

351 Turnpike St, Canton, MA 02021-2716
 Ring: 1, 3, 5 Miles

Latitude: 42.17428
 Longitude: -71.11236

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	3,318	37,627	126,213
2000 Group Quarters	123	542	2,667
2010 Total Population	3,799	39,343	128,620
2015 Total Population	3,947	40,053	129,762
2010 - 2015 Annual Rate	0.77%	0.36%	0.18%
 2000 Households	1,274	14,420	47,667
2000 Average Household Size	2.51	2.57	2.59
2010 Households	1,432	15,213	48,995
2010 Average Household Size	2.55	2.55	2.56
2015 Households	1,484	15,527	49,576
2015 Average Household Size	2.56	2.54	2.56
2010 - 2015 Annual Rate	0.72%	0.41%	0.24%
2000 Families	927	9,951	33,320
2000 Average Family Size	3.02	3.14	3.14
2010 Families	1,028	10,393	33,963
2010 Average Family Size	3.08	3.11	3.11
2015 Families	1,060	10,562	34,242
2015 Average Family Size	3.1	3.11	3.11
2010 - 2015 Annual Rate	0.61%	0.32%	0.16%
 2000 Housing Units	1,320	14,773	48,795
Owner Occupied Housing Units	75.6%	70.6%	71.4%
Renter Occupied Housing Units	21.7%	27.0%	26.3%
Vacant Housing Units	2.7%	2.4%	2.3%
2010 Housing Units	1,499	15,830	51,044
Owner Occupied Housing Units	72.6%	69.1%	69.5%
Renter Occupied Housing Units	22.9%	27.0%	26.4%
Vacant Housing Units	4.5%	3.9%	4.0%
2015 Housing Units	1,557	16,189	51,797
Owner Occupied Housing Units	71.7%	69.0%	69.3%
Renter Occupied Housing Units	23.6%	26.9%	26.4%
Vacant Housing Units	4.7%	4.1%	4.3%
Median Household Income			
2000	\$76,519	\$61,312	\$60,082
2010	\$107,942	\$87,359	\$82,948
2015	\$119,425	\$103,587	\$98,983
Median Home Value			
2000	\$282,650	\$200,446	\$194,661
2010	\$480,594	\$326,526	\$317,201
2015	\$628,852	\$395,934	\$384,777
Per Capita Income			
2000	\$35,464	\$29,044	\$27,757
2010	\$48,619	\$41,248	\$38,711
2015	\$57,989	\$47,922	\$45,022
Median Age			
2000	40.0	39.5	39.4
2010	42.3	42.3	42.1
2015	43.0	42.9	42.7

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	1,281	14,405	47,673
< \$15,000	10.5%	10.4%	10.8%
\$15,000 - \$24,999	6.2%	7.9%	8.1%
\$25,000 - \$34,999	4.8%	8.6%	9.0%
\$35,000 - \$49,999	11.1%	13.1%	13.2%
\$50,000 - \$74,999	16.0%	21.3%	21.6%
\$75,000 - \$99,999	17.3%	15.6%	15.7%
\$100,000 - \$149,999	18.5%	14.8%	14.4%
\$150,000 - \$199,999	6.9%	4.8%	3.9%
\$200,000+	8.8%	3.6%	3.4%
Average Household Income	\$94,623	\$74,621	\$72,562
2010 Households by Income			
Household Income Base	1,432	15,214	48,993
< \$15,000	6.8%	6.1%	6.3%
\$15,000 - \$24,999	5.0%	5.1%	6.0%
\$25,000 - \$34,999	1.9%	4.9%	5.1%
\$35,000 - \$49,999	8.4%	8.6%	9.1%
\$50,000 - \$74,999	8.7%	16.3%	16.7%
\$75,000 - \$99,999	10.8%	16.0%	17.4%
\$100,000 - \$149,999	32.6%	27.0%	25.0%
\$150,000 - \$199,999	11.8%	8.8%	7.6%
\$200,000+	13.9%	7.3%	6.9%
Average Household Income	\$132,574	\$105,884	\$101,114
2015 Households by Income			
Household Income Base	1,484	15,528	49,577
< \$15,000	4.6%	4.4%	4.7%
\$15,000 - \$24,999	3.1%	3.4%	4.1%
\$25,000 - \$34,999	1.2%	3.4%	3.6%
\$35,000 - \$49,999	4.9%	5.3%	5.9%
\$50,000 - \$74,999	7.7%	15.9%	16.8%
\$75,000 - \$99,999	8.7%	14.2%	15.4%
\$100,000 - \$149,999	35.8%	31.7%	29.8%
\$150,000 - \$199,999	15.0%	12.1%	10.4%
\$200,000+	19.0%	9.7%	9.3%
Average Household Income	\$158,167	\$122,750	\$117,289
2000 Owner Occupied HUs by Value			
Total	979	10,418	34,833
<\$50,000	1.0%	0.8%	0.8%
\$50,000 - 99,999	1.1%	3.9%	3.7%
\$100,000 - 149,999	2.2%	19.2%	18.3%
\$150,000 - 199,999	10.5%	25.9%	30.1%
\$200,000 - \$299,999	41.6%	31.5%	30.2%
\$300,000 - 499,999	31.5%	13.9%	12.9%
\$500,000 - 999,999	12.0%	4.4%	3.5%
\$1,000,000+	0.1%	0.3%	0.5%
Average Home Value	\$326,871	\$237,286	\$231,857
2000 Specified Renter Occupied HUs by Contract Rent			
Total	288	4,005	12,732
With Cash Rent	98.3%	97.3%	96.9%
No Cash Rent	1.7%	2.7%	3.1%
Median Rent	\$995	\$806	\$729
Average Rent	\$1,146	\$805	\$716

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	3,320	37,624	126,213
Age 0 - 4	6.5%	6.0%	6.0%
Age 5 - 9	7.5%	6.5%	6.5%
Age 10 - 14	7.3%	6.7%	6.7%
Age 15 - 19	5.7%	5.6%	5.8%
Age 20 - 24	3.7%	4.3%	4.7%
Age 25 - 34	11.2%	13.1%	13.0%
Age 35 - 44	16.8%	17.3%	16.8%
Age 45 - 54	13.7%	14.5%	14.5%
Age 55 - 64	8.9%	9.6%	9.8%
Age 65 - 74	7.5%	7.9%	8.1%
Age 75 - 84	6.7%	5.9%	6.0%
Age 85+	4.5%	2.5%	2.3%
Age 18+	74.8%	77.0%	77.1%
2010 Population by Age			
Total	3,800	39,344	128,622
Age 0 - 4	6.3%	5.8%	5.9%
Age 5 - 9	6.2%	5.9%	5.9%
Age 10 - 14	7.2%	6.3%	6.3%
Age 15 - 19	7.3%	6.2%	6.4%
Age 20 - 24	4.9%	5.2%	5.6%
Age 25 - 34	8.4%	10.3%	10.2%
Age 35 - 44	13.6%	14.3%	14.1%
Age 45 - 54	17.1%	16.7%	16.3%
Age 55 - 64	12.0%	12.7%	12.7%
Age 65 - 74	6.8%	7.6%	7.7%
Age 75 - 84	5.7%	5.7%	5.7%
Age 85+	4.3%	3.1%	3.1%
Age 18+	75.3%	78.0%	77.9%
2015 Population by Age			
Total	3,948	40,050	129,764
Age 0 - 4	6.2%	5.7%	5.8%
Age 5 - 9	6.2%	5.9%	6.0%
Age 10 - 14	6.7%	6.1%	6.1%
Age 15 - 19	6.6%	5.8%	6.1%
Age 20 - 24	5.5%	5.3%	5.6%
Age 25 - 34	10.2%	11.7%	11.4%
Age 35 - 44	11.1%	12.1%	12.0%
Age 45 - 54	15.8%	15.7%	15.5%
Age 55 - 64	13.9%	13.8%	13.7%
Age 65 - 74	8.7%	9.5%	9.4%
Age 75 - 84	5.2%	5.3%	5.3%
Age 85+	4.0%	3.0%	3.1%
Age 18+	76.4%	78.5%	78.4%
2000 Population by Sex			
Males	47.1%	47.5%	47.5%
Females	52.9%	52.5%	52.5%
2010 Population by Sex			
Males	47.6%	47.7%	47.7%
Females	52.4%	52.3%	52.3%
2015 Population by Sex			
Males	47.6%	47.8%	47.8%
Females	52.4%	52.2%	52.2%

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	3,319	37,626	126,214
White Alone	91.4%	83.1%	84.1%
Black Alone	3.7%	8.2%	8.2%
American Indian Alone	0.1%	0.1%	0.1%
Asian or Pacific Islander Alone	3.3%	5.1%	4.3%
Some Other Race Alone	0.4%	1.2%	1.4%
Two or More Races	1.1%	2.2%	1.9%
Hispanic Origin	1.3%	2.0%	2.3%
Diversity Index	18.3	32.7	31.7
2010 Population by Race/Ethnicity			
Total	3,798	39,343	128,619
White Alone	83.0%	73.7%	75.9%
Black Alone	7.9%	13.8%	13.1%
American Indian Alone	0.1%	0.2%	0.2%
Asian or Pacific Islander Alone	6.4%	7.7%	6.4%
Some Other Race Alone	0.7%	1.5%	1.8%
Two or More Races	1.8%	3.1%	2.7%
Hispanic Origin	2.4%	3.3%	3.7%
Diversity Index	33.4	46.7	44.6
2015 Population by Race/Ethnicity			
Total	3,948	40,052	129,762
White Alone	78.3%	69.0%	71.8%
Black Alone	10.2%	16.4%	15.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	8.3%	9.2%	7.7%
Some Other Race Alone	0.8%	1.6%	1.9%
Two or More Races	2.2%	3.5%	3.1%
Hispanic Origin	3.1%	3.9%	4.4%
Diversity Index	40.7	52.7	50.1
2000 Population 3+ by School Enrollment			
 Total	3,179	36,320	121,742
Enrolled in Nursery/Preschool	3.0%	2.1%	2.1%
Enrolled in Kindergarten	1.0%	1.5%	1.4%
Enrolled in Grade 1-8	12.8%	11.0%	11.3%
Enrolled in Grade 9-12	5.9%	5.6%	5.4%
Enrolled in College	2.1%	3.7%	4.6%
Enrolled in Grad/Prof School	1.3%	1.5%	1.6%
Not Enrolled in School	74.0%	74.5%	73.6%
2010 Population 25+ by Educational Attainment			
Total	2,584	27,751	89,884
Less than 9th Grade	2.9%	2.8%	3.3%
9th - 12th Grade, No Diploma	2.5%	4.0%	4.6%
High School Graduate	20.0%	27.2%	28.5%
Some College, No Degree	12.3%	14.6%	15.4%
Associate Degree	7.2%	9.4%	8.3%
Bachelor's Degree	32.1%	24.9%	23.9%
Graduate/Professional Degree	23.0%	17.0%	15.9%

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	3,049	32,257	105,296
Never Married	24.5%	26.9%	28.8%
Married	60.4%	57.2%	55.9%
Widowed	9.1%	7.7%	7.3%
Divorced	6.1%	8.2%	7.9%
2000 Population 16+ by Employment Status			
 Total	2,564	29,944	100,101
In Labor Force	64.4%	67.7%	66.5%
Civilian Employed	62.9%	65.3%	64.4%
Civilian Unemployed	1.4%	2.2%	2.1%
In Armed Forces	0.1%	0.1%	0.0%
Not in Labor Force	35.6%	32.3%	33.5%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	93.1%	91.6%	91.8%
Civilian Unemployed	6.9%	8.4%	8.2%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	95.0%	93.9%	94.0%
Civilian Unemployed	5.0%	6.1%	6.0%
2000 Females 16+ by Employment Status and Age of Children			
Total	1,399	16,210	53,752
Own Children < 6 Only	8.7%	7.6%	7.1%
Employed/in Armed Forces	5.3%	4.7%	4.7%
Unemployed	0.4%	0.2%	0.2%
Not in Labor Force	3.0%	2.8%	2.3%
Own Children < 6 and 6-17 Only	6.1%	5.3%	5.2%
Employed/in Armed Forces	3.9%	3.2%	3.0%
Unemployed	0.1%	0.4%	0.1%
Not in Labor Force	2.1%	1.7%	2.0%
Own Children 6-17 Only	15.7%	15.7%	15.9%
Employed/in Armed Forces	12.5%	12.0%	12.4%
Unemployed	0.6%	0.4%	0.4%
Not in Labor Force	2.6%	3.3%	3.1%
No Own Children < 18	69.5%	71.4%	71.9%
Employed/in Armed Forces	31.1%	38.5%	37.9%
Unemployed	0.6%	1.2%	1.3%
Not in Labor Force	37.8%	31.7%	32.7%
2010 Employed Population 16+ by Industry			
 Total	1,768	19,546	63,050
Agriculture/Mining	0.1%	0.2%	0.1%
Construction	6.6%	6.2%	6.1%
Manufacturing	5.5%	6.8%	6.6%
Wholesale Trade	4.2%	4.5%	4.4%
Retail Trade	9.3%	9.9%	11.0%
Transportation/Utilities	3.7%	3.5%	4.1%
Information	4.2%	3.0%	2.9%
Finance/Insurance/Real Estate	12.6%	10.8%	10.2%
Services	50.0%	50.5%	50.2%
Public Administration	3.8%	4.5%	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	1,767	19,542	63,051
White Collar	75.7%	71.3%	70.7%
Management/Business/Financial	22.3%	18.6%	17.3%
Professional	32.4%	27.3%	27.6%
Sales	10.1%	10.5%	11.1%
Administrative Support	10.9%	14.9%	14.7%
Services	14.4%	15.5%	14.9%
Blue Collar	9.9%	13.3%	14.4%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	4.6%	4.8%	4.7%
Installation/Maintenance/Repair	1.8%	2.1%	2.6%
Production	1.8%	2.6%	3.0%
Transportation/Material Moving	1.6%	3.7%	4.0%
2000 Workers 16+ by Means of Transportation to Work			
 Total	1,597	19,127	62,926
Drove Alone - Car, Truck, or Van	78.1%	76.6%	76.2%
Carpooled - Car, Truck, or Van	5.9%	8.2%	8.5%
Public Transportation	8.6%	10.5%	10.3%
Walked	0.9%	1.3%	1.9%
Other Means	0.2%	0.2%	0.4%
Worked at Home	6.1%	3.1%	2.5%
2000 Workers 16+ by Travel Time to Work			
Total	1,598	19,126	62,927
Did Not Work at Home	93.9%	96.9%	97.5%
Less than 5 minutes	0.9%	1.5%	2.1%
5 to 9 minutes	9.3%	7.2%	8.4%
10 to 19 minutes	20.0%	21.4%	22.4%
20 to 24 minutes	10.3%	12.2%	11.7%
25 to 34 minutes	22.8%	20.4%	20.1%
35 to 44 minutes	7.3%	9.2%	8.6%
45 to 59 minutes	12.7%	13.5%	12.5%
60 to 89 minutes	9.3%	9.1%	9.3%
90 or more minutes	1.3%	2.3%	2.3%
Worked at Home	6.1%	3.1%	2.5%
Average Travel Time to Work (in min)	30.3	30.6	30.0
2000 Households by Vehicles Available			
Total	1,268	14,426	47,595
None	6.7%	6.0%	7.3%
1	29.3%	35.0%	34.7%
2	46.8%	44.8%	43.5%
3	14.3%	11.0%	11.0%
4	2.5%	2.4%	2.8%
5+	0.4%	0.8%	0.8%
Average Number of Vehicles Available	1.8	1.7	1.7

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2000 Households by Type			
 Total	1,273	14,419	47,666
Family Households	72.8%	69.0%	69.9%
Married-couple Family	62.7%	55.4%	55.4%
With Related Children	30.2%	25.6%	25.6%
Other Family (No Spouse)	10.1%	13.6%	14.5%
With Related Children	4.6%	6.6%	7.1%
Nonfamily Households	27.2%	31.0%	30.1%
Householder Living Alone	23.6%	25.7%	25.0%
Householder Not Living Alone	3.6%	5.2%	5.1%
Households with Related Children	34.8%	32.2%	32.7%
Households with Persons 65+	34.5%	29.5%	29.7%
2000 Households by Size			
Total	1,274	14,420	47,667
1 Person Household	23.5%	25.7%	25.0%
2 Person Household	31.2%	32.4%	31.7%
3 Person Household	15.8%	16.8%	17.4%
4 Person Household	17.8%	15.0%	15.2%
5 Person Household	7.9%	6.7%	6.9%
6 Person Household	2.7%	2.5%	2.5%
7+ Person Household	1.0%	1.0%	1.1%
2000 Households by Year Householder Moved In			
Total	1,270	14,428	47,594
Moved in 1999 to March 2000	12.4%	14.9%	11.9%
Moved in 1995 to 1998	26.5%	27.3%	25.5%
Moved in 1990 to 1994	18.2%	16.4%	16.1%
Moved in 1980 to 1989	15.1%	15.6%	16.1%
Moved in 1970 to 1979	11.0%	10.7%	12.4%
Moved in 1969 or Earlier	16.9%	15.1%	18.0%
Median Year Householder Moved In	1992	1993	1991
2000 Housing Units by Units in Structure			
 Total	1,302	14,768	48,724
1, Detached	75.1%	59.4%	63.9%
1, Attached	1.8%	8.8%	6.1%
2	0.7%	6.1%	8.0%
3 or 4	0.8%	2.7%	4.4%
5 to 9	6.9%	6.3%	4.4%
10 to 19	4.4%	9.3%	6.2%
20+	10.2%	7.4%	6.9%
Mobile Home	0.0%	0.1%	0.1%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	1,314	14,772	48,712
1999 to March 2000	0.4%	1.1%	0.7%
1995 to 1998	6.9%	3.9%	2.4%
1990 to 1994	17.7%	7.2%	4.3%
1980 to 1989	17.6%	15.5%	11.1%
1970 to 1979	7.9%	17.2%	16.0%
1969 or Earlier	49.5%	55.1%	65.4%
Median Year Structure Built	1971	1967	1961

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	Pleasant-Ville
2.	Urban Chic	Pleasant-Ville	Wealthy Seaboard Subur
3.	Connoisseurs	In Style	City Lights



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 \$	\$4,517,702	\$38,894,531	\$120,540,523
Average Spent	\$3,154.82	\$2,556.66	\$2,460.26
Spending Potential Index	132	107	103
Computers & Accessories: Total \$	\$594,896	\$4,995,237	\$15,126,944
Average Spent	\$415.43	\$328.35	\$308.74
Spending Potential Index	189	149	140
Education: Total \$	\$3,478,067	\$29,847,884	\$93,238,783
Average Spent	\$2,428.82	\$1,962.00	\$1,903.03
Spending Potential Index	199	161	156
Entertainment/Recreation: Total \$	\$9,077,960	\$75,961,530	\$232,605,316
Average Spent	\$6,339.36	\$4,993.20	\$4,747.53
Spending Potential Index	197	155	147
Food at Home: Total \$	\$11,258,636	\$98,732,596	\$304,336,634
Average Spent	\$7,862.18	\$6,490.01	\$6,211.59
Spending Potential Index	176	145	139
Food Away from Home: Total \$	\$8,289,692	\$72,383,295	\$222,856,780
Average Spent	\$5,788.89	\$4,757.99	\$4,548.56
Spending Potential Index	180	148	141
Health Care: Total \$	\$9,361,202	\$81,534,100	\$248,994,539
Average Spent	\$6,537.15	\$5,359.50	\$5,082.04
Spending Potential Index	175	144	136
HH Furnishings & Equipment: Total \$	\$5,166,586	\$42,802,363	\$131,049,034
Average Spent	\$3,607.95	\$2,813.54	\$2,674.74
Spending Potential Index	175	137	130
Investments: Total \$	\$6,168,855	\$46,494,529	\$143,906,009
Average Spent	\$4,307.86	\$3,056.24	\$2,937.16
Spending Potential Index	248	176	169
Retail Goods: Total \$	\$62,893,816	\$534,913,308	\$1,636,626,567
Average Spent	\$43,920.26	\$35,161.59	\$33,403.95
Spending Potential Index	177	141	134
Shelter: Total \$	\$46,524,616	\$391,430,567	\$1,213,740,712
Average Spent	\$32,489.26	\$25,730.01	\$24,772.75
Spending Potential Index	206	163	157
TV/Video/Audio: Total \$	\$3,103,586	\$27,207,068	\$83,702,267
Average Spent	\$2,167.31	\$1,788.41	\$1,708.38
Spending Potential Index	175	144	138
Travel: Total \$	\$6,038,488	\$48,703,449	\$149,888,885
Average Spent	\$4,216.82	\$3,201.44	\$3,059.27
Spending Potential Index	223	169	162
Vehicle Maintenance & Repairs: Total \$	\$2,496,668	\$21,245,072	\$64,863,622
Average Spent	\$1,743.48	\$1,396.51	\$1,323.88
Spending Potential Index	185	148	140

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.