

2 Boston Post Rd E, Marlborough, MA 01752-3547
 Ring: 1, 3, 5 Miles

Latitude: 42.35223
 Longitude: -71.52991

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	12,568	41,954	79,291
2000 Group Quarters	48	406	734
2010 Total Population	12,904	43,122	82,551
2015 Total Population	13,137	44,116	84,281
2010 - 2015 Annual Rate	0.36%	0.46%	0.42%
 2000 Households	5,198	16,465	30,730
2000 Average Household Size	2.41	2.52	2.56
2010 Households	5,341	17,005	31,981
2010 Average Household Size	2.41	2.51	2.56
2015 Households	5,439	17,401	32,656
2015 Average Household Size	2.41	2.51	2.56
2010 - 2015 Annual Rate	0.36%	0.46%	0.42%
2000 Families	3,311	10,832	21,113
2000 Average Family Size	3.01	3.11	3.1
2010 Families	3,361	11,052	21,803
2010 Average Family Size	3.01	3.09	3.1
2015 Families	3,406	11,260	22,180
2015 Average Family Size	3.01	3.09	3.1
2010 - 2015 Annual Rate	0.27%	0.37%	0.34%
 2000 Housing Units	5,365	16,886	31,491
Owner Occupied Housing Units	56.4%	62.3%	67.1%
Renter Occupied Housing Units	40.8%	35.1%	30.5%
Vacant Housing Units	2.8%	2.6%	2.4%
2010 Housing Units	5,618	17,754	33,363
Owner Occupied Housing Units	56.1%	61.4%	65.5%
Renter Occupied Housing Units	38.9%	34.3%	30.3%
Vacant Housing Units	4.9%	4.2%	4.1%
2015 Housing Units	5,728	18,180	34,111
Owner Occupied Housing Units	56.9%	62.1%	65.8%
Renter Occupied Housing Units	38.1%	33.7%	29.9%
Vacant Housing Units	5.0%	4.3%	4.3%
Median Household Income			
2000	\$56,720	\$58,860	\$64,601
2010	\$79,259	\$82,079	\$89,633
2015	\$89,207	\$94,262	\$104,109
Median Home Value			
2000	\$176,985	\$187,084	\$213,244
2010	\$277,420	\$286,101	\$327,389
2015	\$329,381	\$344,142	\$390,336
Per Capita Income			
2000	\$29,399	\$29,502	\$33,086
2010	\$39,337	\$40,432	\$44,860
2015	\$43,871	\$45,458	\$51,850
Median Age			
2000	35.4	36.2	37.0
2010	38.7	39.5	40.2
2015	39.2	40.1	40.9

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	5,251	16,406	30,767
< \$15,000	9.3%	10.3%	8.9%
\$15,000 - \$24,999	8.2%	8.2%	7.5%
\$25,000 - \$34,999	7.9%	8.1%	7.8%
\$35,000 - \$49,999	17.9%	15.5%	13.7%
\$50,000 - \$74,999	22.7%	20.6%	19.0%
\$75,000 - \$99,999	16.3%	15.2%	15.4%
\$100,000 - \$149,999	12.0%	14.1%	15.7%
\$150,000 - \$199,999	3.2%	4.4%	5.8%
\$200,000+	2.5%	3.7%	6.3%
Average Household Income	\$70,207	\$74,619	\$85,421
2010 Households by Income			
Household Income Base	5,339	17,004	31,981
< \$15,000	5.2%	6.0%	5.2%
\$15,000 - \$24,999	5.4%	5.7%	5.1%
\$25,000 - \$34,999	4.7%	4.9%	4.8%
\$35,000 - \$49,999	10.6%	9.6%	8.4%
\$50,000 - \$74,999	20.2%	18.1%	16.5%
\$75,000 - \$99,999	17.3%	16.1%	15.3%
\$100,000 - \$149,999	22.5%	22.6%	23.1%
\$150,000 - \$199,999	9.4%	10.0%	10.4%
\$200,000+	4.6%	7.0%	11.2%
Average Household Income	\$95,978	\$102,325	\$116,145
2015 Households by Income			
Household Income Base	5,438	17,399	32,655
< \$15,000	3.8%	4.4%	3.7%
\$15,000 - \$24,999	3.7%	4.0%	3.5%
\$25,000 - \$34,999	3.2%	3.6%	3.3%
\$35,000 - \$49,999	6.4%	5.9%	5.1%
\$50,000 - \$74,999	21.8%	19.5%	17.2%
\$75,000 - \$99,999	17.2%	15.6%	14.2%
\$100,000 - \$149,999	25.5%	25.2%	24.8%
\$150,000 - \$199,999	12.7%	13.1%	13.4%
\$200,000+	5.6%	8.9%	14.8%
Average Household Income	\$106,987	\$115,103	\$134,342
2000 Owner Occupied HUs by Value			
Total	3,018	10,521	21,082
<\$50,000	2.5%	1.5%	1.0%
\$50,000 - 99,999	10.0%	7.8%	5.2%
\$100,000 - 149,999	15.7%	17.0%	14.0%
\$150,000 - 199,999	34.1%	31.1%	25.3%
\$200,000 - \$299,999	26.1%	26.7%	29.1%
\$300,000 - 499,999	11.3%	13.3%	19.5%
\$500,000 - 999,999	0.3%	2.5%	5.3%
\$1,000,000+	0.0%	0.1%	0.5%
Average Home Value	\$194,834	\$217,421	\$256,743
2000 Specified Renter Occupied HUs by Contract Rent			
Total	2,176	5,894	9,687
With Cash Rent	99.7%	97.7%	96.5%
No Cash Rent	0.3%	2.3%	3.5%
Median Rent	\$832	\$728	\$736
Average Rent	\$836	\$764	\$764

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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2000 Population by Age			
 Total	12,568	41,955	79,292
Age 0 - 4	7.1%	7.2%	7.2%
Age 5 - 9	6.6%	7.1%	7.2%
Age 10 - 14	5.9%	6.5%	6.8%
Age 15 - 19	4.4%	4.8%	5.2%
Age 20 - 24	5.8%	5.2%	4.6%
Age 25 - 34	19.3%	16.8%	15.0%
Age 35 - 44	19.0%	19.3%	19.1%
Age 45 - 54	12.7%	13.6%	14.7%
Age 55 - 64	8.5%	8.5%	9.2%
Age 65 - 74	5.9%	5.9%	6.1%
Age 75 - 84	3.4%	3.7%	3.6%
Age 85+	1.2%	1.5%	1.3%
Age 18+	77.5%	76.0%	75.2%
2010 Population by Age			
Total	12,900	43,119	82,551
Age 0 - 4	6.8%	6.7%	6.6%
Age 5 - 9	6.7%	6.8%	7.0%
Age 10 - 14	6.5%	7.0%	7.5%
Age 15 - 19	5.9%	6.3%	6.5%
Age 20 - 24	5.6%	5.3%	5.0%
Age 25 - 34	12.4%	11.0%	10.2%
Age 35 - 44	17.1%	16.2%	15.4%
Age 45 - 54	16.8%	17.3%	17.6%
Age 55 - 64	10.6%	11.2%	11.9%
Age 65 - 74	6.4%	6.4%	6.6%
Age 75 - 84	3.9%	3.9%	4.0%
Age 85+	1.5%	1.8%	1.7%
Age 18+	76.3%	75.5%	74.7%
2015 Population by Age			
Total	13,135	44,116	84,281
Age 0 - 4	6.5%	6.4%	6.3%
Age 5 - 9	6.6%	6.7%	6.8%
Age 10 - 14	6.6%	6.9%	7.2%
Age 15 - 19	6.0%	6.4%	6.7%
Age 20 - 24	6.1%	5.7%	5.4%
Age 25 - 34	12.6%	11.5%	10.9%
Age 35 - 44	14.5%	13.4%	12.5%
Age 45 - 54	16.6%	16.9%	17.2%
Age 55 - 64	11.8%	12.5%	13.1%
Age 65 - 74	7.4%	7.8%	8.2%
Age 75 - 84	3.9%	4.0%	4.1%
Age 85+	1.5%	1.8%	1.7%
Age 18+	76.5%	75.9%	75.4%
2000 Population by Sex			
Males	49.8%	49.4%	49.5%
Females	50.2%	50.6%	50.5%
2010 Population by Sex			
Males	49.4%	49.1%	49.3%
Females	50.6%	50.9%	50.7%
2015 Population by Sex			
Males	49.4%	49.1%	49.3%
Females	50.6%	50.9%	50.7%

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 Race/Ethnicity			
 Total	12,568	41,954	79,291
White Alone	87.0%	88.7%	90.1%
Black Alone	2.1%	2.0%	1.6%
American Indian Alone	0.1%	0.2%	0.1%
Asian or Pacific Islander Alone	5.4%	3.6%	3.9%
Some Other Race Alone	2.5%	2.9%	2.0%
Two or More Races	3.0%	2.6%	2.2%
Hispanic Origin	4.8%	5.5%	4.0%
Diversity Index	31.0	29.4	24.9
2010 Population by Race/Ethnicity			
Total	12,903	43,120	82,552
White Alone	81.5%	83.8%	85.9%
Black Alone	2.7%	2.6%	2.2%
American Indian Alone	0.1%	0.2%	0.2%
Asian or Pacific Islander Alone	8.4%	5.8%	6.0%
Some Other Race Alone	3.3%	4.0%	2.7%
Two or More Races	4.0%	3.6%	3.0%
Hispanic Origin	7.0%	8.1%	6.0%
Diversity Index	41.5	39.8	34.2
2015 Population by Race/Ethnicity			
Total	13,137	44,116	84,282
White Alone	78.3%	81.0%	83.3%
Black Alone	3.1%	3.0%	2.5%
American Indian Alone	0.1%	0.3%	0.2%
Asian or Pacific Islander Alone	10.2%	7.1%	7.4%
Some Other Race Alone	3.8%	4.5%	3.1%
Two or More Races	4.5%	4.1%	3.4%
Hispanic Origin	8.2%	9.6%	7.2%
Diversity Index	47.0	45.3	39.3
2000 Population 3+ by School Enrollment			
 Total	11,977	40,159	75,865
Enrolled in Nursery/Preschool	2.6%	2.4%	2.6%
Enrolled in Kindergarten	1.5%	1.6%	1.4%
Enrolled in Grade 1-8	10.2%	11.5%	11.9%
Enrolled in Grade 9-12	4.5%	4.9%	5.1%
Enrolled in College	4.3%	3.4%	3.3%
Enrolled in Grad/Prof School	1.9%	1.7%	1.6%
Not Enrolled in School	75.1%	74.5%	74.0%
2010 Population 25+ by Educational Attainment			
Total	8,846	29,248	55,692
Less than 9th Grade	2.4%	3.2%	3.0%
9th - 12th Grade, No Diploma	4.7%	5.1%	4.2%
High School Graduate	23.9%	24.8%	22.4%
Some College, No Degree	18.7%	16.0%	14.4%
Associate Degree	7.0%	7.4%	6.9%
Bachelor's Degree	26.8%	26.5%	28.4%
Graduate/Professional Degree	16.4%	16.9%	20.7%

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	10,330	34,279	65,179
Never Married	30.0%	28.9%	27.1%
Married	56.8%	58.0%	60.5%
Widowed	4.5%	4.2%	4.3%
Divorced	8.8%	8.9%	8.1%
2000 Population 16+ by Employment Status			
 Total	9,999	32,837	61,608
In Labor Force	75.7%	73.3%	73.0%
Civilian Employed	73.5%	70.8%	70.8%
Civilian Unemployed	2.2%	2.4%	2.1%
In Armed Forces	0.1%	0.1%	0.1%
Not in Labor Force	24.3%	26.7%	27.0%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	92.6%	92.2%	92.6%
Civilian Unemployed	7.4%	7.8%	7.4%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	94.6%	94.3%	94.6%
Civilian Unemployed	5.4%	5.7%	5.4%
2000 Females 16+ by Employment Status and Age of Children			
Total	5,069	16,813	31,424
Own Children < 6 Only	9.7%	9.0%	9.4%
Employed/in Armed Forces	6.0%	5.5%	5.4%
Unemployed	0.2%	0.1%	0.2%
Not in Labor Force	3.6%	3.4%	3.8%
Own Children < 6 and 6-17 Only	6.3%	6.0%	6.1%
Employed/in Armed Forces	4.2%	3.6%	3.6%
Unemployed	0.0%	0.0%	0.0%
Not in Labor Force	2.1%	2.3%	2.5%
Own Children 6-17 Only	14.1%	16.4%	17.4%
Employed/in Armed Forces	11.5%	12.3%	13.0%
Unemployed	0.0%	0.3%	0.5%
Not in Labor Force	2.6%	3.8%	3.9%
No Own Children < 18	69.9%	68.6%	67.1%
Employed/in Armed Forces	43.2%	41.2%	40.6%
Unemployed	2.2%	2.0%	1.5%
Not in Labor Force	24.5%	25.4%	25.1%
2010 Employed Population 16+ by Industry			
 Total	7,072	22,559	42,618
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	5.6%	5.1%	4.7%
Manufacturing	12.0%	12.7%	12.9%
Wholesale Trade	3.3%	3.9%	3.5%
Retail Trade	14.6%	13.2%	12.1%
Transportation/Utilities	4.2%	3.2%	2.6%
Information	3.6%	3.4%	3.7%
Finance/Insurance/Real Estate	7.2%	7.2%	7.7%
Services	45.5%	48.0%	49.8%
Public Administration	4.0%	3.2%	3.1%

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	7,075	22,561	42,620
White Collar	70.4%	69.2%	73.2%
Management/Business/Financial	15.8%	17.3%	19.5%
Professional	30.0%	29.2%	31.8%
Sales	10.5%	10.3%	10.4%
Administrative Support	14.1%	12.4%	11.5%
Services	16.4%	16.6%	13.8%
Blue Collar	13.3%	14.2%	13.0%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.5%	3.4%	3.2%
Installation/Maintenance/Repair	3.1%	3.0%	2.7%
Production	3.7%	4.5%	4.3%
Transportation/Material Moving	2.9%	3.2%	2.8%
2000 Workers 16+ by Means of Transportation to Work			
 Total	7,190	22,723	42,831
Drove Alone - Car, Truck, or Van	81.5%	82.4%	83.1%
Carpooled - Car, Truck, or Van	11.9%	10.4%	9.2%
Public Transportation	1.6%	1.2%	1.7%
Walked	2.3%	2.0%	1.7%
Other Means	1.1%	1.3%	1.1%
Worked at Home	1.5%	2.7%	3.2%
2000 Workers 16+ by Travel Time to Work			
Total	7,190	22,722	42,831
Did Not Work at Home	98.5%	97.3%	96.8%
Less than 5 minutes	2.6%	2.8%	2.8%
5 to 9 minutes	8.9%	9.9%	9.6%
10 to 19 minutes	28.1%	29.3%	27.8%
20 to 24 minutes	11.5%	11.3%	10.9%
25 to 34 minutes	19.6%	17.9%	17.9%
35 to 44 minutes	9.4%	8.3%	9.1%
45 to 59 minutes	10.7%	9.8%	10.7%
60 to 89 minutes	6.7%	6.4%	6.2%
90 or more minutes	1.0%	1.5%	1.8%
Worked at Home	1.5%	2.7%	3.2%
Average Travel Time to Work (in min)	26.1	25.9	26.8
2000 Households by Vehicles Available			
Total	5,196	16,430	30,799
None	6.0%	7.2%	6.1%
1	37.8%	33.8%	30.6%
2	41.9%	43.4%	46.2%
3	11.0%	12.4%	13.0%
4	2.2%	2.4%	2.9%
5+	1.1%	0.9%	1.1%
Average Number of Vehicles Available	1.7	1.7	1.8

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2000 Households by Type			
 Total	5,197	16,464	30,730
Family Households	63.7%	65.8%	68.7%
Married-couple Family	51.9%	53.5%	57.6%
With Related Children	24.7%	26.1%	28.7%
Other Family (No Spouse)	11.8%	12.3%	11.1%
With Related Children	6.4%	7.0%	6.2%
Nonfamily Households	36.3%	34.2%	31.3%
Householder Living Alone	28.4%	27.0%	25.0%
Householder Not Living Alone	7.9%	7.2%	6.3%
Households with Related Children	31.0%	33.1%	34.9%
Households with Persons 65+	18.9%	19.9%	20.0%
2000 Households by Size			
Total	5,198	16,465	30,730
1 Person Household	28.4%	27.0%	25.0%
2 Person Household	33.8%	32.5%	32.4%
3 Person Household	16.1%	16.8%	17.0%
4 Person Household	13.7%	14.5%	16.1%
5 Person Household	5.7%	6.5%	6.7%
6 Person Household	1.6%	1.9%	1.9%
7+ Person Household	0.7%	0.9%	0.8%
2000 Households by Year Householder Moved In			
Total	5,197	16,431	30,801
Moved in 1999 to March 2000	21.2%	17.7%	17.2%
Moved in 1995 to 1998	32.0%	32.0%	29.2%
Moved in 1990 to 1994	15.4%	16.6%	15.8%
Moved in 1980 to 1989	12.9%	14.3%	15.6%
Moved in 1970 to 1979	7.0%	8.2%	10.2%
Moved in 1969 or Earlier	11.4%	11.3%	12.0%
Median Year Householder Moved In	1995	1995	1994
2000 Housing Units by Units in Structure			
 Total	5,342	16,854	31,523
1, Detached	45.5%	51.9%	59.9%
1, Attached	3.5%	4.3%	3.5%
2	9.5%	10.1%	7.4%
3 or 4	4.0%	5.6%	4.9%
5 to 9	3.2%	4.7%	4.5%
10 to 19	16.9%	9.8%	6.8%
20+	12.8%	10.4%	10.7%
Mobile Home	4.6%	3.0%	2.3%
Other	0.0%	0.1%	0.0%
2000 Housing Units by Year Structure Built			
Total	5,360	16,840	31,531
1999 to March 2000	0.9%	1.4%	1.2%
1995 to 1998	2.9%	4.5%	4.6%
1990 to 1994	4.7%	6.0%	5.7%
1980 to 1989	11.2%	13.4%	14.1%
1970 to 1979	23.0%	17.9%	19.1%
1969 or Earlier	57.3%	56.8%	55.3%
Median Year Structure Built	1967	1966	1967

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

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Top 3 Tapestry Segments			
1.	In Style	In Style	In Style
2.	Pleasant-Ville	Main Street, USA	Main Street, USA
3.	Main Street, USA	Pleasant-Ville	Pleasant-Ville



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 \$	\$12,575,564	\$42,615,521	\$90,615,748
Average Spent	\$2,354.53	\$2,506.06	\$2,833.42
Spending Potential Index	98	105	118
Computers & Accessories: Total \$	\$1,642,931	\$5,509,263	\$11,649,553
Average Spent	\$307.61	\$323.98	\$364.26
Spending Potential Index	140	147	166
Education: Total \$	\$9,393,873	\$32,346,327	\$69,731,563
Average Spent	\$1,758.82	\$1,902.17	\$2,180.41
Spending Potential Index	144	156	179
Entertainment/Recreation: Total \$	\$24,062,558	\$81,695,568	\$175,168,036
Average Spent	\$4,505.25	\$4,804.21	\$5,477.25
Spending Potential Index	140	149	170
Food at Home: Total \$	\$32,271,329	\$108,997,801	\$228,456,313
Average Spent	\$6,042.19	\$6,409.75	\$7,143.50
Spending Potential Index	135	143	160
Food Away from Home: Total \$	\$23,765,517	\$79,949,107	\$168,405,905
Average Spent	\$4,449.64	\$4,701.51	\$5,265.81
Spending Potential Index	138	146	164
Health Care: Total \$	\$25,566,950	\$87,015,194	\$184,365,912
Average Spent	\$4,786.92	\$5,117.04	\$5,764.86
Spending Potential Index	128	137	155
HH Furnishings & Equipment: Total \$	\$13,469,422	\$45,771,589	\$98,628,829
Average Spent	\$2,521.89	\$2,691.65	\$3,083.98
Spending Potential Index	122	131	150
Investments: Total \$	\$12,719,870	\$45,114,441	\$103,275,932
Average Spent	\$2,381.55	\$2,653.01	\$3,229.29
Spending Potential Index	137	153	186
Retail Goods: Total \$	\$171,812,957	\$580,340,466	\$1,234,664,282
Average Spent	\$32,168.69	\$34,127.64	\$38,606.18
Spending Potential Index	129	137	155
Shelter: Total \$	\$122,701,691	\$419,072,040	\$896,759,711
Average Spent	\$22,973.54	\$24,644.05	\$28,040.39
Spending Potential Index	146	156	178
TV/Video/Audio: Total \$	\$8,931,264	\$30,031,767	\$63,116,472
Average Spent	\$1,672.21	\$1,766.06	\$1,973.56
Spending Potential Index	135	142	159
Travel: Total \$	\$14,678,924	\$50,602,752	\$110,673,369
Average Spent	\$2,748.35	\$2,975.76	\$3,460.60
Spending Potential Index	145	157	183
Vehicle Maintenance & Repairs: Total \$	\$6,843,199	\$23,067,993	\$48,905,434
Average Spent	\$1,281.26	\$1,356.54	\$1,529.20
Spending Potential Index	136	144	162

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.