




260 Chauncy St, Mansfield, MA 02048-1264  
 Ring: 1, 3, 5 Miles

Latitude: 42.03044  
 Longitude: -71.2311

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	5,511	28,402	68,045
2000 Group Quarters	37	128	1,753
2010 Total Population	5,645	29,371	70,970
2015 Total Population	5,663	29,611	71,718
2010 - 2015 Annual Rate	0.06%	0.16%	0.21%
 2000 Households	2,316	10,597	23,745
2000 Average Household Size	2.36	2.67	2.79
2010 Households	2,385	11,014	24,881
2010 Average Household Size	2.35	2.65	2.77
2015 Households	2,396	11,121	25,207
2015 Average Household Size	2.35	2.65	2.76
2010 - 2015 Annual Rate	0.09%	0.19%	0.26%
2000 Families	1,427	7,523	17,789
2000 Average Family Size	3.06	3.22	3.28
2010 Families	1,452	7,758	18,475
2010 Average Family Size	3.04	3.21	3.26
2015 Families	1,451	7,806	18,644
2015 Average Family Size	3.04	3.21	3.25
2010 - 2015 Annual Rate	-0.01%	0.12%	0.18%
 <b>2000 Housing Units</b>	2,380	10,863	24,269
Owner Occupied Housing Units	57.9%	65.9%	75.6%
Renter Occupied Housing Units	39.1%	31.5%	22.2%
Vacant Housing Units	2.9%	2.6%	2.2%
<b>2010 Housing Units</b>	2,499	11,474	25,817
Owner Occupied Housing Units	57.5%	64.1%	72.7%
Renter Occupied Housing Units	37.9%	31.9%	23.7%
Vacant Housing Units	4.6%	4.0%	3.6%
<b>2015 Housing Units</b>	2,525	11,629	26,240
Owner Occupied Housing Units	57.1%	63.8%	72.4%
Renter Occupied Housing Units	37.8%	31.8%	23.7%
Vacant Housing Units	5.1%	4.4%	3.9%
<b>Median Household Income</b>			
2000	\$56,093	\$63,572	\$68,087
2010	\$68,803	\$82,997	\$87,250
2015	\$78,286	\$100,420	\$103,402
<b>Median Home Value</b>			
2000	\$175,698	\$209,308	\$208,792
2010	\$293,165	\$355,955	\$353,351
2015	\$355,568	\$417,500	\$413,977
<b>Per Capita Income</b>			
2000	\$26,073	\$28,894	\$29,314
2010	\$32,330	\$37,157	\$37,956
2015	\$37,158	\$43,119	\$43,869
<b>Median Age</b>			
2000	34.5	35.1	35.5
2010	36.6	37.2	37.7
2015	36.4	37.0	37.5


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	2,330	10,658	23,787
< \$15,000	9.6%	8.8%	7.2%
\$15,000 - \$24,999	8.9%	6.9%	6.3%
\$25,000 - \$34,999	11.0%	8.3%	7.6%
\$35,000 - \$49,999	15.1%	12.6%	11.6%
\$50,000 - \$74,999	23.2%	23.1%	22.8%
\$75,000 - \$99,999	15.8%	16.3%	17.6%
\$100,000 - \$149,999	11.7%	15.6%	16.5%
\$150,000 - \$199,999	2.1%	4.8%	5.6%
\$200,000+	2.5%	3.6%	4.7%
Average Household Income	\$65,662	\$77,513	\$82,777
<b>2010 Households by Income</b>			
Household Income Base	2,388	11,015	24,880
< \$15,000	6.4%	5.5%	4.5%
\$15,000 - \$24,999	7.3%	5.6%	4.9%
\$25,000 - \$34,999	6.8%	4.8%	4.5%
\$35,000 - \$49,999	12.1%	9.3%	8.4%
\$50,000 - \$74,999	22.6%	17.9%	17.2%
\$75,000 - \$99,999	20.1%	17.4%	18.5%
\$100,000 - \$149,999	16.8%	24.3%	24.8%
\$150,000 - \$199,999	4.6%	8.7%	9.2%
\$200,000+	3.3%	6.5%	8.1%
Average Household Income	\$79,334	\$99,432	\$106,475
<b>2015 Households by Income</b>			
Household Income Base	2,396	11,121	25,207
< \$15,000	4.9%	4.1%	3.3%
\$15,000 - \$24,999	5.3%	3.8%	3.3%
\$25,000 - \$34,999	5.1%	3.3%	3.0%
\$35,000 - \$49,999	8.8%	6.1%	5.4%
\$50,000 - \$74,999	22.7%	17.1%	15.9%
\$75,000 - \$99,999	18.6%	15.2%	15.8%
\$100,000 - \$149,999	22.5%	30.0%	30.5%
\$150,000 - \$199,999	8.2%	11.7%	12.2%
\$200,000+	4.0%	8.7%	10.6%
Average Household Income	\$91,184	\$115,225	\$122,761
<b>2000 Owner Occupied HUs by Value</b>			
Total	1,374	7,146	18,314
<\$50,000	2.2%	1.2%	1.3%
\$50,000 - 99,999	3.5%	3.6%	4.3%
\$100,000 - 149,999	26.6%	14.5%	15.2%
\$150,000 - 199,999	32.9%	26.3%	25.3%
\$200,000 - \$299,999	28.8%	36.8%	36.4%
\$300,000 - 499,999	5.9%	16.1%	15.8%
\$500,000 - 999,999	0.1%	1.3%	1.5%
\$1,000,000+	0.0%	0.1%	0.2%
Average Home Value	\$187,128	\$228,552	\$228,592
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	942	3,421	5,408
With Cash Rent	98.6%	98.2%	97.5%
No Cash Rent	1.4%	1.8%	2.5%
Median Rent	\$611	\$715	\$686
Average Rent	\$623	\$706	\$682

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	5,511	28,400	68,046
Age 0 - 4	7.1%	8.3%	8.1%
Age 5 - 9	7.4%	8.9%	8.8%
Age 10 - 14	7.3%	7.9%	7.9%
Age 15 - 19	4.8%	5.4%	6.4%
Age 20 - 24	5.0%	3.8%	4.5%
Age 25 - 34	19.3%	15.4%	13.4%
Age 35 - 44	20.8%	20.7%	20.2%
Age 45 - 54	12.8%	13.5%	14.3%
Age 55 - 64	6.7%	7.3%	7.8%
Age 65 - 74	4.2%	4.6%	4.7%
Age 75 - 84	3.5%	3.2%	3.0%
Age 85+	1.1%	1.0%	1.0%
Age 18+	74.8%	71.1%	71.3%
<b>2010 Population by Age</b>			
Total	5,647	29,373	70,970
Age 0 - 4	6.8%	7.8%	7.4%
Age 5 - 9	6.8%	8.2%	7.9%
Age 10 - 14	6.5%	8.0%	8.0%
Age 15 - 19	5.8%	6.6%	7.8%
Age 20 - 24	6.7%	4.9%	5.6%
Age 25 - 34	14.7%	11.2%	9.5%
Age 35 - 44	16.6%	16.4%	15.2%
Age 45 - 54	16.5%	17.2%	17.4%
Age 55 - 64	9.7%	9.9%	10.9%
Age 65 - 74	4.9%	5.2%	5.6%
Age 75 - 84	3.5%	3.3%	3.2%
Age 85+	1.4%	1.5%	1.4%
Age 18+	75.9%	71.6%	72.0%
<b>2015 Population by Age</b>			
Total	5,664	29,609	71,720
Age 0 - 4	6.6%	7.4%	7.1%
Age 5 - 9	6.6%	8.1%	7.8%
Age 10 - 14	6.5%	7.9%	8.0%
Age 15 - 19	5.2%	6.5%	7.7%
Age 20 - 24	6.1%	5.0%	6.1%
Age 25 - 34	17.2%	12.5%	10.6%
Age 35 - 44	14.0%	13.6%	12.6%
Age 45 - 54	14.9%	16.4%	16.5%
Age 55 - 64	11.2%	11.4%	12.1%
Age 65 - 74	6.5%	6.4%	7.0%
Age 75 - 84	3.7%	3.2%	3.2%
Age 85+	1.5%	1.5%	1.5%
Age 18+	76.9%	72.2%	72.6%
<b>2000 Population by Sex</b>			
Males	49.7%	49.5%	49.0%
Females	50.3%	50.5%	51.0%
<b>2010 Population by Sex</b>			
Males	49.7%	49.4%	49.0%
Females	50.3%	50.6%	51.0%
<b>2015 Population by Sex</b>			
Males	49.7%	49.4%	49.0%
Females	50.3%	50.6%	51.0%

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
<b>2000 Population by Race/Ethnicity</b>			
 Total	5,512	28,400	68,046
White Alone	95.9%	95.1%	94.0%
Black Alone	1.5%	1.9%	1.6%
American Indian Alone	0.2%	0.2%	0.1%
Asian or Pacific Islander Alone	1.3%	1.7%	2.1%
Some Other Race Alone	0.4%	0.4%	1.3%
Two or More Races	0.7%	0.8%	0.9%
Hispanic Origin	1.2%	1.4%	1.2%
Diversity Index	10.2	12.1	13.7
<b>2010 Population by Race/Ethnicity</b>			
Total	5,646	29,370	70,970
White Alone	93.5%	92.1%	90.7%
Black Alone	2.4%	3.2%	2.8%
American Indian Alone	0.2%	0.3%	0.2%
Asian or Pacific Islander Alone	2.1%	2.6%	3.3%
Some Other Race Alone	0.6%	0.5%	1.7%
Two or More Races	1.1%	1.3%	1.3%
Hispanic Origin	2.2%	2.6%	2.3%
Diversity Index	16.2	19.2	21.2
<b>2015 Population by Race/Ethnicity</b>			
Total	5,663	29,610	71,717
White Alone	92.0%	90.3%	88.7%
Black Alone	3.0%	3.9%	3.5%
American Indian Alone	0.2%	0.3%	0.2%
Asian or Pacific Islander Alone	2.6%	3.3%	4.1%
Some Other Race Alone	0.8%	0.6%	1.8%
Two or More Races	1.3%	1.5%	1.6%
Hispanic Origin	2.9%	3.3%	2.9%
Diversity Index	20.0	23.4	25.5
<b>2000 Population 3+ by School Enrollment</b>			
 Total	5,280	26,961	64,840
Enrolled in Nursery/Preschool	2.4%	2.8%	2.9%
Enrolled in Kindergarten	1.6%	2.0%	1.8%
Enrolled in Grade 1-8	12.7%	14.0%	13.9%
Enrolled in Grade 9-12	4.8%	5.5%	5.5%
Enrolled in College	5.3%	3.2%	5.0%
Enrolled in Grad/Prof School	0.9%	1.3%	1.4%
Not Enrolled in School	72.3%	71.1%	69.3%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	3,802	18,964	44,866
Less than 9th Grade	2.0%	1.3%	1.3%
9th - 12th Grade, No Diploma	4.6%	3.7%	3.6%
High School Graduate	31.2%	25.3%	23.6%
Some College, No Degree	15.7%	16.4%	16.5%
Associate Degree	11.8%	9.6%	9.2%
Bachelor's Degree	24.3%	28.6%	29.0%
Graduate/Professional Degree	10.4%	15.2%	16.8%

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	4,505	22,335	54,401
Never Married	30.3%	26.2%	24.7%
Married	54.8%	60.4%	62.6%
Widowed	5.2%	4.9%	4.4%
Divorced	9.7%	8.4%	8.3%
<b>2000 Population 16+ by Employment Status</b>			
 Total	4,288	20,944	50,407
In Labor Force	73.6%	73.2%	74.6%
Civilian Employed	70.4%	70.7%	70.7%
Civilian Unemployed	3.2%	2.5%	3.9%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	26.4%	26.8%	25.4%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	88.6%	90.6%	90.6%
Civilian Unemployed	11.4%	9.4%	9.4%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	91.6%	93.1%	93.1%
Civilian Unemployed	8.4%	6.9%	6.9%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	2,141	10,815	26,175
Own Children < 6 Only	9.1%	10.9%	10.4%
Employed/in Armed Forces	5.0%	6.7%	6.6%
Unemployed	0.0%	0.1%	0.2%
Not in Labor Force	4.2%	4.2%	3.6%
Own Children < 6 and 6-17 Only	6.3%	7.9%	7.5%
Employed/in Armed Forces	3.3%	4.0%	4.5%
Unemployed	0.0%	0.2%	0.1%
Not in Labor Force	3.0%	3.7%	2.9%
Own Children 6-17 Only	17.7%	20.6%	20.3%
Employed/in Armed Forces	13.6%	15.5%	15.7%
Unemployed	0.9%	0.5%	0.3%
Not in Labor Force	3.2%	4.6%	4.4%
No Own Children < 18	66.9%	60.6%	61.8%
Employed/in Armed Forces	43.4%	36.9%	36.8%
Unemployed	1.3%	1.3%	3.1%
Not in Labor Force	22.2%	22.4%	21.9%
<b>2010 Employed Population 16+ by Industry</b>			
 Total	2,889	14,480	35,202
Agriculture/Mining	0.3%	0.2%	0.2%
Construction	6.3%	6.1%	6.1%
Manufacturing	10.3%	9.9%	9.9%
Wholesale Trade	4.2%	5.0%	4.7%
Retail Trade	13.6%	11.7%	11.4%
Transportation/Utilities	3.1%	3.2%	3.3%
Information	2.4%	3.3%	3.1%
Finance/Insurance/Real Estate	8.0%	9.2%	9.6%
Services	45.8%	46.5%	47.4%
Public Administration	5.9%	4.8%	4.2%

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	2,891	14,481	35,201
White Collar	66.2%	72.4%	73.2%
Management/Business/Financial	17.6%	19.7%	20.2%
Professional	25.2%	29.8%	29.6%
Sales	10.3%	9.9%	10.6%
Administrative Support	13.0%	13.0%	12.8%
Services	15.9%	13.1%	12.9%
Blue Collar	17.9%	14.4%	13.9%
Farming/Forestry/Fishing	0.1%	0.1%	0.2%
Construction/Extraction	5.5%	4.8%	4.7%
Installation/Maintenance/Repair	3.0%	2.3%	2.5%
Production	4.9%	3.2%	3.0%
Transportation/Material Moving	4.4%	4.1%	3.6%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
 Total	2,965	14,489	35,003
Drove Alone - Car, Truck, or Van	77.5%	80.9%	80.4%
Carpooled - Car, Truck, or Van	8.4%	6.5%	6.9%
Public Transportation	9.1%	7.9%	7.2%
Walked	1.5%	0.7%	1.7%
Other Means	0.5%	0.6%	0.5%
Worked at Home	2.9%	3.3%	3.3%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	2,965	14,489	35,004
Did Not Work at Home	97.1%	96.7%	96.7%
Less than 5 minutes	2.1%	2.7%	2.7%
5 to 9 minutes	11.1%	8.7%	8.4%
10 to 19 minutes	17.6%	19.4%	21.2%
20 to 24 minutes	10.4%	11.3%	11.0%
25 to 34 minutes	19.3%	18.5%	18.5%
35 to 44 minutes	11.2%	9.3%	8.9%
45 to 59 minutes	13.0%	12.7%	11.8%
60 to 89 minutes	11.3%	11.9%	11.5%
90 or more minutes	1.0%	2.3%	2.6%
Worked at Home	2.9%	3.3%	3.3%
Average Travel Time to Work (in min)	29.8	31.4	31.1
<b>2000 Households by Vehicles Available</b>			
Total	2,314	10,569	23,742
None	7.3%	5.6%	4.1%
1	38.6%	30.2%	26.9%
2	41.7%	49.4%	51.5%
3	8.6%	11.1%	13.0%
4	3.2%	2.9%	3.2%
5+	0.6%	0.9%	1.3%
Average Number of Vehicles Available	1.6	1.8	1.9

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

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<b>2000 Households by Type</b>			
 Total	2,317	10,597	23,744
Family Households	61.6%	71.0%	74.9%
Married-couple Family	48.9%	58.7%	63.5%
With Related Children	26.4%	33.6%	36.1%
Other Family (No Spouse)	12.7%	12.3%	11.4%
With Related Children	7.0%	7.5%	6.9%
Nonfamily Households	38.4%	29.0%	25.1%
Householder Living Alone	31.4%	23.5%	20.4%
Householder Not Living Alone	7.0%	5.5%	4.7%
Households with Related Children	33.4%	41.1%	43.0%
Households with Persons 65+	17.0%	17.7%	17.7%
<b>2000 Households by Size</b>			
Total	2,316	10,597	23,745
1 Person Household	31.4%	23.5%	20.4%
2 Person Household	28.9%	29.2%	29.5%
3 Person Household	15.2%	17.3%	18.1%
4 Person Household	15.7%	19.0%	20.3%
5 Person Household	5.9%	7.8%	8.5%
6 Person Household	2.2%	2.4%	2.4%
7+ Person Household	0.7%	0.7%	0.7%
<b>2000 Households by Year Householder Moved In</b>			
Total	2,314	10,570	23,741
Moved in 1999 to March 2000	15.8%	15.8%	13.6%
Moved in 1995 to 1998	32.8%	30.8%	29.4%
Moved in 1990 to 1994	15.6%	18.3%	18.7%
Moved in 1980 to 1989	14.3%	16.1%	18.0%
Moved in 1970 to 1979	10.8%	10.0%	11.3%
Moved in 1969 or Earlier	10.7%	9.0%	9.1%
Median Year Householder Moved In	1995	1994	1993
<b>2000 Housing Units by Units in Structure</b>			
 Total	2,377	10,847	24,279
1, Detached	47.6%	60.8%	68.5%
1, Attached	4.7%	3.7%	4.6%
2	12.9%	6.9%	4.9%
3 or 4	10.4%	4.8%	3.8%
5 to 9	8.3%	10.6%	7.1%
10 to 19	4.6%	5.9%	3.6%
20+	11.4%	6.9%	5.0%
Mobile Home	0.0%	0.4%	2.5%
Other	0.0%	0.0%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	2,373	10,834	24,265
1999 to March 2000	0.8%	2.3%	2.1%
1995 to 1998	3.8%	7.4%	8.2%
1990 to 1994	3.1%	9.4%	9.8%
1980 to 1989	14.9%	18.3%	19.1%
1970 to 1979	10.0%	17.3%	20.1%
1969 or Earlier	67.4%	45.4%	40.7%
Median Year Structure Built	1951	1973	1975


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



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<b>Top 3 Tapestry Segments</b>			
1.	In Style	In Style	In Style
2.	Pleasant-Ville	Suburban Splendor	Suburban Splendor
3.	Trendsetters	Pleasant-Ville	Sophisticated Squires

 **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 \$	\$4,631,955	\$26,511,100	\$63,598,795
Average Spent	\$1,942.12	\$2,407.04	\$2,556.12
Spending Potential Index	81	101	107
Computers & Accessories: Total \$	\$612,001	\$3,490,471	\$8,368,327
Average Spent	\$256.60	\$316.91	\$336.33
Spending Potential Index	117	144	153
Education: Total \$	\$3,450,583	\$20,516,111	\$49,729,059
Average Spent	\$1,446.79	\$1,862.73	\$1,998.68
Spending Potential Index	119	153	164
Entertainment/Recreation: Total \$	\$8,901,202	\$51,848,522	\$125,785,033
Average Spent	\$3,732.16	\$4,707.51	\$5,055.47
Spending Potential Index	116	146	157
Food at Home: Total \$	\$11,812,304	\$66,595,304	\$160,374,799
Average Spent	\$4,952.75	\$6,046.42	\$6,445.67
Spending Potential Index	111	135	144
Food Away from Home: Total \$	\$8,699,214	\$49,797,207	\$119,711,353
Average Spent	\$3,647.47	\$4,521.26	\$4,811.36
Spending Potential Index	113	140	149
Health Care: Total \$	\$9,299,870	\$53,949,029	\$132,188,866
Average Spent	\$3,899.32	\$4,898.22	\$5,312.84
Spending Potential Index	105	131	143
HH Furnishings & Equipment: Total \$	\$5,014,812	\$29,218,084	\$70,813,225
Average Spent	\$2,102.65	\$2,652.81	\$2,846.08
Spending Potential Index	102	129	138
Investments: Total \$	\$5,024,328	\$28,412,496	\$69,676,554
Average Spent	\$2,106.64	\$2,579.67	\$2,800.39
Spending Potential Index	121	148	161
Retail Goods: Total \$	\$63,118,381	\$366,836,168	\$889,173,163
Average Spent	\$26,464.73	\$33,306.35	\$35,737.03
Spending Potential Index	106	134	144
Shelter: Total \$	\$45,937,398	\$259,353,494	\$623,618,226
Average Spent	\$19,260.96	\$23,547.62	\$25,064.03
Spending Potential Index	122	149	159
TV/Video/Audio: Total \$	\$3,241,718	\$18,649,127	\$44,893,055
Average Spent	\$1,359.21	\$1,693.22	\$1,804.31
Spending Potential Index	109	136	145
Travel: Total \$	\$5,581,836	\$32,147,897	\$78,242,524
Average Spent	\$2,340.39	\$2,918.82	\$3,144.67
Spending Potential Index	124	154	166
Vehicle Maintenance & Repairs: Total \$	\$2,519,465	\$14,491,530	\$35,076,098
Average Spent	\$1,056.38	\$1,315.74	\$1,409.75
Spending Potential Index	112	140	150

**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.