




286 Union St, East Walpole, MA 02032-1037
 Ring: 1, 3, 5 Miles

Latitude: 42.15964
 Longitude: -71.20259

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	4,095	50,457	108,203
2000 Group Quarters	8	680	1,832
2010 Total Population	4,204	51,519	111,051
2015 Total Population	4,262	51,998	112,305
2010 - 2015 Annual Rate	0.27%	0.19%	0.22%
 2000 Households	1,647	20,026	41,278
2000 Average Household Size	2.48	2.49	2.58
2010 Households	1,710	20,662	42,794
2010 Average Household Size	2.45	2.46	2.55
2015 Households	1,740	20,920	43,414
2015 Average Household Size	2.44	2.45	2.54
2010 - 2015 Annual Rate	0.35%	0.25%	0.29%
2000 Families	1,121	13,478	29,325
2000 Average Family Size	3.03	3.08	3.12
2010 Families	1,153	13,781	30,158
2010 Average Family Size	3	3.04	3.09
2015 Families	1,169	13,903	30,493
2015 Average Family Size	2.99	3.03	3.08
2010 - 2015 Annual Rate	0.28%	0.18%	0.22%
 2000 Housing Units	1,683	20,567	42,259
Owner Occupied Housing Units	61.3%	65.9%	74.1%
Renter Occupied Housing Units	36.2%	31.6%	23.6%
Vacant Housing Units	2.5%	2.5%	2.3%
2010 Housing Units	1,778	21,566	44,459
Owner Occupied Housing Units	61.1%	64.8%	72.0%
Renter Occupied Housing Units	35.1%	31.0%	24.2%
Vacant Housing Units	3.8%	4.2%	3.7%
2015 Housing Units	1,810	21,886	45,198
Owner Occupied Housing Units	61.3%	64.7%	71.9%
Renter Occupied Housing Units	34.8%	30.9%	24.2%
Vacant Housing Units	3.9%	4.4%	3.9%
Median Household Income			
2000	\$67,501	\$62,628	\$68,777
2010	\$93,159	\$84,225	\$93,765
2015	\$110,013	\$100,750	\$108,798
Median Home Value			
2000	\$235,920	\$229,908	\$245,345
2010	\$387,926	\$375,647	\$401,086
2015	\$457,843	\$451,007	\$488,152
Per Capita Income			
2000	\$32,139	\$30,094	\$33,411
2010	\$44,687	\$41,163	\$45,996
2015	\$51,440	\$47,455	\$54,138
Median Age			
2000	38.8	39.2	39.7
2010	41.9	42.0	42.6
2015	43.9	42.9	43.6


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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 Ring: 1, 3, 5 Miles

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2000 Households by Income			
 Household Income Base	1,656	20,022	41,310
< \$15,000	5.2%	8.2%	8.5%
\$15,000 - \$24,999	9.2%	8.3%	7.0%
\$25,000 - \$34,999	10.7%	8.8%	7.7%
\$35,000 - \$49,999	13.2%	13.1%	11.6%
\$50,000 - \$74,999	17.3%	21.7%	19.5%
\$75,000 - \$99,999	16.1%	16.0%	15.8%
\$100,000 - \$149,999	19.7%	15.5%	17.3%
\$150,000 - \$199,999	5.7%	4.7%	6.0%
\$200,000+	2.8%	3.7%	6.6%
Average Household Income	\$78,406	\$75,455	\$87,500
2010 Households by Income			
Household Income Base	1,710	20,664	42,794
< \$15,000	2.7%	4.7%	4.9%
\$15,000 - \$24,999	5.0%	6.5%	5.4%
\$25,000 - \$34,999	5.7%	5.3%	4.5%
\$35,000 - \$49,999	9.6%	9.1%	7.8%
\$50,000 - \$74,999	13.3%	16.7%	14.4%
\$75,000 - \$99,999	17.5%	17.1%	16.1%
\$100,000 - \$149,999	24.9%	24.7%	25.1%
\$150,000 - \$199,999	13.5%	8.7%	9.9%
\$200,000+	7.8%	7.1%	11.8%
Average Household Income	\$110,392	\$102,826	\$120,028
2015 Households by Income			
Household Income Base	1,740	20,920	43,416
< \$15,000	2.0%	3.5%	3.5%
\$15,000 - \$24,999	3.3%	4.4%	3.6%
\$25,000 - \$34,999	3.7%	3.7%	3.1%
\$35,000 - \$49,999	6.0%	5.8%	4.9%
\$50,000 - \$74,999	12.8%	16.6%	14.0%
\$75,000 - \$99,999	14.9%	15.2%	13.8%
\$100,000 - \$149,999	28.9%	29.3%	28.7%
\$150,000 - \$199,999	18.3%	12.3%	12.8%
\$200,000+	10.2%	9.2%	15.6%
Average Household Income	\$126,583	\$118,164	\$140,916
2000 Owner Occupied HUs by Value			
Total	1,033	13,531	31,359
<\$50,000	0.0%	0.6%	0.6%
\$50,000 - 99,999	2.4%	2.3%	2.2%
\$100,000 - 149,999	6.9%	6.7%	7.8%
\$150,000 - 199,999	22.6%	25.8%	20.6%
\$200,000 - \$299,999	48.6%	42.2%	37.0%
\$300,000 - 499,999	18.5%	19.5%	24.8%
\$500,000 - 999,999	1.0%	2.6%	6.2%
\$1,000,000+	0.1%	0.3%	0.9%
Average Home Value	\$250,002	\$253,457	\$285,965
2000 Specified Renter Occupied HUs by Contract Rent			
Total	605	6,484	9,873
With Cash Rent	98.8%	98.2%	97.3%
No Cash Rent	1.2%	1.8%	2.7%
Median Rent	\$1,028	\$808	\$799
Average Rent	\$963	\$791	\$794


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	4,093	50,455	108,203
Age 0 - 4	6.0%	6.3%	6.5%
Age 5 - 9	5.7%	6.5%	7.2%
Age 10 - 14	6.8%	6.6%	7.1%
Age 15 - 19	5.1%	5.1%	5.4%
Age 20 - 24	4.1%	4.1%	3.6%
Age 25 - 34	16.0%	14.1%	12.1%
Age 35 - 44	17.3%	17.3%	17.5%
Age 45 - 54	14.2%	14.0%	14.9%
Age 55 - 64	10.1%	9.3%	9.6%
Age 65 - 74	7.8%	8.2%	7.9%
Age 75 - 84	5.2%	6.1%	5.9%
Age 85+	1.5%	2.4%	2.4%
Age 18+	78.0%	77.0%	75.4%
2010 Population by Age			
Total	4,206	51,518	111,051
Age 0 - 4	5.8%	6.1%	6.1%
Age 5 - 9	5.8%	6.0%	6.4%
Age 10 - 14	6.3%	6.4%	7.2%
Age 15 - 19	5.5%	6.1%	6.7%
Age 20 - 24	5.2%	5.5%	4.9%
Age 25 - 34	9.0%	9.9%	8.7%
Age 35 - 44	18.3%	14.7%	13.7%
Age 45 - 54	17.0%	16.6%	17.3%
Age 55 - 64	12.4%	12.1%	12.9%
Age 65 - 74	7.5%	7.2%	7.3%
Age 75 - 84	5.2%	5.9%	5.6%
Age 85+	2.3%	3.4%	3.2%
Age 18+	78.8%	77.5%	75.9%
2015 Population by Age			
Total	4,262	51,996	112,304
Age 0 - 4	5.5%	5.9%	5.8%
Age 5 - 9	5.7%	6.0%	6.3%
Age 10 - 14	5.9%	6.1%	6.7%
Age 15 - 19	5.8%	5.9%	6.5%
Age 20 - 24	4.7%	5.4%	5.1%
Age 25 - 34	10.5%	11.8%	10.4%
Age 35 - 44	14.1%	11.8%	10.9%
Age 45 - 54	17.1%	15.9%	16.3%
Age 55 - 64	14.6%	13.6%	14.3%
Age 65 - 74	8.8%	8.8%	9.2%
Age 75 - 84	5.0%	5.4%	5.3%
Age 85+	2.4%	3.5%	3.2%
Age 18+	79.4%	78.2%	76.9%
2000 Population by Sex			
Males	48.2%	47.6%	47.9%
Females	51.8%	52.4%	52.1%
2010 Population by Sex			
Males	47.9%	47.7%	48.1%
Females	52.1%	52.3%	51.9%
2015 Population by Sex			
Males	47.9%	47.8%	48.1%
Females	52.1%	52.2%	51.9%

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	4,096	50,457	108,203
White Alone	94.4%	92.6%	92.9%
Black Alone	1.3%	2.0%	2.2%
American Indian Alone	0.1%	0.1%	0.1%
Asian or Pacific Islander Alone	2.3%	3.7%	3.1%
Some Other Race Alone	0.9%	0.6%	0.6%
Two or More Races	1.0%	1.0%	1.0%
Hispanic Origin	2.1%	1.5%	1.4%
Diversity Index	14.5	16.6	15.9
2010 Population by Race/Ethnicity			
Total	4,204	51,518	111,050
White Alone	90.2%	87.6%	87.9%
Black Alone	2.7%	3.9%	4.2%
American Indian Alone	0.1%	0.1%	0.1%
Asian or Pacific Islander Alone	4.0%	5.8%	5.1%
Some Other Race Alone	1.5%	0.9%	1.0%
Two or More Races	1.5%	1.6%	1.7%
Hispanic Origin	3.9%	2.6%	2.6%
Diversity Index	24.6	26.7	26.3
2015 Population by Race/Ethnicity			
Total	4,261	51,998	112,305
White Alone	87.7%	84.8%	84.9%
Black Alone	3.4%	4.9%	5.4%
American Indian Alone	0.2%	0.2%	0.1%
Asian or Pacific Islander Alone	5.1%	7.1%	6.4%
Some Other Race Alone	1.7%	1.1%	1.1%
Two or More Races	1.9%	2.0%	2.0%
Hispanic Origin	5.0%	3.3%	3.3%
Diversity Index	30.1	32.0	31.9
2000 Population 3+ by School Enrollment			
 Total	3,933	48,584	104,301
Enrolled in Nursery/Preschool	2.9%	2.7%	2.7%
Enrolled in Kindergarten	0.8%	1.4%	1.4%
Enrolled in Grade 1-8	8.9%	10.7%	12.0%
Enrolled in Grade 9-12	3.9%	4.9%	5.6%
Enrolled in College	4.7%	3.6%	3.1%
Enrolled in Grad/Prof School	2.0%	2.0%	1.8%
Not Enrolled in School	76.7%	74.6%	73.4%
2010 Population 25+ by Educational Attainment			
Total	3,005	35,957	76,287
Less than 9th Grade	0.9%	1.9%	1.8%
9th - 12th Grade, No Diploma	2.6%	3.0%	3.0%
High School Graduate	26.4%	24.4%	22.0%
Some College, No Degree	14.5%	14.4%	13.9%
Associate Degree	8.0%	8.3%	8.0%
Bachelor's Degree	30.0%	27.9%	29.5%
Graduate/Professional Degree	17.7%	20.1%	21.8%

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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2010 Population 15+ by Marital Status			
 Total	3,453	41,954	89,193
Never Married	28.7%	27.7%	25.4%
Married	57.3%	57.3%	60.4%
Widowed	6.3%	7.5%	7.2%
Divorced	7.6%	7.6%	7.1%
2000 Population 16+ by Employment Status			
 Total	3,365	40,015	84,346
In Labor Force	69.9%	67.8%	67.6%
Civilian Employed	68.6%	65.7%	65.6%
Civilian Unemployed	1.3%	2.0%	2.0%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	30.1%	32.2%	32.4%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	93.4%	91.9%	92.1%
Civilian Unemployed	6.6%	8.1%	7.9%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	95.2%	94.1%	94.2%
Civilian Unemployed	4.8%	5.9%	5.8%
2000 Females 16+ by Employment Status and Age of Children			
Total	1,723	21,322	44,738
Own Children < 6 Only	8.0%	8.3%	8.1%
Employed/in Armed Forces	5.7%	5.2%	5.2%
Unemployed	0.0%	0.1%	0.1%
Not in Labor Force	2.3%	3.0%	2.7%
Own Children < 6 and 6-17 Only	4.2%	5.7%	6.0%
Employed/in Armed Forces	1.5%	3.0%	3.4%
Unemployed	0.1%	0.2%	0.1%
Not in Labor Force	2.6%	2.6%	2.4%
Own Children 6-17 Only	12.5%	15.2%	17.1%
Employed/in Armed Forces	10.7%	12.3%	13.4%
Unemployed	0.1%	0.3%	0.4%
Not in Labor Force	1.7%	2.5%	3.3%
No Own Children < 18	75.3%	70.8%	68.8%
Employed/in Armed Forces	42.5%	38.1%	36.5%
Unemployed	0.6%	0.9%	1.0%
Not in Labor Force	32.2%	31.8%	31.3%
2010 Employed Population 16+ by Industry			
 Total	2,208	25,613	54,288
Agriculture/Mining	0.0%	0.0%	0.1%
Construction	5.6%	5.7%	5.6%
Manufacturing	6.9%	6.5%	6.4%
Wholesale Trade	4.3%	3.2%	3.7%
Retail Trade	14.1%	11.2%	10.1%
Transportation/Utilities	2.2%	3.4%	3.3%
Information	2.9%	3.2%	3.0%
Finance/Insurance/Real Estate	12.6%	10.3%	10.8%
Services	47.5%	51.4%	52.4%
Public Administration	3.8%	5.2%	4.7%

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	2,206	25,613	54,284
White Collar	78.3%	75.7%	77.1%
Management/Business/Financial	20.5%	18.9%	20.0%
Professional	30.6%	32.0%	32.8%
Sales	14.3%	11.5%	11.7%
Administrative Support	13.0%	13.3%	12.6%
Services	10.9%	13.4%	12.4%
Blue Collar	10.8%	11.0%	10.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	3.3%	4.2%	4.1%
Installation/Maintenance/Repair	2.1%	2.0%	1.8%
Production	1.5%	1.9%	1.8%
Transportation/Material Moving	3.9%	2.9%	2.7%
2000 Workers 16+ by Means of Transportation to Work			
 Total	2,282	25,879	54,549
Drove Alone - Car, Truck, or Van	79.7%	78.1%	78.4%
Carpooled - Car, Truck, or Van	6.1%	6.6%	6.1%
Public Transportation	9.8%	10.4%	10.3%
Walked	0.9%	1.6%	1.3%
Other Means	0.3%	0.5%	0.5%
Worked at Home	3.2%	2.7%	3.4%
2000 Workers 16+ by Travel Time to Work			
Total	2,281	25,878	54,548
Did Not Work at Home	96.8%	97.3%	96.6%
Less than 5 minutes	2.6%	2.8%	2.1%
5 to 9 minutes	11.4%	9.7%	8.4%
10 to 19 minutes	20.5%	22.5%	21.6%
20 to 24 minutes	9.9%	10.3%	10.6%
25 to 34 minutes	20.2%	18.0%	18.8%
35 to 44 minutes	8.7%	10.6%	10.3%
45 to 59 minutes	13.2%	13.4%	14.1%
60 to 89 minutes	8.3%	7.9%	8.7%
90 or more minutes	1.9%	2.0%	1.9%
Worked at Home	3.2%	2.7%	3.4%
Average Travel Time to Work (in min)	29.5	29.4	30.4
2000 Households by Vehicles Available			
Total	1,638	20,033	41,266
None	2.4%	6.9%	5.9%
1	32.6%	34.0%	31.1%
2	45.8%	45.7%	47.3%
3	14.5%	10.1%	12.1%
4	3.8%	2.5%	2.8%
5+	0.9%	0.7%	0.8%
Average Number of Vehicles Available	1.9	1.7	1.8

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	1,647	20,026	41,280
Family Households	68.1%	67.3%	71.0%
Married-couple Family	55.7%	55.4%	60.1%
With Related Children	24.5%	25.9%	29.2%
Other Family (No Spouse)	12.3%	11.9%	11.0%
With Related Children	5.0%	5.2%	4.9%
Nonfamily Households	31.9%	32.7%	29.0%
Householder Living Alone	25.4%	26.9%	24.5%
Householder Not Living Alone	6.6%	5.8%	4.5%
Households with Related Children	29.5%	31.2%	34.1%
Households with Persons 65+	26.4%	29.2%	29.6%
2000 Households by Size			
Total	1,647	20,026	41,278
1 Person Household	25.4%	26.9%	24.5%
2 Person Household	34.2%	32.6%	32.0%
3 Person Household	17.4%	16.8%	16.9%
4 Person Household	14.2%	14.5%	16.5%
5 Person Household	6.4%	6.6%	7.3%
6 Person Household	2.0%	2.0%	2.2%
7+ Person Household	0.4%	0.6%	0.7%
2000 Households by Year Householder Moved In			
Total	1,639	20,033	41,265
Moved in 1999 to March 2000	14.1%	14.3%	12.3%
Moved in 1995 to 1998	28.6%	25.8%	24.9%
Moved in 1990 to 1994	17.4%	17.3%	17.0%
Moved in 1980 to 1989	17.1%	14.8%	17.1%
Moved in 1970 to 1979	12.3%	11.2%	12.3%
Moved in 1969 or Earlier	10.5%	16.6%	16.4%
Median Year Householder Moved In	1993	1992	1991
2000 Housing Units by Units in Structure			
 Total	1,676	20,561	42,189
1, Detached	54.0%	58.1%	66.5%
1, Attached	4.9%	4.7%	5.4%
2	6.3%	9.7%	6.4%
3 or 4	6.6%	6.8%	4.7%
5 to 9	10.4%	5.6%	4.7%
10 to 19	12.5%	7.1%	5.8%
20+	5.3%	7.8%	6.5%
Mobile Home	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	1,671	20,581	42,206
1999 to March 2000	0.7%	0.9%	0.9%
1995 to 1998	1.5%	2.7%	3.6%
1990 to 1994	1.6%	5.3%	6.2%
1980 to 1989	12.9%	10.1%	11.8%
1970 to 1979	23.0%	13.4%	15.4%
1969 or Earlier	60.3%	67.6%	62.1%
Median Year Structure Built	1963	1959	1963

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

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Top 3 Tapestry Segments			
1.	Wealthy Seaboard Subur	Wealthy Seaboard Subur	Wealthy Seaboard Subur
2.	City Lights	City Lights	City Lights
3.	Connoisseurs	Pleasant-Ville	Connoisseurs



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 \$	\$4,633,023	\$52,098,438	\$124,316,072
Average Spent	\$2,709.37	\$2,521.46	\$2,904.99
Spending Potential Index	113	105	121
Computers & Accessories: Total \$	\$560,320	\$6,479,177	\$15,649,357
Average Spent	\$327.67	\$313.58	\$365.69
Spending Potential Index	149	142	166
Education: Total \$	\$3,671,795	\$40,196,797	\$97,321,633
Average Spent	\$2,147.25	\$1,945.45	\$2,274.19
Spending Potential Index	176	159	186
Entertainment/Recreation: Total \$	\$8,810,748	\$99,348,438	\$242,155,668
Average Spent	\$5,152.48	\$4,808.27	\$5,658.64
Spending Potential Index	160	149	176
Food at Home: Total \$	\$11,509,659	\$131,033,922	\$310,979,054
Average Spent	\$6,730.79	\$6,341.78	\$7,266.88
Spending Potential Index	150	142	162
Food Away from Home: Total \$	\$8,452,232	\$96,076,549	\$229,011,504
Average Spent	\$4,942.83	\$4,649.92	\$5,351.49
Spending Potential Index	154	144	166
Health Care: Total \$	\$9,363,925	\$106,402,469	\$258,543,011
Average Spent	\$5,475.98	\$5,149.67	\$6,041.57
Spending Potential Index	147	138	162
HH Furnishings & Equipment: Total \$	\$4,971,780	\$55,924,069	\$136,647,894
Average Spent	\$2,907.47	\$2,706.61	\$3,193.16
Spending Potential Index	141	131	155
Investments: Total \$	\$5,710,986	\$61,625,087	\$155,232,463
Average Spent	\$3,339.76	\$2,982.53	\$3,627.44
Spending Potential Index	192	171	209
Retail Goods: Total \$	\$61,736,532	\$699,973,466	\$1,696,577,483
Average Spent	\$36,103.24	\$33,877.33	\$39,645.22
Spending Potential Index	145	136	159
Shelter: Total \$	\$46,752,541	\$521,869,134	\$1,251,198,247
Average Spent	\$27,340.67	\$25,257.44	\$29,237.70
Spending Potential Index	173	160	185
TV/Video/Audio: Total \$	\$3,165,038	\$36,064,648	\$85,971,791
Average Spent	\$1,850.90	\$1,745.46	\$2,008.97
Spending Potential Index	149	141	162
Travel: Total \$	\$5,782,512	\$63,928,348	\$157,454,384
Average Spent	\$3,381.59	\$3,094.01	\$3,679.36
Spending Potential Index	179	163	194
Vehicle Maintenance & Repairs: Total \$	\$2,434,283	\$27,742,972	\$67,149,791
Average Spent	\$1,423.56	\$1,342.71	\$1,569.14
Spending Potential Index	151	142	166

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.