




135 Belmont St, South Easton, MA 02375-1910
 Ring: 1, 3, 5 Miles

Latitude: 42.05455
 Longitude: -71.0726

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	3,654	49,374	127,551
2000 Group Quarters	1,715	2,708	4,170
2010 Total Population	3,936	51,244	132,000
2015 Total Population	3,921	51,487	132,661
2010 - 2015 Annual Rate	-0.08%	0.09%	0.1%
 2000 Households	740	16,988	45,047
2000 Average Household Size	2.62	2.75	2.74
2010 Households	745	17,659	46,619
2010 Average Household Size	2.59	2.73	2.73
2015 Households	742	17,790	46,907
2015 Average Household Size	2.58	2.72	2.73
2010 - 2015 Annual Rate	-0.08%	0.15%	0.12%
2000 Families	532	12,075	31,265
2000 Average Family Size	3.06	3.26	3.3
2010 Families	528	12,379	32,078
2010 Average Family Size	3.04	3.25	3.3
2015 Families	523	12,404	32,160
2015 Average Family Size	3.03	3.25	3.3
2010 - 2015 Annual Rate	-0.19%	0.04%	0.05%
 2000 Housing Units	744	17,407	46,482
Owner Occupied Housing Units	74.4%	65.4%	59.4%
Renter Occupied Housing Units	24.1%	32.3%	37.5%
Vacant Housing Units	1.5%	2.4%	3.1%
2010 Housing Units	760	18,366	48,853
Owner Occupied Housing Units	73.3%	63.2%	57.9%
Renter Occupied Housing Units	24.7%	33.0%	37.5%
Vacant Housing Units	2.0%	3.8%	4.6%
2015 Housing Units	761	18,601	49,444
Owner Occupied Housing Units	72.7%	62.5%	57.5%
Renter Occupied Housing Units	24.8%	33.1%	37.4%
Vacant Housing Units	2.5%	4.4%	5.1%
Median Household Income			
2000	\$52,060	\$51,181	\$45,854
2010	\$64,052	\$67,572	\$61,742
2015	\$74,727	\$78,860	\$72,295
Median Home Value			
2000	\$161,504	\$153,862	\$148,447
2010	\$267,391	\$249,731	\$239,668
2015	\$329,337	\$305,195	\$291,640
Per Capita Income			
2000	\$16,947	\$22,426	\$20,816
2010	\$21,904	\$28,726	\$27,455
2015	\$25,419	\$33,204	\$31,761
Median Age			
2000	23.1	35.1	35.0
2010	22.8	36.1	36.1
2015	22.8	35.8	36.0


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	763	16,895	45,104
< \$15,000	10.4%	12.1%	16.7%
\$15,000 - \$24,999	10.5%	10.5%	10.8%
\$25,000 - \$34,999	14.9%	10.9%	10.8%
\$35,000 - \$49,999	11.8%	15.2%	15.3%
\$50,000 - \$74,999	23.3%	22.6%	20.4%
\$75,000 - \$99,999	10.4%	13.5%	12.7%
\$100,000 - \$149,999	11.7%	10.0%	9.0%
\$150,000 - \$199,999	3.7%	2.9%	2.4%
\$200,000+	3.4%	2.4%	1.9%
Average Household Income	\$64,771	\$63,691	\$57,887
2010 Households by Income			
Household Income Base	745	17,657	46,619
< \$15,000	7.0%	7.4%	11.1%
\$15,000 - \$24,999	8.3%	8.2%	8.8%
\$25,000 - \$34,999	13.2%	7.1%	7.4%
\$35,000 - \$49,999	9.5%	12.2%	12.6%
\$50,000 - \$74,999	21.9%	20.0%	18.9%
\$75,000 - \$99,999	13.8%	16.5%	15.3%
\$100,000 - \$149,999	16.1%	19.1%	17.6%
\$150,000 - \$199,999	5.1%	5.7%	4.9%
\$200,000+	5.1%	3.7%	3.4%
Average Household Income	\$78,972	\$80,977	\$76,230
2015 Households by Income			
Household Income Base	741	17,791	46,909
< \$15,000	5.4%	5.8%	9.4%
\$15,000 - \$24,999	5.9%	6.1%	6.8%
\$25,000 - \$34,999	10.1%	5.3%	5.8%
\$35,000 - \$49,999	6.5%	8.6%	9.1%
\$50,000 - \$74,999	22.3%	21.3%	20.5%
\$75,000 - \$99,999	13.0%	14.6%	13.8%
\$100,000 - \$149,999	22.5%	24.5%	22.6%
\$150,000 - \$199,999	8.0%	8.7%	7.2%
\$200,000+	6.3%	5.1%	4.8%
Average Household Income	\$92,339	\$93,389	\$88,123
2000 Owner Occupied HUs by Value			
Total	525	11,342	27,592
<\$50,000	0.2%	1.1%	1.3%
\$50,000 - 99,999	3.2%	9.2%	13.2%
\$100,000 - 149,999	34.5%	36.5%	36.8%
\$150,000 - 199,999	41.0%	30.9%	26.5%
\$200,000 - \$299,999	16.8%	14.9%	14.8%
\$300,000 - 499,999	4.0%	6.4%	6.5%
\$500,000 - 999,999	0.4%	1.0%	0.8%
\$1,000,000+	0.0%	0.1%	0.1%
Average Home Value	\$175,248	\$175,437	\$170,876
2000 Specified Renter Occupied HUs by Contract Rent			
Total	196	5,596	17,416
With Cash Rent	85.2%	95.7%	97.2%
No Cash Rent	14.8%	4.3%	2.8%
Median Rent	\$597	\$603	\$556
Average Rent	\$600	\$623	\$541


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	3,652	49,373	127,550
Age 0 - 4	2.8%	6.6%	7.0%
Age 5 - 9	3.1%	6.9%	7.7%
Age 10 - 14	3.5%	7.3%	7.8%
Age 15 - 19	22.8%	8.1%	7.4%
Age 20 - 24	28.3%	7.4%	6.5%
Age 25 - 34	7.2%	13.5%	13.7%
Age 35 - 44	8.8%	15.7%	16.3%
Age 45 - 54	8.3%	13.6%	13.3%
Age 55 - 64	6.7%	8.5%	8.5%
Age 65 - 74	4.5%	6.2%	5.9%
Age 75 - 84	2.7%	4.3%	4.3%
Age 85+	1.3%	2.0%	1.7%
Age 18+	88.8%	75.1%	73.2%
2010 Population by Age			
Total	3,937	51,244	131,998
Age 0 - 4	2.7%	6.6%	7.1%
Age 5 - 9	2.6%	6.4%	6.9%
Age 10 - 14	2.7%	6.3%	6.7%
Age 15 - 19	24.7%	8.2%	7.7%
Age 20 - 24	30.8%	8.6%	7.6%
Age 25 - 34	5.5%	12.6%	12.7%
Age 35 - 44	6.9%	13.2%	13.3%
Age 45 - 54	7.9%	14.1%	14.4%
Age 55 - 64	6.7%	10.9%	11.0%
Age 65 - 74	4.9%	6.3%	6.4%
Age 75 - 84	3.0%	4.4%	4.2%
Age 85+	1.5%	2.4%	2.2%
Age 18+	90.1%	76.7%	75.0%
2015 Population by Age			
Total	3,923	51,483	132,660
Age 0 - 4	2.7%	6.6%	7.0%
Age 5 - 9	2.7%	6.5%	7.0%
Age 10 - 14	2.7%	6.4%	6.8%
Age 15 - 19	24.5%	7.6%	6.9%
Age 20 - 24	30.8%	8.2%	7.3%
Age 25 - 34	6.0%	13.7%	13.9%
Age 35 - 44	6.3%	12.2%	12.2%
Age 45 - 54	7.5%	13.3%	13.4%
Age 55 - 64	6.6%	11.2%	11.6%
Age 65 - 74	5.6%	7.7%	7.8%
Age 75 - 84	3.0%	4.2%	4.1%
Age 85+	1.6%	2.5%	2.2%
Age 18+	90.2%	76.8%	75.3%
2000 Population by Sex			
Males	46.0%	48.2%	48.0%
Females	54.0%	51.8%	52.0%
2010 Population by Sex			
Males	45.6%	48.2%	48.3%
Females	54.4%	51.8%	51.7%
2015 Population by Sex			
Males	45.7%	48.3%	48.4%
Females	54.3%	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	3,654	49,374	127,550
White Alone	71.0%	73.8%	70.4%
Black Alone	2.8%	10.4%	13.2%
American Indian Alone	0.1%	0.2%	0.3%
Asian or Pacific Islander Alone	2.5%	2.3%	2.0%
Some Other Race Alone	22.5%	8.0%	8.3%
Two or More Races	1.1%	5.3%	5.9%
Hispanic Origin	3.9%	4.9%	6.1%
Diversity Index	53.2	49.5	54.6
2010 Population by Race/Ethnicity			
Total	3,936	51,244	131,999
White Alone	64.2%	66.0%	61.8%
Black Alone	4.2%	15.1%	18.8%
American Indian Alone	0.1%	0.2%	0.3%
Asian or Pacific Islander Alone	3.4%	3.0%	2.7%
Some Other Race Alone	26.6%	8.8%	9.0%
Two or More Races	1.6%	6.8%	7.4%
Hispanic Origin	7.0%	6.6%	7.9%
Diversity Index	63.9	59.8	64.2
2015 Population by Race/Ethnicity			
Total	3,922	51,486	132,661
White Alone	61.3%	62.7%	58.4%
Black Alone	5.0%	17.4%	21.4%
American Indian Alone	0.1%	0.2%	0.3%
Asian or Pacific Islander Alone	3.8%	3.4%	3.0%
Some Other Race Alone	27.9%	8.9%	9.0%
Two or More Races	1.8%	7.4%	8.0%
Hispanic Origin	8.5%	7.3%	8.5%
Diversity Index	67.9	63.3	67.3
2000 Population 3+ by School Enrollment			
 Total	3,515	47,592	122,721
Enrolled in Nursery/Preschool	0.4%	1.6%	2.0%
Enrolled in Kindergarten	0.7%	1.5%	1.6%
Enrolled in Grade 1-8	5.1%	12.5%	13.5%
Enrolled in Grade 9-12	1.7%	6.6%	6.6%
Enrolled in College	48.8%	8.0%	5.9%
Enrolled in Grad/Prof School	0.2%	1.1%	0.9%
Not Enrolled in School	43.1%	68.7%	69.5%
2010 Population 25+ by Educational Attainment			
Total	1,435	32,769	84,626
Less than 9th Grade	2.0%	4.8%	5.5%
9th - 12th Grade, No Diploma	5.0%	6.7%	8.1%
High School Graduate	33.6%	32.1%	34.4%
Some College, No Degree	17.4%	18.6%	18.2%
Associate Degree	9.8%	9.8%	8.9%
Bachelor's Degree	17.6%	17.9%	15.9%
Graduate/Professional Degree	14.5%	10.0%	8.9%

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.

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

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2010 Population 15+ by Marital Status			
 Total	3,620	41,353	104,780
Never Married	31.9%	32.5%	33.6%
Married	53.3%	51.8%	49.8%
Widowed	5.9%	6.0%	6.2%
Divorced	8.9%	9.7%	10.4%
2000 Population 16+ by Employment Status			
 Total	3,227	38,392	97,043
In Labor Force	57.7%	66.5%	66.5%
Civilian Employed	56.1%	63.1%	62.7%
Civilian Unemployed	1.4%	3.3%	3.7%
In Armed Forces	0.2%	0.1%	0.1%
Not in Labor Force	42.3%	33.5%	33.5%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	91.0%	88.0%	87.6%
Civilian Unemployed	9.0%	12.0%	12.4%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	93.4%	91.2%	90.8%
Civilian Unemployed	6.6%	8.8%	9.2%
2000 Females 16+ by Employment Status and Age of Children			
Total	1,768	20,114	51,430
Own Children < 6 Only	2.2%	6.1%	7.1%
Employed/in Armed Forces	1.0%	4.0%	4.8%
Unemployed	0.0%	0.2%	0.3%
Not in Labor Force	1.2%	1.8%	2.0%
Own Children < 6 and 6-17 Only	1.5%	6.3%	6.4%
Employed/in Armed Forces	1.1%	4.5%	4.5%
Unemployed	0.0%	0.2%	0.2%
Not in Labor Force	0.4%	1.7%	1.7%
Own Children 6-17 Only	6.9%	17.2%	17.7%
Employed/in Armed Forces	4.6%	12.1%	12.9%
Unemployed	0.4%	0.5%	0.4%
Not in Labor Force	1.9%	4.6%	4.4%
No Own Children < 18	89.4%	70.4%	68.8%
Employed/in Armed Forces	49.9%	39.0%	37.0%
Unemployed	1.5%	1.8%	2.0%
Not in Labor Force	38.0%	29.6%	29.9%
2010 Employed Population 16+ by Industry			
 Total	1,730	23,775	60,154
Agriculture/Mining	0.1%	0.1%	0.2%
Construction	2.5%	4.4%	4.9%
Manufacturing	3.7%	8.5%	9.1%
Wholesale Trade	4.7%	4.1%	4.3%
Retail Trade	11.4%	14.7%	15.0%
Transportation/Utilities	3.0%	4.3%	4.4%
Information	2.9%	2.5%	2.4%
Finance/Insurance/Real Estate	4.9%	7.2%	7.3%
Services	65.0%	49.8%	48.6%
Public Administration	1.7%	4.2%	3.9%

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	1,728	23,776	60,155
White Collar	72.4%	63.8%	60.7%
Management/Business/Financial	10.1%	12.1%	11.7%
Professional	26.0%	23.6%	21.3%
Sales	12.3%	12.8%	12.0%
Administrative Support	24.0%	15.3%	15.7%
Services	18.6%	18.5%	19.1%
Blue Collar	9.0%	17.7%	20.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	2.8%	4.0%	4.2%
Installation/Maintenance/Repair	2.3%	2.6%	3.1%
Production	1.5%	5.3%	6.1%
Transportation/Material Moving	2.4%	5.8%	6.8%
2000 Workers 16+ by Means of Transportation to Work			
 Total	1,781	23,655	59,583
Drove Alone - Car, Truck, or Van	61.5%	77.3%	75.6%
Carpooled - Car, Truck, or Van	12.7%	11.4%	12.3%
Public Transportation	2.4%	5.1%	6.8%
Walked	19.9%	3.0%	2.5%
Other Means	1.7%	1.0%	0.9%
Worked at Home	1.7%	2.2%	1.9%
2000 Workers 16+ by Travel Time to Work			
Total	1,781	23,656	59,581
Did Not Work at Home	98.3%	97.8%	98.1%
Less than 5 minutes	7.4%	3.2%	2.5%
5 to 9 minutes	18.5%	11.1%	9.0%
10 to 19 minutes	28.3%	29.3%	28.7%
20 to 24 minutes	12.3%	12.2%	12.6%
25 to 34 minutes	10.7%	15.8%	17.6%
35 to 44 minutes	4.4%	5.8%	6.8%
45 to 59 minutes	8.0%	8.8%	9.1%
60 to 89 minutes	8.0%	9.4%	9.2%
90 or more minutes	0.7%	2.2%	2.6%
Worked at Home	1.7%	2.2%	1.9%
Average Travel Time to Work (in min)	21.6	26.6	28.1
2000 Households by Vehicles Available			
Total	718	16,947	45,048
None	5.8%	8.6%	13.3%
1	31.2%	35.2%	36.4%
2	48.7%	40.2%	37.0%
3	10.2%	11.7%	9.6%
4	3.1%	3.4%	2.9%
5+	1.0%	0.8%	0.8%
Average Number of Vehicles Available	1.8	1.7	1.6

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	740	16,988	45,048
Family Households	71.9%	71.1%	69.4%
Married-couple Family	58.6%	51.5%	47.7%
With Related Children	24.3%	25.2%	24.2%
Other Family (No Spouse)	13.2%	19.6%	21.8%
With Related Children	6.6%	11.9%	14.2%
Nonfamily Households	28.1%	28.9%	30.6%
Householder Living Alone	21.9%	23.1%	25.1%
Householder Not Living Alone	6.2%	5.9%	5.5%
Households with Related Children	30.9%	37.2%	38.4%
Households with Persons 65+	26.1%	23.4%	23.1%
2000 Households by Size			
Total	740	16,988	45,047
1 Person Household	21.9%	23.1%	25.1%
2 Person Household	32.3%	29.9%	28.3%
3 Person Household	19.3%	18.3%	17.4%
4 Person Household	15.0%	15.9%	15.7%
5 Person Household	7.8%	8.0%	8.2%
6 Person Household	2.6%	2.9%	3.2%
7+ Person Household	1.1%	2.0%	2.2%
2000 Households by Year Householder Moved In			
Total	720	16,945	45,049
Moved in 1999 to March 2000	8.9%	14.7%	16.1%
Moved in 1995 to 1998	19.7%	27.7%	28.3%
Moved in 1990 to 1994	12.4%	16.1%	16.5%
Moved in 1980 to 1989	18.3%	15.7%	15.7%
Moved in 1970 to 1979	11.4%	10.2%	10.2%
Moved in 1969 or Earlier	29.3%	15.5%	13.2%
Median Year Householder Moved In	1985	1993	1993
2000 Housing Units by Units in Structure			
 Total	727	17,319	46,476
1, Detached	74.8%	58.8%	52.3%
1, Attached	2.5%	2.9%	2.9%
2	4.8%	11.4%	10.9%
3 or 4	6.2%	13.3%	14.0%
5 to 9	8.4%	5.6%	6.4%
10 to 19	2.9%	4.3%	4.7%
20+	0.4%	2.8%	7.9%
Mobile Home	0.0%	0.9%	0.9%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	720	17,322	46,483
1999 to March 2000	1.0%	0.4%	0.5%
1995 to 1998	1.0%	2.7%	2.3%
1990 to 1994	1.5%	2.5%	2.8%
1980 to 1989	9.0%	8.8%	9.2%
1970 to 1979	18.2%	13.8%	18.1%
1969 or Earlier	69.3%	71.8%	67.1%
Median Year Structure Built	1965	1955	1958

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

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Top 3 Tapestry Segments			
1.	Pleasant-Ville	Pleasant-Ville	Pleasant-Ville
2.	In Style	International Marketpl	Main Street, USA
3.	City Lights	In Style	International Marketpl



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 \$	\$1,444,980	\$35,530,479	\$88,667,719
Average Spent	\$1,939.57	\$2,012.03	\$1,901.97
Spending Potential Index	81	84	79
Computers & Accessories: Total \$	\$181,756	\$4,544,192	\$11,288,235
Average Spent	\$243.97	\$257.33	\$242.14
Spending Potential Index	111	117	110
Education: Total \$	\$1,124,257	\$26,572,922	\$66,438,950
Average Spent	\$1,509.07	\$1,504.78	\$1,425.15
Spending Potential Index	124	123	117
Entertainment/Recreation: Total \$	\$2,755,886	\$66,646,758	\$165,222,409
Average Spent	\$3,699.18	\$3,774.10	\$3,544.10
Spending Potential Index	115	117	110
Food at Home: Total \$	\$3,659,900	\$91,210,678	\$229,688,699
Average Spent	\$4,912.62	\$5,165.11	\$4,926.93
Spending Potential Index	110	115	110
Food Away from Home: Total \$	\$2,686,926	\$66,331,896	\$165,969,882
Average Spent	\$3,606.61	\$3,756.27	\$3,560.13
Spending Potential Index	112	117	111
Health Care: Total \$	\$2,939,399	\$70,500,797	\$178,508,834
Average Spent	\$3,945.50	\$3,992.34	\$3,829.10
Spending Potential Index	106	107	103
HH Furnishings & Equipment: Total \$	\$1,550,793	\$37,381,853	\$92,072,974
Average Spent	\$2,081.60	\$2,116.87	\$1,975.01
Spending Potential Index	101	103	96
Investments: Total \$	\$1,604,751	\$36,495,952	\$88,259,658
Average Spent	\$2,154.03	\$2,066.71	\$1,893.21
Spending Potential Index	124	119	109
Retail Goods: Total \$	\$19,530,238	\$475,579,336	\$1,183,856,613
Average Spent	\$26,215.08	\$26,931.27	\$25,394.29
Spending Potential Index	105	108	102
Shelter: Total \$	\$14,381,178	\$349,016,576	\$862,262,701
Average Spent	\$19,303.59	\$19,764.23	\$18,495.95
Spending Potential Index	122	125	117
TV/Video/Audio: Total \$	\$1,008,925	\$24,792,647	\$62,567,393
Average Spent	\$1,354.26	\$1,403.97	\$1,342.10
Spending Potential Index	109	113	108
Travel: Total \$	\$1,742,758	\$41,320,960	\$100,517,836
Average Spent	\$2,339.27	\$2,339.94	\$2,156.16
Spending Potential Index	124	124	114
Vehicle Maintenance & Repairs: Total \$	\$774,395	\$18,939,194	\$47,197,854
Average Spent	\$1,039.46	\$1,072.50	\$1,012.42
Spending Potential Index	110	114	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.