




16 William S Canning Blvd, Fall River, MA 02721-2338
 Ring: 1, 3, 5 Miles

Latitude: 41.67753
 Longitude: -71.16215

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	21,427	86,626	127,559
2000 Group Quarters	236	1,095	2,306
2010 Total Population	21,429	86,602	127,929
2015 Total Population	21,303	86,021	127,143
2010 - 2015 Annual Rate	-0.12%	-0.13%	-0.12%
 2000 Households	8,831	36,631	52,579
2000 Average Household Size	2.4	2.33	2.38
2010 Households	8,854	36,809	52,988
2010 Average Household Size	2.39	2.32	2.36
2015 Households	8,812	36,637	52,772
2015 Average Household Size	2.39	2.31	2.36
2010 - 2015 Annual Rate	-0.1%	-0.09%	-0.08%
2000 Families	5,585	22,498	33,942
2000 Average Family Size	3.03	3	2.98
2010 Families	5,531	22,250	33,707
2010 Average Family Size	3.02	2.99	2.97
2015 Families	5,476	21,995	33,356
2015 Average Family Size	3.03	2.99	2.97
2010 - 2015 Annual Rate	-0.2%	-0.23%	-0.21%
 2000 Housing Units	9,540	39,557	56,321
Owner Occupied Housing Units	34.1%	34.3%	45.3%
Renter Occupied Housing Units	58.3%	58.3%	48.1%
Vacant Housing Units	7.5%	7.4%	6.6%
2010 Housing Units	9,834	40,834	58,232
Owner Occupied Housing Units	34.8%	34.5%	44.6%
Renter Occupied Housing Units	55.2%	55.7%	46.3%
Vacant Housing Units	10.0%	9.9%	9.0%
2015 Housing Units	9,904	41,107	58,606
Owner Occupied Housing Units	34.5%	34.1%	44.2%
Renter Occupied Housing Units	54.5%	55.1%	45.9%
Vacant Housing Units	11.0%	10.9%	10.0%
Median Household Income			
2000	\$28,621	\$29,192	\$34,433
2010	\$40,787	\$42,209	\$47,484
2015	\$47,425	\$48,528	\$55,134
Median Home Value			
2000	\$129,205	\$132,900	\$136,800
2010	\$210,714	\$218,803	\$225,955
2015	\$245,400	\$259,048	\$270,201
Per Capita Income			
2000	\$14,878	\$15,938	\$17,813
2010	\$20,117	\$21,264	\$23,480
2015	\$23,184	\$24,400	\$26,999
Median Age			
2000	35.0	35.9	37.6
2010	35.7	37.2	39.6
2015	35.6	37.3	39.8


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	8,846	36,699	52,554
< \$15,000	28.3%	27.9%	24.0%
\$15,000 - \$24,999	16.9%	17.1%	14.9%
\$25,000 - \$34,999	13.7%	12.5%	11.7%
\$35,000 - \$49,999	15.3%	15.8%	15.8%
\$50,000 - \$74,999	16.2%	16.3%	18.7%
\$75,000 - \$99,999	5.8%	6.5%	8.5%
\$100,000 - \$149,999	3.3%	3.2%	4.8%
\$150,000 - \$199,999	0.4%	0.4%	1.0%
\$200,000+	0.1%	0.3%	0.6%
Average Household Income	\$35,880	\$37,361	\$43,065
2010 Households by Income			
Household Income Base	8,855	36,811	52,988
< \$15,000	18.7%	19.0%	16.1%
\$15,000 - \$24,999	15.7%	14.1%	12.2%
\$25,000 - \$34,999	9.4%	10.1%	9.0%
\$35,000 - \$49,999	17.6%	16.9%	16.0%
\$50,000 - \$74,999	17.5%	18.2%	19.5%
\$75,000 - \$99,999	13.7%	13.3%	15.1%
\$100,000 - \$149,999	5.5%	6.1%	8.6%
\$150,000 - \$199,999	1.5%	1.6%	2.4%
\$200,000+	0.4%	0.6%	1.1%
Average Household Income	\$48,251	\$49,631	\$56,414
2015 Households by Income			
Household Income Base	8,812	36,635	52,770
< \$15,000	16.9%	17.2%	14.3%
\$15,000 - \$24,999	13.2%	12.1%	10.2%
\$25,000 - \$34,999	8.2%	8.9%	7.8%
\$35,000 - \$49,999	14.2%	13.3%	12.2%
\$50,000 - \$74,999	20.4%	21.0%	21.8%
\$75,000 - \$99,999	14.3%	13.9%	15.2%
\$100,000 - \$149,999	9.5%	9.9%	13.0%
\$150,000 - \$199,999	2.5%	2.8%	3.9%
\$200,000+	0.7%	0.9%	1.6%
Average Household Income	\$55,550	\$56,843	\$64,789
2000 Owner Occupied HUs by Value			
Total	3,277	13,609	25,567
<\$50,000	1.6%	1.5%	1.3%
\$50,000 - 99,999	15.0%	13.6%	11.4%
\$100,000 - 149,999	63.5%	56.3%	53.2%
\$150,000 - 199,999	18.1%	22.4%	24.3%
\$200,000 - \$299,999	1.7%	5.5%	7.7%
\$300,000 - 499,999	0.0%	0.4%	1.6%
\$500,000 - 999,999	0.0%	0.2%	0.5%
\$1,000,000+	0.2%	0.2%	0.1%
Average Home Value	\$130,478	\$139,924	\$148,261
2000 Specified Renter Occupied HUs by Contract Rent			
Total	5,516	23,021	26,998
With Cash Rent	96.2%	97.1%	96.5%
No Cash Rent	3.8%	2.9%	3.5%
Median Rent	\$348	\$353	\$365
Average Rent	\$336	\$359	\$378


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	21,429	86,627	127,558
Age 0 - 4	6.4%	6.3%	5.9%
Age 5 - 9	7.2%	7.1%	6.7%
Age 10 - 14	6.9%	6.8%	6.8%
Age 15 - 19	6.7%	6.4%	6.4%
Age 20 - 24	7.0%	6.7%	6.0%
Age 25 - 34	15.7%	15.5%	14.4%
Age 35 - 44	14.2%	14.3%	14.8%
Age 45 - 54	11.8%	11.9%	12.9%
Age 55 - 64	8.2%	8.5%	9.0%
Age 65 - 74	7.3%	7.7%	8.1%
Age 75 - 84	6.6%	6.7%	6.8%
Age 85+	2.0%	2.2%	2.4%
Age 18+	75.4%	75.8%	76.6%
2010 Population by Age			
Total	21,428	86,603	127,932
Age 0 - 4	6.9%	6.6%	6.1%
Age 5 - 9	6.5%	6.1%	5.8%
Age 10 - 14	5.9%	5.6%	5.6%
Age 15 - 19	6.9%	6.7%	6.6%
Age 20 - 24	7.4%	7.4%	6.7%
Age 25 - 34	15.5%	14.6%	13.2%
Age 35 - 44	13.5%	13.3%	13.4%
Age 45 - 54	13.1%	13.2%	14.0%
Age 55 - 64	10.5%	10.9%	11.8%
Age 65 - 74	6.2%	7.0%	7.5%
Age 75 - 84	4.9%	5.6%	6.0%
Age 85+	2.7%	3.0%	3.3%
Age 18+	76.6%	77.6%	78.4%
2015 Population by Age			
Total	21,303	86,022	127,145
Age 0 - 4	7.0%	6.7%	6.2%
Age 5 - 9	6.6%	6.2%	5.9%
Age 10 - 14	6.3%	5.8%	5.8%
Age 15 - 19	5.7%	5.4%	5.5%
Age 20 - 24	7.6%	7.3%	6.6%
Age 25 - 34	16.1%	15.6%	14.2%
Age 35 - 44	12.8%	12.3%	12.2%
Age 45 - 54	12.2%	12.4%	13.3%
Age 55 - 64	11.4%	11.6%	12.5%
Age 65 - 74	7.5%	8.6%	9.3%
Age 75 - 84	4.2%	5.0%	5.4%
Age 85+	2.5%	2.9%	3.2%
Age 18+	76.7%	78.0%	78.8%
2000 Population by Sex			
Males	47.2%	47.0%	47.2%
Females	52.8%	53.0%	52.8%
2010 Population by Sex			
Males	48.2%	47.6%	47.6%
Females	51.8%	52.4%	52.4%
2015 Population by Sex			
Males	48.5%	47.9%	47.8%
Females	51.5%	52.1%	52.2%

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	21,427	86,626	127,558
White Alone	91.2%	91.5%	93.2%
Black Alone	1.9%	2.2%	1.8%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	2.0%	2.2%	1.7%
Some Other Race Alone	1.3%	1.3%	1.1%
Two or More Races	3.2%	2.5%	2.1%
Hispanic Origin	3.3%	3.2%	2.5%
Diversity Index	22.0	21.3	17.3
2010 Population by Race/Ethnicity			
Total	21,427	86,602	127,930
White Alone	87.0%	87.7%	90.2%
Black Alone	2.9%	3.4%	2.7%
American Indian Alone	0.4%	0.2%	0.2%
Asian or Pacific Islander Alone	3.0%	3.1%	2.4%
Some Other Race Alone	2.0%	2.1%	1.6%
Two or More Races	4.6%	3.6%	2.9%
Hispanic Origin	5.6%	5.4%	4.2%
Diversity Index	32.1	30.8	25.2
2015 Population by Race/Ethnicity			
Total	21,302	86,021	127,142
White Alone	84.7%	85.5%	88.4%
Black Alone	3.5%	4.0%	3.3%
American Indian Alone	0.4%	0.3%	0.2%
Asian or Pacific Islander Alone	3.6%	3.6%	2.8%
Some Other Race Alone	2.4%	2.4%	1.9%
Two or More Races	5.4%	4.2%	3.4%
Hispanic Origin	7.0%	6.6%	5.2%
Diversity Index	37.3	35.7	29.3
2000 Population 3+ by School Enrollment			
 Total	20,587	83,502	123,226
Enrolled in Nursery/Preschool	1.5%	1.6%	1.5%
Enrolled in Kindergarten	1.5%	1.5%	1.4%
Enrolled in Grade 1-8	12.0%	11.9%	11.5%
Enrolled in Grade 9-12	6.1%	5.8%	5.7%
Enrolled in College	3.9%	3.7%	3.8%
Enrolled in Grad/Prof School	0.3%	0.5%	0.6%
Not Enrolled in School	74.8%	75.2%	75.4%
2010 Population 25+ by Educational Attainment			
Total	14,223	58,496	88,492
Less than 9th Grade	20.5%	19.0%	15.7%
9th - 12th Grade, No Diploma	17.2%	15.3%	13.4%
High School Graduate	31.2%	31.0%	30.8%
Some College, No Degree	13.5%	14.0%	14.5%
Associate Degree	7.1%	7.4%	8.1%
Bachelor's Degree	8.3%	9.2%	11.8%
Graduate/Professional Degree	2.3%	4.1%	5.6%

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	17,297	70,725	105,460
Never Married	34.4%	32.9%	30.4%
Married	45.3%	46.8%	50.1%
Widowed	8.7%	9.2%	9.1%
Divorced	11.6%	11.0%	10.4%
2000 Population 16+ by Employment Status			
 Total	16,748	68,228	101,405
In Labor Force	59.7%	59.6%	60.9%
Civilian Employed	55.3%	55.3%	57.1%
Civilian Unemployed	4.3%	4.3%	3.7%
In Armed Forces	0.1%	0.0%	0.1%
Not in Labor Force	40.3%	40.4%	39.1%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	84.4%	84.6%	85.9%
Civilian Unemployed	15.6%	15.4%	14.1%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	88.3%	88.4%	89.4%
Civilian Unemployed	11.7%	11.6%	10.6%
2000 Females 16+ by Employment Status and Age of Children			
Total	9,010	36,778	54,468
Own Children < 6 Only	6.7%	7.2%	6.4%
Employed/in Armed Forces	4.1%	4.2%	3.9%
Unemployed	0.2%	0.4%	0.4%
Not in Labor Force	2.4%	2.6%	2.2%
Own Children < 6 and 6-17 Only	4.8%	5.4%	5.2%
Employed/in Armed Forces	2.8%	3.3%	3.4%
Unemployed	0.2%	0.3%	0.2%
Not in Labor Force	1.8%	1.8%	1.6%
Own Children 6-17 Only	18.0%	16.8%	16.7%
Employed/in Armed Forces	12.6%	12.0%	12.3%
Unemployed	0.6%	0.6%	0.5%
Not in Labor Force	4.8%	4.2%	3.9%
No Own Children < 18	70.4%	70.6%	71.7%
Employed/in Armed Forces	31.7%	31.4%	32.7%
Unemployed	2.6%	2.2%	1.9%
Not in Labor Force	36.2%	37.0%	37.1%
2010 Employed Population 16+ by Industry			
 Total	8,819	35,906	55,448
Agriculture/Mining	0.4%	0.3%	0.3%
Construction	5.4%	6.4%	6.5%
Manufacturing	18.1%	17.5%	15.3%
Wholesale Trade	3.8%	3.7%	3.4%
Retail Trade	13.2%	12.6%	12.6%
Transportation/Utilities	3.4%	3.4%	3.6%
Information	1.3%	1.7%	1.8%
Finance/Insurance/Real Estate	5.3%	5.2%	5.0%
Services	46.0%	45.0%	47.1%
Public Administration	3.2%	4.3%	4.6%

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	8,821	35,905	55,450
White Collar	46.2%	48.3%	53.3%
Management/Business/Financial	7.5%	7.8%	9.1%
Professional	14.9%	16.5%	19.8%
Sales	10.1%	10.4%	10.8%
Administrative Support	13.8%	13.6%	13.6%
Services	25.2%	23.4%	21.2%
Blue Collar	28.6%	28.3%	25.5%
Farming/Forestry/Fishing	0.4%	0.3%	0.3%
Construction/Extraction	5.7%	6.2%	6.2%
Installation/Maintenance/Repair	3.4%	3.3%	3.4%
Production	13.3%	12.9%	10.7%
Transportation/Material Moving	5.8%	5.6%	5.0%
2000 Workers 16+ by Means of Transportation to Work			
 Total	9,014	36,924	56,795
Drove Alone - Car, Truck, or Van	78.9%	78.9%	81.3%
Carpooled - Car, Truck, or Van	14.9%	14.9%	12.9%
Public Transportation	2.1%	1.3%	1.1%
Walked	2.5%	3.0%	2.3%
Other Means	0.5%	0.8%	0.7%
Worked at Home	1.1%	1.0%	1.6%
2000 Workers 16+ by Travel Time to Work			
Total	9,014	36,925	56,793
Did Not Work at Home	98.9%	99.0%	98.4%
Less than 5 minutes	2.0%	2.8%	2.7%
5 to 9 minutes	13.5%	14.2%	13.1%
10 to 19 minutes	39.8%	38.9%	37.3%
20 to 24 minutes	12.1%	12.0%	12.7%
25 to 34 minutes	15.3%	15.0%	15.7%
35 to 44 minutes	4.4%	4.2%	4.4%
45 to 59 minutes	4.7%	5.0%	5.1%
60 to 89 minutes	4.4%	4.6%	4.5%
90 or more minutes	2.6%	2.3%	2.8%
Worked at Home	1.1%	1.0%	1.6%
Average Travel Time to Work (in min)	22.7	22.4	23.3
2000 Households by Vehicles Available			
Total	8,793	36,642	52,598
None	20.6%	20.5%	16.6%
1	44.1%	44.2%	40.4%
2	27.8%	27.2%	31.8%
3	6.1%	6.4%	8.6%
4	1.3%	1.3%	2.0%
5+	0.1%	0.5%	0.6%
Average Number of Vehicles Available	1.2	1.3	1.4

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	8,830	36,631	52,579
Family Households	63.3%	61.4%	64.6%
Married-couple Family	42.2%	41.1%	46.2%
With Related Children	19.3%	18.1%	19.9%
Other Family (No Spouse)	21.0%	20.3%	18.3%
With Related Children	14.1%	13.7%	11.8%
Nonfamily Households	36.7%	38.6%	35.4%
Householder Living Alone	32.0%	33.7%	30.8%
Householder Not Living Alone	4.7%	4.9%	4.7%
Households with Related Children	33.4%	31.7%	31.7%
Households with Persons 65+	27.9%	28.7%	29.4%
2000 Households by Size			
Total	8,831	36,631	52,579
1 Person Household	32.0%	33.7%	30.8%
2 Person Household	29.3%	29.9%	31.4%
3 Person Household	17.7%	16.6%	17.0%
4 Person Household	13.1%	12.4%	13.2%
5 Person Household	5.0%	5.0%	5.2%
6 Person Household	1.9%	1.6%	1.6%
7+ Person Household	1.0%	0.9%	0.8%
2000 Households by Year Householder Moved In			
Total	8,791	36,642	52,596
Moved in 1999 to March 2000	17.9%	18.1%	16.0%
Moved in 1995 to 1998	26.0%	27.2%	25.4%
Moved in 1990 to 1994	16.2%	15.2%	15.0%
Moved in 1980 to 1989	13.3%	14.8%	15.4%
Moved in 1970 to 1979	11.3%	10.0%	11.6%
Moved in 1969 or Earlier	15.2%	14.7%	16.6%
Median Year Householder Moved In	1993	1993	1992
2000 Housing Units by Units in Structure			
 Total	9,511	39,563	56,314
1, Detached	20.4%	23.0%	37.7%
1, Attached	0.8%	1.2%	1.3%
2	15.6%	12.5%	10.9%
3 or 4	44.2%	36.4%	27.7%
5 to 9	13.4%	16.0%	12.4%
10 to 19	2.0%	3.0%	2.7%
20+	3.3%	7.9%	6.9%
Mobile Home	0.2%	0.2%	0.4%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	9,500	39,573	56,346
1999 to March 2000	0.5%	0.5%	0.6%
1995 to 1998	1.6%	1.9%	2.3%
1990 to 1994	3.0%	2.4%	3.1%
1980 to 1989	3.6%	5.7%	6.7%
1970 to 1979	6.1%	7.3%	9.4%
1969 or Earlier	85.3%	82.2%	77.9%
Median Year Structure Built	1935	1937	1945

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

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

 **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 \$	\$11,025,519	\$46,568,364	\$74,837,117
Average Spent	\$1,245.26	\$1,265.14	\$1,412.34
Spending Potential Index	52	53	59
Computers & Accessories: Total \$	\$1,367,964	\$5,869,030	\$9,440,543
Average Spent	\$154.50	\$159.45	\$178.16
Spending Potential Index	70	72	81
Education: Total \$	\$8,110,689	\$33,986,802	\$55,573,436
Average Spent	\$916.05	\$923.33	\$1,048.79
Spending Potential Index	75	76	86
Entertainment/Recreation: Total \$	\$19,643,440	\$84,087,967	\$138,457,460
Average Spent	\$2,218.59	\$2,284.44	\$2,613.00
Spending Potential Index	69	71	81
Food at Home: Total \$	\$28,953,091	\$123,593,871	\$197,525,532
Average Spent	\$3,270.06	\$3,357.71	\$3,727.74
Spending Potential Index	73	75	83
Food Away from Home: Total \$	\$20,519,639	\$87,282,184	\$140,609,884
Average Spent	\$2,317.56	\$2,371.22	\$2,653.62
Spending Potential Index	72	74	82
Health Care: Total \$	\$21,416,915	\$94,062,664	\$155,749,455
Average Spent	\$2,418.90	\$2,555.43	\$2,939.33
Spending Potential Index	65	69	79
HH Furnishings & Equipment: Total \$	\$10,819,813	\$46,358,656	\$76,622,762
Average Spent	\$1,222.03	\$1,259.44	\$1,446.04
Spending Potential Index	59	61	70
Investments: Total \$	\$9,776,880	\$42,760,049	\$73,556,910
Average Spent	\$1,104.23	\$1,161.67	\$1,388.18
Spending Potential Index	63	67	80
Retail Goods: Total \$	\$142,406,074	\$612,109,918	\$1,002,259,347
Average Spent	\$16,083.81	\$16,629.35	\$18,914.84
Spending Potential Index	65	67	76
Shelter: Total \$	\$104,307,796	\$442,723,175	\$718,998,348
Average Spent	\$11,780.87	\$12,027.58	\$13,569.08
Spending Potential Index	75	76	86
TV/Video/Audio: Total \$	\$7,824,583	\$33,312,315	\$53,581,690
Average Spent	\$883.73	\$905.00	\$1,011.20
Spending Potential Index	71	73	81
Travel: Total \$	\$11,437,343	\$48,983,336	\$82,315,130
Average Spent	\$1,291.77	\$1,330.74	\$1,553.47
Spending Potential Index	68	70	82
Vehicle Maintenance & Repairs: Total \$	\$5,681,951	\$24,449,080	\$39,901,555
Average Spent	\$641.74	\$664.21	\$753.03
Spending Potential Index	68	70	80

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.