




124 Turnpike Rd, Westborough, MA 01581-2804  
 Ring: 1, 3, 5 Miles

Latitude: 42.28442  
 Longitude: -71.60595

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	4,066	22,002	60,839
2000 Group Quarters	479	918	1,600
2010 Total Population	4,346	23,007	65,475
2015 Total Population	4,443	23,142	66,507
2010 - 2015 Annual Rate	0.44%	0.12%	0.31%
 2000 Households	1,547	8,056	21,926
2000 Average Household Size	2.32	2.62	2.7
2010 Households	1,590	8,286	23,464
2010 Average Household Size	2.41	2.66	2.72
2015 Households	1,626	8,327	23,831
2015 Average Household Size	2.41	2.66	2.72
2010 - 2015 Annual Rate	0.45%	0.1%	0.31%
2000 Families	868	5,650	16,018
2000 Average Family Size	3.1	3.17	3.2
2010 Families	876	5,756	16,969
2010 Average Family Size	3.23	3.23	3.23
2015 Families	892	5,757	17,160
2015 Average Family Size	3.24	3.23	3.23
2010 - 2015 Annual Rate	0.36%	0%	0.22%
 <b>2000 Housing Units</b>	1,617	8,338	22,541
Owner Occupied Housing Units	52.2%	65.4%	70.8%
Renter Occupied Housing Units	43.8%	31.3%	26.5%
Vacant Housing Units	4.0%	3.3%	2.7%
<b>2010 Housing Units</b>	1,694	8,776	24,579
Owner Occupied Housing Units	51.7%	63.4%	68.4%
Renter Occupied Housing Units	42.1%	31.1%	27.1%
Vacant Housing Units	6.1%	5.6%	4.5%
<b>2015 Housing Units</b>	1,747	8,925	25,150
Owner Occupied Housing Units	50.3%	62.2%	67.8%
Renter Occupied Housing Units	42.8%	31.1%	27.0%
Vacant Housing Units	6.9%	6.7%	5.2%
<b>Median Household Income</b>			
2000	\$52,986	\$70,835	\$73,732
2010	\$67,268	\$87,341	\$94,838
2015	\$81,870	\$108,937	\$113,738
<b>Median Home Value</b>			
2000	\$182,056	\$233,837	\$237,100
2010	\$310,714	\$395,589	\$399,142
2015	\$375,817	\$474,503	\$476,152
<b>Per Capita Income</b>			
2000	\$28,668	\$33,106	\$34,243
2010	\$36,156	\$40,032	\$42,662
2015	\$42,611	\$47,218	\$49,863
<b>Median Age</b>			
2000	37.4	36.8	36.5
2010	40.1	39.6	39.2
2015	40.9	40.3	39.5


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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<b>2000 Households by Income</b>			
 Household Income Base	1,611	8,099	21,907
< \$15,000	13.5%	7.7%	7.3%
\$15,000 - \$24,999	7.9%	6.0%	6.5%
\$25,000 - \$34,999	9.6%	6.9%	6.7%
\$35,000 - \$49,999	15.1%	12.2%	12.0%
\$50,000 - \$74,999	21.4%	19.9%	18.3%
\$75,000 - \$99,999	10.9%	14.9%	15.2%
\$100,000 - \$149,999	12.2%	17.8%	18.5%
\$150,000 - \$199,999	5.6%	7.7%	7.5%
\$200,000+	3.7%	6.9%	8.1%
Average Household Income	\$68,974	\$89,631	\$94,584
<b>2010 Households by Income</b>			
Household Income Base	1,590	8,284	23,463
< \$15,000	9.1%	5.2%	4.5%
\$15,000 - \$24,999	6.2%	4.9%	4.8%
\$25,000 - \$34,999	6.5%	4.4%	4.4%
\$35,000 - \$49,999	10.2%	8.7%	8.3%
\$50,000 - \$74,999	24.3%	18.7%	15.9%
\$75,000 - \$99,999	11.9%	14.4%	14.4%
\$100,000 - \$149,999	16.9%	22.8%	24.3%
\$150,000 - \$199,999	8.7%	10.7%	11.6%
\$200,000+	6.1%	10.2%	11.8%
Average Household Income	\$88,472	\$109,228	\$118,287
<b>2015 Households by Income</b>			
Household Income Base	1,628	8,325	23,830
< \$15,000	6.9%	3.9%	3.2%
\$15,000 - \$24,999	4.4%	3.3%	3.2%
\$25,000 - \$34,999	4.8%	3.0%	3.0%
\$35,000 - \$49,999	6.9%	5.7%	5.1%
\$50,000 - \$74,999	23.7%	16.5%	14.5%
\$75,000 - \$99,999	10.1%	11.1%	11.6%
\$100,000 - \$149,999	22.8%	28.4%	28.4%
\$150,000 - \$199,999	12.3%	14.3%	15.5%
\$200,000+	8.0%	13.8%	15.4%
Average Household Income	\$104,490	\$129,014	\$138,343
<b>2000 Owner Occupied HUs by Value</b>			
Total	823	5,497	15,997
<\$50,000	5.0%	1.5%	0.7%
\$50,000 - 99,999	15.2%	4.2%	3.2%
\$100,000 - 149,999	12.2%	9.4%	11.1%
\$150,000 - 199,999	23.1%	21.7%	21.8%
\$200,000 - \$299,999	24.4%	35.1%	32.1%
\$300,000 - 499,999	16.5%	22.2%	24.6%
\$500,000 - 999,999	3.6%	5.8%	6.1%
\$1,000,000+	0.0%	0.1%	0.3%
Average Home Value	\$217,359	\$265,782	\$275,048
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	742	2,541	5,890
With Cash Rent	99.6%	98.5%	96.4%
No Cash Rent	0.4%	1.5%	3.6%
Median Rent	\$815	\$803	\$752
Average Rent	\$935	\$876	\$815


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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<b>2000 Population by Age</b>			
 Total	4,067	22,001	60,837
Age 0 - 4	5.9%	7.3%	8.0%
Age 5 - 9	6.2%	8.2%	8.6%
Age 10 - 14	6.1%	7.9%	7.9%
Age 15 - 19	7.0%	6.1%	6.0%
Age 20 - 24	4.3%	3.5%	3.5%
Age 25 - 34	15.9%	13.2%	12.9%
Age 35 - 44	18.0%	19.7%	20.3%
Age 45 - 54	12.7%	14.7%	14.8%
Age 55 - 64	6.7%	7.5%	7.9%
Age 65 - 74	5.9%	5.4%	5.2%
Age 75 - 84	5.8%	4.0%	3.4%
Age 85+	5.3%	2.3%	1.5%
Age 18+	76.4%	71.9%	71.1%
<b>2010 Population by Age</b>			
Total	4,345	23,006	65,473
Age 0 - 4	5.6%	6.7%	7.2%
Age 5 - 9	5.4%	7.2%	7.8%
Age 10 - 14	5.8%	8.1%	8.4%
Age 15 - 19	8.1%	7.9%	7.8%
Age 20 - 24	5.0%	4.7%	4.5%
Age 25 - 34	12.0%	8.8%	8.5%
Age 35 - 44	15.5%	15.6%	15.3%
Age 45 - 54	15.5%	17.8%	18.1%
Age 55 - 64	9.9%	11.2%	11.3%
Age 65 - 74	6.0%	5.5%	5.6%
Age 75 - 84	5.8%	4.0%	3.5%
Age 85+	5.4%	2.6%	1.9%
Age 18+	77.2%	72.6%	71.3%
<b>2015 Population by Age</b>			
Total	4,442	23,140	66,506
Age 0 - 4	5.6%	6.4%	6.9%
Age 5 - 9	5.4%	7.2%	7.7%
Age 10 - 14	5.5%	7.7%	8.1%
Age 15 - 19	7.5%	7.7%	7.9%
Age 20 - 24	5.2%	5.0%	4.9%
Age 25 - 34	13.2%	10.3%	9.8%
Age 35 - 44	13.6%	12.7%	12.2%
Age 45 - 54	14.6%	17.2%	17.5%
Age 55 - 64	11.1%	12.5%	12.7%
Age 65 - 74	7.3%	6.9%	6.9%
Age 75 - 84	5.9%	3.8%	3.5%
Age 85+	5.0%	2.5%	1.9%
Age 18+	77.9%	73.4%	72.0%
<b>2000 Population by Sex</b>			
Males	49.8%	49.5%	49.5%
Females	50.2%	50.5%	50.5%
<b>2010 Population by Sex</b>			
Males	50.1%	49.7%	49.4%
Females	49.9%	50.3%	50.6%
<b>2015 Population by Sex</b>			
Males	50.1%	49.7%	49.4%
Females	49.9%	50.3%	50.6%

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

	1 mile radius	3 miles radius	5 miles radius
<b>2000 Population by Race/Ethnicity</b>			
 Total	4,066	22,001	60,839
White Alone	86.4%	89.5%	90.2%
Black Alone	2.6%	1.3%	1.4%
American Indian Alone	0.1%	0.1%	0.2%
Asian or Pacific Islander Alone	8.4%	7.2%	5.5%
Some Other Race Alone	1.0%	0.7%	1.2%
Two or More Races	1.4%	1.2%	1.5%
Hispanic Origin	5.2%	2.8%	3.2%
Diversity Index	31.9	23.8	23.4
<b>2010 Population by Race/Ethnicity</b>			
Total	4,345	23,007	65,476
White Alone	79.7%	84.0%	85.2%
Black Alone	3.9%	2.0%	2.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	12.7%	11.2%	8.7%
Some Other Race Alone	1.5%	1.0%	1.7%
Two or More Races	1.9%	1.7%	2.1%
Hispanic Origin	8.0%	4.5%	4.9%
Diversity Index	44.2	34.2	33.4
<b>2015 Population by Race/Ethnicity</b>			
Total	4,444	23,142	66,507
White Alone	75.5%	80.6%	82.1%
Black Alone	4.9%	2.5%	2.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	15.4%	13.6%	10.6%
Some Other Race Alone	1.8%	1.2%	2.0%
Two or More Races	2.2%	1.9%	2.4%
Hispanic Origin	9.5%	5.4%	5.8%
Diversity Index	50.6	40.0	38.9
<b>2000 Population 3+ by School Enrollment</b>			
 Total	4,001	21,033	57,842
Enrolled in Nursery/Preschool	1.7%	3.1%	3.1%
Enrolled in Kindergarten	1.0%	1.5%	1.7%
Enrolled in Grade 1-8	10.3%	13.5%	14.2%
Enrolled in Grade 9-12	4.5%	5.7%	5.5%
Enrolled in College	3.6%	3.0%	2.7%
Enrolled in Grad/Prof School	2.8%	1.8%	1.6%
Not Enrolled in School	76.1%	71.4%	71.3%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	3,042	15,067	42,032
Less than 9th Grade	1.9%	1.4%	1.7%
9th - 12th Grade, No Diploma	4.7%	2.8%	3.1%
High School Graduate	19.9%	17.5%	18.9%
Some College, No Degree	15.3%	13.1%	12.7%
Associate Degree	7.0%	7.7%	7.2%
Bachelor's Degree	29.0%	32.3%	32.1%
Graduate/Professional Degree	22.3%	25.3%	24.3%

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.

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<b>2010 Population 15+ by Marital Status</b>			
 Total	3,615	17,967	50,128
Never Married	33.1%	25.2%	24.2%
Married	49.1%	61.1%	63.3%
Widowed	7.0%	4.7%	4.2%
Divorced	10.9%	9.1%	8.3%
<b>2000 Population 16+ by Employment Status</b>			
 Total	3,343	16,538	44,950
In Labor Force	60.8%	68.7%	70.9%
Civilian Employed	58.3%	66.8%	69.1%
Civilian Unemployed	2.4%	1.9%	1.9%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	39.2%	31.3%	29.1%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	90.0%	91.5%	92.2%
Civilian Unemployed	10.0%	8.5%	7.8%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	92.7%	93.7%	94.3%
Civilian Unemployed	7.3%	6.3%	5.7%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	1,706	8,583	23,231
Own Children < 6 Only	6.6%	9.8%	10.9%
Employed/in Armed Forces	3.3%	5.2%	6.1%
Unemployed	0.2%	0.2%	0.2%
Not in Labor Force	3.1%	4.4%	4.6%
Own Children < 6 and 6-17 Only	5.0%	6.8%	7.2%
Employed/in Armed Forces	2.9%	3.7%	4.0%
Unemployed	0.0%	0.1%	0.1%
Not in Labor Force	2.1%	3.0%	3.1%
Own Children 6-17 Only	12.7%	18.8%	20.0%
Employed/in Armed Forces	9.3%	12.7%	14.0%
Unemployed	0.5%	0.6%	0.4%
Not in Labor Force	2.9%	5.4%	5.6%
No Own Children < 18	75.6%	64.7%	61.9%
Employed/in Armed Forces	38.3%	35.9%	35.7%
Unemployed	1.5%	1.0%	1.1%
Not in Labor Force	35.8%	27.7%	25.1%
<b>2010 Employed Population 16+ by Industry</b>			
 Total	1,857	10,442	30,658
Agriculture/Mining	0.4%	0.1%	0.2%
Construction	3.7%	3.9%	4.5%
Manufacturing	11.0%	11.7%	11.9%
Wholesale Trade	5.4%	4.5%	4.1%
Retail Trade	10.6%	11.8%	11.8%
Transportation/Utilities	4.1%	3.1%	2.5%
Information	3.7%	3.4%	3.6%
Finance/Insurance/Real Estate	6.2%	8.8%	8.2%
Services	51.5%	49.6%	50.3%
Public Administration	3.4%	3.0%	2.9%

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

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<b>2010 Employed Population 16+ by Occupation</b>			
Total	1,856	10,442	30,659
White Collar	74.4%	79.7%	78.4%
Management/Business/Financial	17.9%	20.7%	22.1%
Professional	35.8%	37.0%	34.9%
Sales	9.2%	11.5%	11.2%
Administrative Support	11.5%	10.5%	10.2%
Services	13.8%	11.2%	11.8%
Blue Collar	11.7%	9.1%	9.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.0%	2.7%	2.9%
Installation/Maintenance/Repair	1.8%	1.4%	1.6%
Production	3.0%	2.3%	2.8%
Transportation/Material Moving	3.9%	2.7%	2.4%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
 Total	1,935	10,910	30,610
Drove Alone - Car, Truck, or Van	82.9%	85.9%	85.9%
Carpooled - Car, Truck, or Van	8.6%	6.7%	7.0%
Public Transportation	1.9%	1.3%	1.1%
Walked	1.2%	0.9%	1.1%
Other Means	1.3%	0.8%	0.9%
Worked at Home	4.1%	4.4%	4.0%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	1,937	10,912	30,610
Did Not Work at Home	95.9%	95.6%	96.0%
Less than 5 minutes	4.5%	3.1%	2.9%
5 to 9 minutes	13.0%	11.4%	9.6%
10 to 19 minutes	28.7%	28.3%	28.4%
20 to 24 minutes	13.8%	12.3%	12.5%
25 to 34 minutes	13.8%	15.9%	17.1%
35 to 44 minutes	6.0%	6.7%	7.4%
45 to 59 minutes	8.4%	8.3%	9.0%
60 to 89 minutes	4.8%	7.1%	6.7%
90 or more minutes	2.9%	2.6%	2.4%
Worked at Home	4.1%	4.4%	4.0%
Average Travel Time to Work (in min)	24.5	26.4	27.0
<b>2000 Households by Vehicles Available</b>			
Total	1,571	8,052	21,917
None	13.2%	5.8%	4.8%
1	37.9%	30.3%	27.7%
2	39.1%	49.3%	51.3%
3	8.1%	10.1%	12.0%
4	1.1%	3.4%	3.2%
5+	0.4%	1.1%	1.1%
Average Number of Vehicles Available	1.5	1.8	1.9

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<b>2000 Households by Type</b>			
 Total	1,547	8,057	21,925
Family Households	56.1%	70.1%	73.1%
Married-couple Family	45.3%	60.7%	63.1%
With Related Children	23.0%	34.3%	35.6%
Other Family (No Spouse)	10.8%	9.4%	10.0%
With Related Children	7.0%	5.6%	6.0%
Nonfamily Households	43.9%	29.9%	26.9%
Householder Living Alone	37.0%	24.5%	21.9%
Householder Not Living Alone	6.9%	5.4%	5.1%
Households with Related Children	30.0%	39.9%	41.7%
Households with Persons 65+	25.5%	20.9%	18.9%
<b>2000 Households by Size</b>			
Total	1,547	8,056	21,926
1 Person Household	37.0%	24.5%	21.9%
2 Person Household	30.9%	30.5%	30.4%
3 Person Household	12.6%	16.0%	17.2%
4 Person Household	13.4%	19.3%	19.8%
5 Person Household	4.9%	7.4%	8.0%
6 Person Household	0.8%	1.8%	2.0%
7+ Person Household	0.5%	0.7%	0.7%
<b>2000 Households by Year Householder Moved In</b>			
Total	1,569	8,053	21,918
Moved in 1999 to March 2000	23.9%	17.4%	16.3%
Moved in 1995 to 1998	31.1%	31.2%	31.1%
Moved in 1990 to 1994	17.2%	16.9%	17.1%
Moved in 1980 to 1989	14.0%	15.7%	15.9%
Moved in 1970 to 1979	7.6%	8.2%	8.6%
Moved in 1969 or Earlier	6.1%	10.6%	11.1%
Median Year Householder Moved In	1996	1995	1994
<b>2000 Housing Units by Units in Structure</b>			
 Total	1,628	8,342	22,560
1, Detached	34.6%	60.2%	66.7%
1, Attached	6.1%	4.2%	3.8%
2	4.1%	5.0%	6.1%
3 or 4	4.2%	5.0%	4.6%
5 to 9	10.5%	5.4%	4.2%
10 to 19	16.6%	6.8%	4.8%
20+	21.3%	12.6%	9.3%
Mobile Home	2.6%	0.9%	0.4%
Other	0.0%	0.0%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	1,633	8,344	22,562
1999 to March 2000	2.0%	1.5%	2.0%
1995 to 1998	2.3%	6.5%	8.2%
1990 to 1994	5.2%	6.1%	9.1%
1980 to 1989	18.7%	14.6%	15.9%
1970 to 1979	33.3%	23.7%	17.3%
1969 or Earlier	38.5%	47.7%	47.6%
Median Year Structure Built	1973	1971	1971

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

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<b>Top 3 Tapestry Segments</b>			
1.	Retirement Communities	Suburban Splendor	Suburban Splendor
2.	Urban Chic	Urban Chic	In Style
3.	Old and Newcomers	Boomburbs	Wealthy Seaboard Subur



**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 \$	\$3,394,735	\$21,839,659	\$67,131,128
Average Spent	\$2,135.05	\$2,635.73	\$2,861.03
Spending Potential Index	89	110	119
Computers & Accessories: Total \$	\$451,472	\$2,857,476	\$8,768,039
Average Spent	\$283.94	\$344.86	\$373.68
Spending Potential Index	129	157	170
Education: Total \$	\$2,475,339	\$17,105,284	\$52,820,034
Average Spent	\$1,556.82	\$2,064.36	\$2,251.11
Spending Potential Index	128	169	185
Entertainment/Recreation: Total \$	\$6,617,963	\$42,911,429	\$131,567,912
Average Spent	\$4,162.24	\$5,178.79	\$5,607.22
Spending Potential Index	129	161	174
Food at Home: Total \$	\$8,834,569	\$54,459,761	\$167,182,846
Average Spent	\$5,556.33	\$6,572.50	\$7,125.08
Spending Potential Index	124	147	159
Food Away from Home: Total \$	\$6,410,384	\$40,574,802	\$124,812,481
Average Spent	\$4,031.69	\$4,896.79	\$5,319.32
Spending Potential Index	125	152	165
Health Care: Total \$	\$7,427,053	\$44,705,738	\$136,128,074
Average Spent	\$4,671.10	\$5,395.33	\$5,801.57
Spending Potential Index	125	145	156
HH Furnishings & Equipment: Total \$	\$3,696,162	\$24,245,675	\$74,295,072
Average Spent	\$2,324.63	\$2,926.10	\$3,166.34
Spending Potential Index	113	142	154
Investments: Total \$	\$3,695,452	\$25,242,713	\$76,473,164
Average Spent	\$2,324.18	\$3,046.43	\$3,259.17
Spending Potential Index	134	175	187
Retail Goods: Total \$	\$47,048,728	\$300,875,441	\$923,628,206
Average Spent	\$29,590.39	\$36,311.30	\$39,363.63
Spending Potential Index	119	146	158
Shelter: Total \$	\$33,640,451	\$216,555,408	\$662,415,397
Average Spent	\$21,157.52	\$26,135.10	\$28,231.14
Spending Potential Index	134	166	179
TV/Video/Audio: Total \$	\$2,449,575	\$15,184,135	\$46,637,294
Average Spent	\$1,540.61	\$1,832.50	\$1,987.61
Spending Potential Index	124	148	160
Travel: Total \$	\$4,049,924	\$27,275,394	\$83,331,398
Average Spent	\$2,547.12	\$3,291.74	\$3,551.46
Spending Potential Index	135	174	188
Vehicle Maintenance & Repairs: Total \$	\$1,883,123	\$11,892,987	\$36,490,305
Average Spent	\$1,184.35	\$1,435.31	\$1,555.16
Spending Potential Index	126	152	165

**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.