	Main Street, USA	Rustbelt Retirees	Pleasant-Ville



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 \$	\$1,766,778	\$31,243,649	\$121,227,724
Average Spent	\$1,617.93	\$1,510.38	\$1,611.45
Spending Potential Index	68	63	67
Computers & Accessories: Total \$	\$228,651	\$4,010,190	\$15,769,194
Average Spent	\$209.39	\$193.86	\$209.62
Spending Potential Index	95	88	95
Education: Total \$	\$1,292,491	\$23,648,136	\$90,644,740
Average Spent	\$1,183.60	\$1,143.20	\$1,204.92
Spending Potential Index	97	94	99
Entertainment/Recreation: Total \$	\$3,253,122	\$60,167,143	\$224,565,186
Average Spent	\$2,979.05	\$2,908.59	\$2,985.09
Spending Potential Index	92	90	93
Food at Home: Total \$	\$4,556,250	\$82,360,546	\$316,624,630
Average Spent	\$4,172.39	\$3,981.46	\$4,208.81
Spending Potential Index	93	89	94
Food Away from Home: Total \$	\$3,321,604	\$59,328,292	\$228,543,228
Average Spent	\$3,041.76	\$2,868.04	\$3,037.97
Spending Potential Index	95	89	94
Health Care: Total \$	\$3,405,468	\$68,946,861	\$246,470,920
Average Spent	\$3,118.56	\$3,333.02	\$3,276.28
Spending Potential Index	84	89	88
HH Furnishings & Equipment: Total \$	\$1,826,386	\$33,353,482	\$125,198,630
Average Spent	\$1,672.51	\$1,612.37	\$1,664.23
Spending Potential Index	81	78	81
Investments: Total \$	\$1,709,873	\$33,026,042	\$118,137,233
Average Spent	\$1,565.82	\$1,596.54	\$1,570.37
Spending Potential Index	90	92	90
Retail Goods: Total \$	\$23,584,672	\$432,794,137	\$1,626,593,184
Average Spent	\$21,597.68	\$20,922.08	\$21,621.89
Spending Potential Index	87	84	87
Shelter: Total \$	\$17,115,149	\$303,224,075	\$1,159,912,998
Average Spent	\$15,673.21	\$14,658.42	\$15,418.43
Spending Potential Index	99	93	98
TV/Video/Audio: Total \$	\$1,244,099	\$22,624,675	\$86,340,600
Average Spent	\$1,139.28	\$1,093.72	\$1,147.70
Spending Potential Index	92	88	92
Travel: Total \$	\$1,952,619	\$36,323,673	\$133,634,400
Average Spent	\$1,788.11	\$1,755.95	\$1,776.37
Spending Potential Index	94	93	94
Vehicle Maintenance & Repairs: Total \$	\$946,981	\$17,191,029	\$64,975,508
Average Spent	\$867.20	\$831.05	\$863.70
Spending Potential Index	92	88	92

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.