

289 Winthrop St, Taunton, MA 02780-4354  
 Ring: 1, 3, 5 Miles

Latitude: 41.88964  
 Longitude: -71.11974

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	6,334	44,750	68,460
2000 Group Quarters	9	698	1,003
2010 Total Population	6,280	45,451	70,929
2015 Total Population	6,232	45,421	71,361
2010 - 2015 Annual Rate	-0.15%	-0.01%	0.12%
 2000 Households	2,684	17,971	26,449
2000 Average Household Size	2.36	2.45	2.55
2010 Households	2,683	18,320	27,450
2010 Average Household Size	2.34	2.44	2.54
2015 Households	2,667	18,332	27,639
2015 Average Household Size	2.33	2.43	2.54
2010 - 2015 Annual Rate	-0.12%	0.01%	0.14%
2000 Families	1,695	11,492	17,924
2000 Average Family Size	2.96	3.07	3.11
2010 Families	1,671	11,584	18,464
2010 Average Family Size	2.94	3.05	3.1
2015 Families	1,653	11,540	18,534
2015 Average Family Size	2.94	3.05	3.09
2010 - 2015 Annual Rate	-0.22%	-0.08%	0.08%
 <b>2000 Housing Units</b>	2,760	18,758	27,412
Owner Occupied Housing Units	51.0%	54.2%	62.8%
Renter Occupied Housing Units	45.8%	41.7%	33.7%
Vacant Housing Units	3.3%	4.1%	3.6%
<b>2010 Housing Units</b>	2,822	19,509	28,960
Owner Occupied Housing Units	51.3%	53.6%	61.6%
Renter Occupied Housing Units	43.8%	40.4%	33.1%
Vacant Housing Units	4.9%	6.1%	5.2%
<b>2015 Housing Units</b>	2,828	19,656	29,324
Owner Occupied Housing Units	50.5%	53.1%	61.3%
Renter Occupied Housing Units	43.8%	40.2%	33.0%
Vacant Housing Units	5.7%	6.7%	5.7%
<b>Median Household Income</b>			
2000	\$36,174	\$41,021	\$45,889
2010	\$49,018	\$52,983	\$60,458
2015	\$60,115	\$61,807	\$69,449
<b>Median Home Value</b>			
2000	\$133,790	\$140,908	\$146,954
2010	\$216,534	\$229,480	\$240,352
2015	\$257,713	\$276,565	\$290,892
<b>Per Capita Income</b>			
2000	\$18,443	\$19,663	\$20,622
2010	\$24,171	\$25,060	\$26,508
2015	\$27,913	\$28,756	\$30,368
<b>Median Age</b>			
2000	34.8	35.8	36.1
2010	35.6	37.6	38.2
2015	35.1	37.5	38.2

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	2,671	17,959	26,524
< \$15,000	22.8%	16.0%	13.7%
\$15,000 - \$24,999	13.4%	13.2%	11.9%
\$25,000 - \$34,999	12.4%	13.1%	11.6%
\$35,000 - \$49,999	13.6%	17.7%	17.1%
\$50,000 - \$74,999	22.2%	21.8%	23.8%
\$75,000 - \$99,999	9.9%	11.0%	12.5%
\$100,000 - \$149,999	5.0%	6.1%	7.7%
\$150,000 - \$199,999	0.7%	0.8%	1.2%
\$200,000+	0.0%	0.3%	0.5%
Average Household Income	\$43,594	\$48,297	\$52,560
<b>2010 Households by Income</b>			
Household Income Base	2,682	18,320	27,451
< \$15,000	14.1%	10.4%	8.8%
\$15,000 - \$24,999	9.4%	8.8%	7.9%
\$25,000 - \$34,999	10.5%	10.4%	8.7%
\$35,000 - \$49,999	17.3%	17.4%	15.5%
\$50,000 - \$74,999	15.2%	19.9%	20.6%
\$75,000 - \$99,999	22.6%	20.2%	22.0%
\$100,000 - \$149,999	7.7%	9.3%	11.6%
\$150,000 - \$199,999	2.7%	2.7%	3.6%
\$200,000+	0.6%	0.8%	1.3%
Average Household Income	\$58,489	\$61,633	\$67,816
<b>2015 Households by Income</b>			
Household Income Base	2,665	18,333	27,638
< \$15,000	11.8%	8.9%	7.3%
\$15,000 - \$24,999	7.5%	7.2%	6.2%
\$25,000 - \$34,999	8.5%	8.5%	7.0%
\$35,000 - \$49,999	13.4%	13.2%	11.5%
\$50,000 - \$74,999	18.4%	21.8%	21.7%
\$75,000 - \$99,999	22.6%	20.4%	21.3%
\$100,000 - \$149,999	12.3%	14.6%	17.7%
\$150,000 - \$199,999	4.3%	4.2%	5.3%
\$200,000+	1.1%	1.4%	2.0%
Average Household Income	\$67,491	\$70,628	\$77,649
<b>2000 Owner Occupied HUs by Value</b>			
Total	1,394	10,157	17,226
<\$50,000	1.4%	1.6%	2.4%
\$50,000 - 99,999	21.7%	14.8%	13.3%
\$100,000 - 149,999	41.2%	43.0%	37.2%
\$150,000 - 199,999	26.0%	30.9%	32.8%
\$200,000 - \$299,999	8.0%	8.7%	11.8%
\$300,000 - 499,999	1.5%	0.9%	2.2%
\$500,000 - 999,999	0.0%	0.1%	0.2%
\$1,000,000+	0.0%	0.1%	0.2%
Average Home Value	\$138,282	\$146,123	\$154,773
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	1,294	7,797	9,198
With Cash Rent	97.3%	96.4%	95.9%
No Cash Rent	2.7%	3.6%	4.1%
Median Rent	\$500	\$513	\$521
Average Rent	\$462	\$490	\$503

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	6,333	44,751	68,461
Age 0 - 4	8.0%	7.0%	7.0%
Age 5 - 9	7.2%	7.2%	7.3%
Age 10 - 14	6.5%	6.6%	6.9%
Age 15 - 19	6.1%	5.9%	6.0%
Age 20 - 24	6.6%	6.0%	5.4%
Age 25 - 34	16.0%	15.9%	15.2%
Age 35 - 44	15.3%	16.9%	17.5%
Age 45 - 54	11.7%	12.3%	13.0%
Age 55 - 64	8.9%	8.5%	8.6%
Age 65 - 74	6.9%	6.7%	6.4%
Age 75 - 84	5.4%	5.3%	4.9%
Age 85+	1.5%	1.9%	1.6%
Age 18+	74.5%	75.6%	74.9%
<b>2010 Population by Age</b>			
Total	6,282	45,454	70,932
Age 0 - 4	8.1%	7.0%	7.0%
Age 5 - 9	6.7%	6.7%	6.8%
Age 10 - 14	6.2%	6.3%	6.7%
Age 15 - 19	6.6%	6.6%	6.6%
Age 20 - 24	7.2%	6.3%	5.9%
Age 25 - 34	14.3%	13.3%	12.5%
Age 35 - 44	13.2%	14.7%	14.9%
Age 45 - 54	13.9%	15.2%	15.8%
Age 55 - 64	10.0%	10.4%	10.8%
Age 65 - 74	7.0%	6.4%	6.5%
Age 75 - 84	4.6%	4.5%	4.3%
Age 85+	2.1%	2.5%	2.2%
Age 18+	75.0%	76.0%	75.4%
<b>2015 Population by Age</b>			
Total	6,232	45,420	71,359
Age 0 - 4	8.0%	6.9%	6.8%
Age 5 - 9	6.8%	6.7%	6.8%
Age 10 - 14	6.2%	6.5%	6.8%
Age 15 - 19	6.1%	6.0%	6.2%
Age 20 - 24	7.2%	6.5%	6.1%
Age 25 - 34	15.6%	14.0%	13.2%
Age 35 - 44	12.0%	13.2%	13.1%
Age 45 - 54	12.9%	14.3%	15.0%
Age 55 - 64	11.0%	11.7%	11.9%
Age 65 - 74	7.8%	7.5%	7.8%
Age 75 - 84	4.6%	4.3%	4.2%
Age 85+	1.9%	2.3%	2.1%
Age 18+	75.3%	76.2%	75.7%
<b>2000 Population by Sex</b>			
Males	47.1%	47.9%	48.1%
Females	52.9%	52.1%	51.9%
<b>2010 Population by Sex</b>			
Males	47.4%	48.1%	48.2%
Females	52.6%	51.9%	51.8%
<b>2015 Population by Sex</b>			
Males	47.5%	48.2%	48.2%
Females	52.5%	51.8%	51.8%

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<b>2000 Population by Race/Ethnicity</b>			
 Total	6,333	44,751	68,460
White Alone	86.9%	91.0%	92.6%
Black Alone	4.6%	3.0%	2.4%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	0.6%	0.6%	0.6%
Some Other Race Alone	5.2%	2.9%	2.2%
Two or More Races	2.4%	2.3%	1.9%
Hispanic Origin	9.6%	4.5%	3.4%
Diversity Index	37.3	24.2	19.7
<b>2010 Population by Race/Ethnicity</b>			
Total	6,281	45,451	70,928
White Alone	80.8%	86.8%	89.2%
Black Alone	6.8%	4.6%	3.7%
American Indian Alone	0.5%	0.3%	0.2%
Asian or Pacific Islander Alone	0.9%	1.0%	1.0%
Some Other Race Alone	7.7%	4.2%	3.1%
Two or More Races	3.3%	3.2%	2.8%
Hispanic Origin	15.5%	7.5%	5.6%
Diversity Index	51.5	35.0	28.7
<b>2015 Population by Race/Ethnicity</b>			
Total	6,231	45,421	71,361
White Alone	77.6%	84.5%	87.3%
Black Alone	8.1%	5.6%	4.5%
American Indian Alone	0.5%	0.3%	0.2%
Asian or Pacific Islander Alone	1.0%	1.1%	1.2%
Some Other Race Alone	8.9%	4.8%	3.5%
Two or More Races	3.8%	3.7%	3.2%
Hispanic Origin	18.6%	9.2%	6.9%
Diversity Index	57.5	40.4	33.4
<b>2000 Population 3+ by School Enrollment</b>			
 Total	5,997	42,904	65,815
Enrolled in Nursery/Preschool	1.4%	1.7%	1.8%
Enrolled in Kindergarten	1.4%	1.7%	1.6%
Enrolled in Grade 1-8	13.2%	11.7%	12.0%
Enrolled in Grade 9-12	6.8%	5.4%	5.5%
Enrolled in College	3.5%	3.7%	3.8%
Enrolled in Grad/Prof School	1.1%	0.7%	0.8%
Not Enrolled in School	72.7%	75.1%	74.5%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	4,089	30,476	47,543
Less than 9th Grade	7.8%	8.6%	7.2%
9th - 12th Grade, No Diploma	12.6%	10.2%	9.2%
High School Graduate	36.0%	36.7%	35.8%
Some College, No Degree	16.1%	16.5%	17.1%
Associate Degree	8.1%	8.8%	9.3%
Bachelor's Degree	12.6%	13.2%	14.8%
Graduate/Professional Degree	6.7%	5.9%	6.7%

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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<b>2010 Population 15+ by Marital Status</b>			
 Total	4,958	36,338	56,418
Never Married	34.7%	31.9%	29.4%
Married	46.2%	49.9%	53.6%
Widowed	7.3%	6.8%	6.5%
Divorced	11.8%	11.5%	10.5%
<b>2000 Population 16+ by Employment Status</b>			
 Total	4,801	34,924	53,201
In Labor Force	65.8%	67.2%	68.8%
Civilian Employed	62.1%	64.1%	65.9%
Civilian Unemployed	3.6%	3.0%	2.8%
In Armed Forces	0.1%	0.1%	0.1%
Not in Labor Force	34.2%	32.8%	31.2%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	86.6%	88.1%	88.7%
Civilian Unemployed	13.4%	11.9%	11.3%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	90.0%	91.2%	91.7%
Civilian Unemployed	10.0%	8.8%	8.3%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	2,596	18,309	27,878
Own Children < 6 Only	7.8%	8.2%	8.5%
Employed/in Armed Forces	5.5%	5.7%	6.1%
Unemployed	0.6%	0.3%	0.2%
Not in Labor Force	1.6%	2.2%	2.2%
Own Children < 6 and 6-17 Only	5.4%	5.5%	6.0%
Employed/in Armed Forces	3.1%	3.5%	4.0%
Unemployed	0.5%	0.1%	0.1%
Not in Labor Force	1.8%	1.8%	1.9%
Own Children 6-17 Only	16.9%	15.9%	16.6%
Employed/in Armed Forces	12.2%	12.7%	13.2%
Unemployed	1.7%	0.6%	0.7%
Not in Labor Force	2.9%	2.6%	2.7%
No Own Children < 18	70.0%	70.3%	69.0%
Employed/in Armed Forces	37.3%	37.0%	37.3%
Unemployed	0.5%	1.6%	1.5%
Not in Labor Force	32.1%	31.7%	30.1%
<b>2010 Employed Population 16+ by Industry</b>			
 Total	2,804	21,256	33,936
Agriculture/Mining	0.0%	0.2%	0.4%
Construction	6.8%	7.7%	7.2%
Manufacturing	12.5%	12.1%	11.5%
Wholesale Trade	5.2%	5.1%	5.2%
Retail Trade	15.8%	15.0%	14.3%
Transportation/Utilities	4.7%	4.8%	4.9%
Information	1.6%	2.0%	2.0%
Finance/Insurance/Real Estate	3.5%	5.0%	5.2%
Services	44.3%	43.3%	44.4%
Public Administration	5.5%	4.8%	4.9%

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<b>2010 Employed Population 16+ by Occupation</b>			
Total	2,806	21,259	33,935
White Collar	55.5%	54.1%	56.8%
Management/Business/Financial	10.4%	10.0%	11.5%
Professional	19.0%	18.8%	19.8%
Sales	11.0%	11.0%	10.8%
Administrative Support	15.1%	14.4%	14.6%
Services	20.7%	20.7%	19.7%
Blue Collar	23.8%	25.2%	23.6%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	5.0%	6.5%	5.9%
Installation/Maintenance/Repair	2.7%	3.4%	3.5%
Production	8.7%	8.3%	7.4%
Transportation/Material Moving	7.4%	6.8%	6.5%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
 Total	2,943	22,018	34,469
Drove Alone - Car, Truck, or Van	78.7%	81.5%	83.2%
Carpooled - Car, Truck, or Van	12.9%	12.4%	10.8%
Public Transportation	4.4%	2.5%	2.2%
Walked	2.3%	1.3%	1.2%
Other Means	0.7%	1.2%	1.0%
Worked at Home	0.9%	1.1%	1.7%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	2,942	22,017	34,470
Did Not Work at Home	99.1%	98.9%	98.3%
Less than 5 minutes	2.8%	2.2%	2.2%
5 to 9 minutes	10.8%	11.4%	10.0%
10 to 19 minutes	24.8%	27.6%	27.3%
20 to 24 minutes	14.5%	12.7%	13.3%
25 to 34 minutes	21.3%	18.7%	18.8%
35 to 44 minutes	6.9%	8.5%	8.6%
45 to 59 minutes	7.9%	8.4%	8.5%
60 to 89 minutes	7.0%	6.7%	6.8%
90 or more minutes	3.0%	2.7%	3.0%
Worked at Home	0.9%	1.1%	1.7%
Average Travel Time to Work (in min)	27.9	27.1	27.5
<b>2000 Households by Vehicles Available</b>			
Total	2,687	17,971	26,466
None	13.6%	10.3%	8.3%
1	41.2%	39.5%	36.0%
2	31.7%	37.9%	41.1%
3	10.5%	9.2%	10.8%
4	1.9%	2.2%	2.7%
5+	1.0%	0.9%	1.1%
Average Number of Vehicles Available	1.5	1.6	1.7

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<b>2000 Households by Type</b>			
 Total	2,684	17,970	26,449
Family Households	63.2%	63.9%	67.8%
Married-couple Family	43.0%	45.7%	50.9%
With Related Children	19.7%	21.5%	24.8%
Other Family (No Spouse)	20.2%	18.2%	16.9%
With Related Children	13.6%	11.9%	10.7%
Nonfamily Households	36.8%	36.1%	32.2%
Householder Living Alone	31.1%	29.8%	26.5%
Householder Not Living Alone	5.7%	6.3%	5.8%
Households with Related Children	33.3%	33.4%	35.5%
Households with Persons 65+	26.0%	24.4%	23.8%
<b>2000 Households by Size</b>			
Total	2,684	17,971	26,449
1 Person Household	31.2%	29.8%	26.5%
2 Person Household	30.2%	30.8%	31.0%
3 Person Household	16.2%	16.6%	17.3%
4 Person Household	14.1%	14.4%	16.0%
5 Person Household	5.7%	5.6%	6.3%
6 Person Household	1.8%	2.0%	2.1%
7+ Person Household	1.0%	0.9%	0.9%
<b>2000 Households by Year Householder Moved In</b>			
Total	2,687	17,971	26,467
Moved in 1999 to March 2000	19.2%	17.1%	14.9%
Moved in 1995 to 1998	30.6%	29.2%	27.9%
Moved in 1990 to 1994	15.6%	16.3%	17.6%
Moved in 1980 to 1989	14.0%	14.7%	16.2%
Moved in 1970 to 1979	6.9%	8.3%	9.6%
Moved in 1969 or Earlier	13.8%	14.4%	13.8%
Median Year Householder Moved In	1995	1994	1993
<b>2000 Housing Units by Units in Structure</b>			
 Total	2,755	18,750	27,456
1, Detached	37.2%	40.0%	49.3%
1, Attached	4.7%	4.2%	4.3%
2	16.0%	18.5%	14.7%
3 or 4	12.9%	16.1%	12.0%
5 to 9	6.9%	8.3%	6.9%
10 to 19	5.0%	3.7%	2.9%
20+	13.2%	6.4%	5.5%
Mobile Home	4.1%	2.7%	4.4%
Other	0.0%	0.0%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	2,741	18,764	27,441
1999 to March 2000	2.8%	1.4%	1.5%
1995 to 1998	4.8%	4.1%	5.3%
1990 to 1994	3.9%	6.4%	8.0%
1980 to 1989	8.7%	11.8%	14.4%
1970 to 1979	17.1%	9.7%	12.0%
1969 or Earlier	62.7%	66.5%	58.8%
Median Year Structure Built	1958	1952	1961

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

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<b>Top 3 Tapestry Segments</b>			
1.	Main Street, USA	Main Street, USA	Main Street, USA
2.	Old and Newcomers	Pleasant-Ville	Pleasant-Ville
3.	Pleasant-Ville	International Marketpl	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 \$	\$3,882,421	\$27,936,509	\$45,610,963
Average Spent	\$1,447.04	\$1,524.92	\$1,661.60
Spending Potential Index	60	64	69
Computers & Accessories: Total \$	\$507,556	\$3,619,736	\$5,924,066
Average Spent	\$189.17	\$197.58	\$215.81
Spending Potential Index	86	90	98
Education: Total \$	\$2,878,134	\$20,834,021	\$34,334,935
Average Spent	\$1,072.73	\$1,137.23	\$1,250.82
Spending Potential Index	88	93	103
Entertainment/Recreation: Total \$	\$7,357,046	\$52,870,423	\$87,495,288
Average Spent	\$2,742.10	\$2,885.94	\$3,187.44
Spending Potential Index	85	90	99
Food at Home: Total \$	\$10,169,215	\$72,600,600	\$118,133,194
Average Spent	\$3,790.24	\$3,962.91	\$4,303.58
Spending Potential Index	85	89	96
Food Away from Home: Total \$	\$7,345,941	\$52,547,794	\$85,986,398
Average Spent	\$2,737.96	\$2,868.33	\$3,132.47
Spending Potential Index	85	89	97
Health Care: Total \$	\$8,048,758	\$56,804,753	\$94,003,774
Average Spent	\$2,999.91	\$3,100.70	\$3,424.55
Spending Potential Index	81	83	92
HH Furnishings & Equipment: Total \$	\$4,075,675	\$29,470,598	\$48,860,859
Average Spent	\$1,519.07	\$1,608.66	\$1,779.99
Spending Potential Index	74	78	86
Investments: Total \$	\$3,825,282	\$27,986,923	\$46,791,423
Average Spent	\$1,425.75	\$1,527.67	\$1,704.61
Spending Potential Index	82	88	98
Retail Goods: Total \$	\$52,613,664	\$377,479,080	\$623,960,153
Average Spent	\$19,610.01	\$20,604.75	\$22,730.79
Spending Potential Index	79	83	91
Shelter: Total \$	\$37,725,651	\$273,376,943	\$447,303,202
Average Spent	\$14,061.00	\$14,922.32	\$16,295.20
Spending Potential Index	89	95	103
TV/Video/Audio: Total \$	\$2,786,692	\$19,801,623	\$32,404,497
Average Spent	\$1,038.65	\$1,080.87	\$1,180.49
Spending Potential Index	84	87	95
Travel: Total \$	\$4,413,420	\$32,203,284	\$53,470,360
Average Spent	\$1,644.96	\$1,757.82	\$1,947.92
Spending Potential Index	87	93	103
Vehicle Maintenance & Repairs: Total \$	\$2,102,279	\$15,034,248	\$24,776,315
Average Spent	\$783.56	\$820.65	\$902.60
Spending Potential Index	83	87	96

**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.