




232 Andover St, Peabody, MA 01960-1501
 Ring: 1, 3, 5 Miles

Latitude: 42.54578
 Longitude: -70.94611

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	7,874	82,236	196,501
2000 Group Quarters	285	1,618	5,763
2010 Total Population	8,142	87,356	202,298
2015 Total Population	8,476	88,573	203,202
2010 - 2015 Annual Rate	0.81%	0.28%	0.09%
 2000 Households	3,339	32,982	77,488
2000 Average Household Size	2.27	2.44	2.46
2010 Households	3,455	35,165	79,826
2010 Average Household Size	2.27	2.43	2.46
2015 Households	3,596	35,698	80,242
2015 Average Household Size	2.27	2.43	2.45
2010 - 2015 Annual Rate	0.8%	0.3%	0.1%
2000 Families	2,064	21,709	50,869
2000 Average Family Size	2.89	3.04	3.05
2010 Families	2,124	22,869	51,815
2010 Average Family Size	2.88	3.03	3.05
2015 Families	2,205	23,115	51,846
2015 Average Family Size	2.89	3.03	3.05
2010 - 2015 Annual Rate	0.75%	0.21%	0.01%
 2000 Housing Units	3,391	33,776	79,659
Owner Occupied Housing Units	58.7%	64.9%	64.6%
Renter Occupied Housing Units	39.3%	32.7%	32.7%
Vacant Housing Units	2.1%	2.4%	2.7%
2010 Housing Units	3,572	36,724	83,890
Owner Occupied Housing Units	55.3%	63.1%	62.5%
Renter Occupied Housing Units	41.4%	32.7%	32.7%
Vacant Housing Units	3.3%	4.2%	4.8%
2015 Housing Units	3,738	37,543	84,988
Owner Occupied Housing Units	56.0%	62.7%	62.0%
Renter Occupied Housing Units	40.2%	32.4%	32.4%
Vacant Housing Units	3.8%	4.9%	5.6%
Median Household Income			
2000	\$49,372	\$51,321	\$53,097
2010	\$67,139	\$68,540	\$70,323
2015	\$76,619	\$78,053	\$81,394
Median Home Value			
2000	\$205,867	\$201,453	\$203,497
2010	\$342,007	\$336,150	\$338,715
2015	\$394,850	\$390,668	\$394,618
Per Capita Income			
2000	\$25,991	\$24,590	\$26,140
2010	\$34,950	\$32,932	\$34,110
2015	\$39,668	\$37,959	\$39,528
Median Age			
2000	41.7	39.6	39.0
2010	44.1	42.6	41.7
2015	45.2	43.3	42.0


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	3,314	33,022	77,478
< \$15,000	8.8%	12.1%	11.9%
\$15,000 - \$24,999	10.0%	10.0%	9.3%
\$25,000 - \$34,999	13.8%	11.6%	10.5%
\$35,000 - \$49,999	18.3%	14.7%	15.0%
\$50,000 - \$74,999	21.3%	22.4%	21.5%
\$75,000 - \$99,999	11.8%	13.9%	14.6%
\$100,000 - \$149,999	11.7%	10.9%	11.5%
\$150,000 - \$199,999	3.2%	2.6%	2.9%
\$200,000+	1.1%	1.7%	2.7%
Average Household Income	\$60,211	\$60,886	\$65,451
2010 Households by Income			
Household Income Base	3,453	35,167	79,827
< \$15,000	5.4%	7.4%	7.4%
\$15,000 - \$24,999	6.7%	6.4%	6.2%
\$25,000 - \$34,999	8.9%	7.7%	7.0%
\$35,000 - \$49,999	12.7%	11.8%	11.6%
\$50,000 - \$74,999	23.1%	22.3%	21.6%
\$75,000 - \$99,999	14.2%	14.8%	14.4%
\$100,000 - \$149,999	19.5%	20.1%	21.1%
\$150,000 - \$199,999	6.5%	6.2%	6.5%
\$200,000+	3.0%	3.4%	4.2%
Average Household Income	\$80,383	\$81,247	\$85,362
2015 Households by Income			
Household Income Base	3,597	35,698	80,242
< \$15,000	4.1%	5.8%	5.7%
\$15,000 - \$24,999	4.7%	4.6%	4.4%
\$25,000 - \$34,999	6.3%	5.6%	5.1%
\$35,000 - \$49,999	7.9%	7.8%	7.8%
\$50,000 - \$74,999	25.9%	24.0%	23.0%
\$75,000 - \$99,999	13.8%	13.5%	12.7%
\$100,000 - \$149,999	24.8%	25.1%	26.1%
\$150,000 - \$199,999	9.0%	8.6%	9.2%
\$200,000+	3.6%	4.9%	6.0%
Average Household Income	\$91,113	\$93,554	\$98,880
2000 Owner Occupied HUs by Value			
Total	2,035	21,941	51,424
<\$50,000	1.7%	2.4%	1.8%
\$50,000 - 99,999	2.7%	3.4%	3.4%
\$100,000 - 149,999	9.7%	12.0%	14.3%
\$150,000 - 199,999	32.0%	31.4%	29.1%
\$200,000 - \$299,999	48.8%	40.3%	36.0%
\$300,000 - 499,999	4.7%	9.3%	12.8%
\$500,000 - 999,999	0.5%	1.0%	2.4%
\$1,000,000+	0.0%	0.1%	0.3%
Average Home Value	\$209,189	\$214,926	\$228,978
2000 Specified Renter Occupied HUs by Contract Rent			
Total	1,329	11,049	26,068
With Cash Rent	96.5%	95.6%	96.0%
No Cash Rent	3.5%	4.4%	4.0%
Median Rent	\$797	\$655	\$650
Average Rent	\$769	\$630	\$627


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	7,874	82,236	196,500
Age 0 - 4	5.1%	5.8%	5.9%
Age 5 - 9	5.6%	6.3%	6.4%
Age 10 - 14	5.2%	6.3%	6.3%
Age 15 - 19	4.9%	5.6%	5.7%
Age 20 - 24	4.6%	4.7%	5.2%
Age 25 - 34	13.5%	13.3%	13.5%
Age 35 - 44	16.3%	17.3%	17.0%
Age 45 - 54	13.7%	14.2%	14.4%
Age 55 - 64	10.5%	9.5%	9.3%
Age 65 - 74	10.2%	8.5%	7.9%
Age 75 - 84	7.8%	6.4%	6.0%
Age 85+	2.6%	2.2%	2.2%
Age 18+	81.0%	78.0%	77.9%
2010 Population by Age			
Total	8,143	87,358	202,296
Age 0 - 4	5.1%	5.6%	5.7%
Age 5 - 9	5.1%	5.7%	5.7%
Age 10 - 14	5.3%	5.9%	5.9%
Age 15 - 19	6.1%	6.2%	6.5%
Age 20 - 24	6.1%	5.7%	6.3%
Age 25 - 34	9.9%	11.0%	11.4%
Age 35 - 44	13.8%	13.4%	13.4%
Age 45 - 54	16.0%	16.6%	16.1%
Age 55 - 64	13.0%	12.9%	12.8%
Age 65 - 74	8.5%	7.7%	7.4%
Age 75 - 84	7.3%	6.1%	5.8%
Age 85+	3.8%	3.1%	3.1%
Age 18+	80.7%	78.9%	78.9%
2015 Population by Age			
Total	8,471	88,573	203,203
Age 0 - 4	4.9%	5.5%	5.6%
Age 5 - 9	5.1%	5.6%	5.6%
Age 10 - 14	5.2%	5.7%	5.7%
Age 15 - 19	5.5%	5.6%	5.9%
Age 20 - 24	6.4%	5.8%	6.3%
Age 25 - 34	11.6%	12.4%	13.0%
Age 35 - 44	11.1%	11.4%	11.5%
Age 45 - 54	15.4%	15.3%	14.9%
Age 55 - 64	14.0%	14.2%	13.7%
Age 65 - 74	10.4%	9.6%	9.4%
Age 75 - 84	6.5%	5.7%	5.4%
Age 85+	4.0%	3.2%	3.1%
Age 18+	81.4%	79.7%	79.5%
2000 Population by Sex			
Males	46.6%	47.3%	47.6%
Females	53.4%	52.7%	52.4%
2010 Population by Sex			
Males	46.9%	47.5%	47.8%
Females	53.1%	52.5%	52.2%
2015 Population by Sex			
Males	47.0%	47.6%	47.9%
Females	53.0%	52.4%	52.1%

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	7,875	82,235	196,502
White Alone	94.9%	94.2%	92.3%
Black Alone	0.9%	1.1%	1.8%
American Indian Alone	0.2%	0.1%	0.2%
Asian or Pacific Islander Alone	2.2%	1.5%	1.6%
Some Other Race Alone	0.7%	1.6%	2.5%
Two or More Races	1.1%	1.4%	1.6%
Hispanic Origin	1.3%	3.1%	4.8%
Diversity Index	12.1	16.6	22.4
2010 Population by Race/Ethnicity			
Total	8,142	87,357	202,299
White Alone	91.4%	90.2%	87.6%
Black Alone	1.6%	1.9%	2.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	3.7%	2.4%	2.4%
Some Other Race Alone	1.3%	3.1%	4.4%
Two or More Races	1.8%	2.2%	2.4%
Hispanic Origin	3.0%	6.3%	8.7%
Diversity Index	21.2	28.1	35.3
2015 Population by Race/Ethnicity			
Total	8,476	88,573	203,202
White Alone	89.2%	87.7%	84.8%
Black Alone	2.1%	2.3%	3.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	4.5%	2.9%	2.9%
Some Other Race Alone	1.8%	4.2%	5.7%
Two or More Races	2.2%	2.7%	2.9%
Hispanic Origin	4.2%	8.4%	11.2%
Diversity Index	26.5	34.8	42.3
2000 Population 3+ by School Enrollment			
 Total	7,604	79,454	189,924
Enrolled in Nursery/Preschool	1.7%	2.3%	2.2%
Enrolled in Kindergarten	1.2%	1.3%	1.4%
Enrolled in Grade 1-8	8.9%	10.6%	10.6%
Enrolled in Grade 9-12	4.4%	5.1%	5.5%
Enrolled in College	4.7%	4.4%	4.9%
Enrolled in Grad/Prof School	1.6%	1.2%	1.3%
Not Enrolled in School	77.6%	75.1%	74.1%
2010 Population 25+ by Educational Attainment			
Total	5,888	61,920	141,623
Less than 9th Grade	3.0%	4.7%	3.9%
9th - 12th Grade, No Diploma	3.7%	5.0%	5.4%
High School Graduate	32.7%	31.6%	29.1%
Some College, No Degree	18.1%	17.4%	17.2%
Associate Degree	9.0%	9.3%	8.8%
Bachelor's Degree	21.8%	21.4%	22.8%
Graduate/Professional Degree	11.7%	10.6%	12.7%

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	6,885	72,377	167,374
Never Married	26.5%	27.6%	28.9%
Married	50.6%	53.8%	53.8%
Widowed	10.4%	8.1%	7.5%
Divorced	12.4%	10.5%	9.9%
2000 Population 16+ by Employment Status			
 Total	6,499	65,957	157,579
In Labor Force	65.0%	66.5%	66.7%
Civilian Employed	61.9%	64.0%	64.1%
Civilian Unemployed	3.2%	2.5%	2.5%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	35.0%	33.5%	33.3%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	89.7%	90.5%	90.6%
Civilian Unemployed	10.3%	9.5%	9.4%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	92.5%	93.0%	93.1%
Civilian Unemployed	7.5%	7.0%	6.9%
2000 Females 16+ by Employment Status and Age of Children			
Total	3,542	35,235	83,568
Own Children < 6 Only	5.8%	6.4%	6.7%
Employed/in Armed Forces	3.6%	4.1%	4.5%
Unemployed	0.1%	0.1%	0.1%
Not in Labor Force	2.1%	2.1%	2.1%
Own Children < 6 and 6-17 Only	4.7%	5.8%	5.4%
Employed/in Armed Forces	2.6%	3.8%	3.5%
Unemployed	0.2%	0.1%	0.0%
Not in Labor Force	1.9%	1.9%	1.8%
Own Children 6-17 Only	12.0%	15.0%	15.2%
Employed/in Armed Forces	9.2%	11.9%	11.6%
Unemployed	0.4%	0.4%	0.4%
Not in Labor Force	2.4%	2.7%	3.2%
No Own Children < 18	77.5%	72.9%	72.8%
Employed/in Armed Forces	39.1%	38.1%	39.0%
Unemployed	3.4%	1.7%	1.7%
Not in Labor Force	35.0%	33.0%	32.1%
2010 Employed Population 16+ by Industry			
 Total	3,890	42,543	98,386
Agriculture/Mining	0.3%	0.3%	0.3%
Construction	4.4%	5.0%	5.0%
Manufacturing	8.9%	9.6%	9.0%
Wholesale Trade	4.8%	3.3%	3.3%
Retail Trade	11.0%	12.4%	12.1%
Transportation/Utilities	4.5%	4.6%	4.4%
Information	2.5%	2.8%	2.8%
Finance/Insurance/Real Estate	6.4%	6.9%	7.5%
Services	52.3%	50.8%	51.1%
Public Administration	5.0%	4.3%	4.5%

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	3,892	42,545	98,385
White Collar	70.7%	67.7%	68.7%
Management/Business/Financial	16.5%	14.9%	15.7%
Professional	27.5%	26.3%	26.1%
Sales	11.9%	12.0%	12.2%
Administrative Support	14.7%	14.6%	14.7%
Services	16.6%	16.7%	16.4%
Blue Collar	12.7%	15.5%	14.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.8%	4.2%	4.2%
Installation/Maintenance/Repair	2.0%	3.2%	2.8%
Production	2.7%	4.1%	4.1%
Transportation/Material Moving	4.1%	4.0%	3.7%
2000 Workers 16+ by Means of Transportation to Work			
 Total	3,950	41,474	99,319
Drove Alone - Car, Truck, or Van	86.1%	83.5%	80.5%
Carpooled - Car, Truck, or Van	6.1%	7.7%	8.1%
Public Transportation	3.0%	3.7%	5.3%
Walked	1.5%	2.1%	2.9%
Other Means	0.5%	0.7%	0.7%
Worked at Home	2.8%	2.3%	2.6%
2000 Workers 16+ by Travel Time to Work			
Total	3,950	41,473	99,319
Did Not Work at Home	97.2%	97.7%	97.4%
Less than 5 minutes	2.6%	2.7%	2.6%
5 to 9 minutes	15.4%	11.8%	11.1%
10 to 19 minutes	31.1%	34.3%	31.9%
20 to 24 minutes	12.0%	12.3%	12.5%
25 to 34 minutes	15.0%	15.3%	15.9%
35 to 44 minutes	4.9%	4.9%	5.5%
45 to 59 minutes	6.5%	7.2%	7.9%
60 to 89 minutes	7.2%	7.2%	8.1%
90 or more minutes	2.5%	2.0%	2.0%
Worked at Home	2.8%	2.3%	2.6%
Average Travel Time to Work (in min)	25.4	25.0	25.9
2000 Households by Vehicles Available			
Total	3,365	33,007	77,527
None	6.8%	8.2%	8.9%
1	42.5%	37.2%	37.1%
2	39.1%	41.0%	40.8%
3	8.2%	10.0%	9.9%
4	3.1%	2.8%	2.5%
5+	0.3%	0.8%	0.8%
Average Number of Vehicles Available	1.6	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	3,338	32,983	77,488
Family Households	61.8%	65.8%	65.6%
Married-couple Family	48.2%	51.8%	51.2%
With Related Children	19.1%	23.3%	22.9%
Other Family (No Spouse)	13.6%	14.0%	14.5%
With Related Children	6.3%	7.2%	7.9%
Nonfamily Households	38.2%	34.2%	34.4%
Householder Living Alone	31.9%	28.5%	28.1%
Householder Not Living Alone	6.3%	5.7%	6.2%
Households with Related Children	25.4%	30.5%	30.8%
Households with Persons 65+	31.7%	29.5%	28.2%
2000 Households by Size			
Total	3,339	32,982	77,488
1 Person Household	31.8%	28.5%	28.1%
2 Person Household	36.4%	32.5%	32.7%
3 Person Household	14.0%	16.4%	16.4%
4 Person Household	11.4%	14.3%	14.3%
5 Person Household	4.5%	5.9%	5.9%
6 Person Household	1.2%	1.8%	1.8%
7+ Person Household	0.5%	0.7%	0.7%
2000 Households by Year Householder Moved In			
Total	3,366	33,008	77,525
Moved in 1999 to March 2000	13.4%	12.8%	13.5%
Moved in 1995 to 1998	33.1%	27.2%	28.0%
Moved in 1990 to 1994	14.3%	15.7%	15.2%
Moved in 1980 to 1989	14.7%	16.2%	16.2%
Moved in 1970 to 1979	9.1%	10.8%	10.6%
Moved in 1969 or Earlier	15.3%	17.4%	16.5%
Median Year Householder Moved In	1994	1992	1992
2000 Housing Units by Units in Structure			
 Total	3,434	33,816	79,693
1, Detached	44.4%	53.3%	52.5%
1, Attached	9.4%	4.5%	4.4%
2	4.7%	11.6%	12.5%
3 or 4	9.3%	9.5%	11.5%
5 to 9	13.5%	5.4%	5.6%
10 to 19	12.0%	4.5%	3.8%
20+	5.0%	8.7%	8.4%
Mobile Home	1.7%	2.4%	1.2%
Other	0.1%	0.0%	0.1%
2000 Housing Units by Year Structure Built			
Total	3,413	33,814	79,710
1999 to March 2000	0.5%	0.2%	0.3%
1995 to 1998	3.0%	2.3%	2.3%
1990 to 1994	2.1%	2.5%	2.2%
1980 to 1989	13.5%	9.4%	9.5%
1970 to 1979	13.3%	10.6%	9.9%
1969 or Earlier	67.6%	75.0%	75.8%
Median Year Structure Built	1961	1954	1952

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

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Top 3 Tapestry Segments			
1.	City Lights	City Lights	Pleasant-Ville
2.	Prosperous Empty Nests	Pleasant-Ville	City Lights
3.	Pleasant-Ville	Prosperous Empty Nests	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 \$	\$6,925,748	\$70,381,371	\$167,507,321
Average Spent	\$2,004.56	\$2,001.46	\$2,098.41
Spending Potential Index	84	84	88
Computers & Accessories: Total \$	\$821,900	\$8,635,918	\$21,066,463
Average Spent	\$237.89	\$245.58	\$263.90
Spending Potential Index	108	112	120
Education: Total \$	\$5,305,124	\$53,873,331	\$126,838,937
Average Spent	\$1,535.49	\$1,532.02	\$1,588.94
Spending Potential Index	126	126	130
Entertainment/Recreation: Total \$	\$12,799,968	\$132,748,754	\$317,837,960
Average Spent	\$3,704.77	\$3,775.02	\$3,981.63
Spending Potential Index	115	117	124
Food at Home: Total \$	\$17,639,307	\$179,992,191	\$429,033,179
Average Spent	\$5,105.44	\$5,118.50	\$5,374.60
Spending Potential Index	114	114	120
Food Away from Home: Total \$	\$12,780,207	\$130,530,700	\$311,685,517
Average Spent	\$3,699.05	\$3,711.95	\$3,904.56
Spending Potential Index	115	115	121
Health Care: Total \$	\$14,185,775	\$146,117,654	\$346,329,640
Average Spent	\$4,105.87	\$4,155.20	\$4,338.56
Spending Potential Index	110	112	116
HH Furnishings & Equipment: Total \$	\$7,145,657	\$74,330,236	\$178,162,063
Average Spent	\$2,068.21	\$2,113.76	\$2,231.88
Spending Potential Index	100	103	108
Investments: Total \$	\$7,583,507	\$78,991,723	\$187,843,957
Average Spent	\$2,194.94	\$2,246.32	\$2,353.17
Spending Potential Index	126	129	135
Retail Goods: Total \$	\$91,057,434	\$943,607,175	\$2,257,509,932
Average Spent	\$26,355.26	\$26,833.70	\$28,280.38
Spending Potential Index	106	108	114
Shelter: Total \$	\$68,566,947	\$700,179,309	\$1,665,655,008
Average Spent	\$19,845.72	\$19,911.26	\$20,866.07
Spending Potential Index	126	126	132
TV/Video/Audio: Total \$	\$4,824,723	\$49,257,872	\$117,320,074
Average Spent	\$1,396.45	\$1,400.76	\$1,469.70
Spending Potential Index	112	113	118
Travel: Total \$	\$8,098,421	\$83,929,794	\$200,513,158
Average Spent	\$2,343.97	\$2,386.74	\$2,511.88
Spending Potential Index	124	126	133
Vehicle Maintenance & Repairs: Total \$	\$3,606,586	\$37,416,152	\$89,794,431
Average Spent	\$1,043.87	\$1,064.02	\$1,124.88
Spending Potential Index	111	113	119

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.