




480 Southern Artery, Quincy, MA 02169-4614  
 Ring: 1, 3, 5 Miles

Latitude: 42.25472  
 Longitude: -70.99583

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	20,724	116,356	246,512
2000 Group Quarters	738	2,062	4,718
2010 Total Population	21,123	118,571	254,611
2015 Total Population	21,405	119,545	258,298
2010 - 2015 Annual Rate	0.27%	0.16%	0.29%
 2000 Households	9,930	49,214	96,954
2000 Average Household Size	2.01	2.32	2.49
2010 Households	10,138	50,672	100,333
2010 Average Household Size	2	2.29	2.48
2015 Households	10,304	51,263	101,924
2015 Average Household Size	2	2.29	2.48
2010 - 2015 Annual Rate	0.33%	0.23%	0.32%
2000 Families	4,560	28,026	59,568
2000 Average Family Size	2.88	3.08	3.19
2010 Families	4,586	28,402	60,888
2010 Average Family Size	2.86	3.04	3.18
2015 Families	4,629	28,544	61,535
2015 Average Family Size	2.86	3.04	3.18
2010 - 2015 Annual Rate	0.19%	0.1%	0.21%
 <b>2000 Housing Units</b>	10,252	50,695	100,140
Owner Occupied Housing Units	39.5%	53.4%	54.1%
Renter Occupied Housing Units	57.2%	43.8%	42.7%
Vacant Housing Units	3.3%	2.8%	3.2%
<b>2010 Housing Units</b>	10,630	53,087	105,574
Owner Occupied Housing Units	40.6%	53.3%	53.4%
Renter Occupied Housing Units	54.7%	42.2%	41.6%
Vacant Housing Units	4.6%	4.5%	5.0%
<b>2015 Housing Units</b>	10,849	53,921	107,756
Owner Occupied Housing Units	40.2%	53.0%	53.2%
Renter Occupied Housing Units	54.8%	42.1%	41.4%
Vacant Housing Units	5.0%	4.9%	5.4%
<b>Median Household Income</b>			
2000	\$40,615	\$49,645	\$49,078
2010	\$61,193	\$72,511	\$68,624
2015	\$75,831	\$83,932	\$81,048
<b>Median Home Value</b>			
2000	\$187,847	\$186,159	\$192,152
2010	\$291,927	\$293,784	\$308,541
2015	\$359,369	\$361,505	\$373,379
<b>Per Capita Income</b>			
2000	\$25,118	\$25,990	\$24,770
2010	\$37,889	\$37,167	\$34,232
2015	\$43,920	\$42,796	\$39,743
<b>Median Age</b>			
2000	40.4	37.9	36.8
2010	42.8	40.8	39.3
2015	44.1	41.9	39.9


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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	1 mile radius	3 miles radius	5 miles radius
<b>2000 Households by Income</b>			
 Household Income Base	9,879	49,164	97,000
< \$15,000	17.2%	12.0%	13.1%
\$15,000 - \$24,999	13.1%	9.9%	10.2%
\$25,000 - \$34,999	12.0%	11.3%	11.1%
\$35,000 - \$49,999	17.6%	17.0%	16.5%
\$50,000 - \$74,999	18.1%	20.8%	20.6%
\$75,000 - \$99,999	9.8%	13.8%	13.2%
\$100,000 - \$149,999	8.6%	10.7%	10.3%
\$150,000 - \$199,999	2.2%	2.6%	2.7%
\$200,000+	1.6%	1.8%	2.4%
Average Household Income	\$52,702	\$60,690	\$62,237
<b>2010 Households by Income</b>			
Household Income Base	10,139	50,672	100,332
< \$15,000	9.7%	7.4%	8.2%
\$15,000 - \$24,999	10.2%	7.0%	7.0%
\$25,000 - \$34,999	7.4%	6.4%	7.0%
\$35,000 - \$49,999	11.4%	11.3%	12.1%
\$50,000 - \$74,999	19.1%	19.2%	19.4%
\$75,000 - \$99,999	15.3%	16.8%	15.9%
\$100,000 - \$149,999	17.1%	21.4%	19.9%
\$150,000 - \$199,999	5.6%	6.1%	5.6%
\$200,000+	4.3%	4.4%	5.0%
Average Household Income	\$78,832	\$86,160	\$86,137
<b>2015 Households by Income</b>			
Household Income Base	10,305	51,265	101,924
< \$15,000	7.9%	5.9%	6.6%
\$15,000 - \$24,999	7.7%	5.2%	5.2%
\$25,000 - \$34,999	5.6%	4.7%	5.2%
\$35,000 - \$49,999	7.7%	7.6%	8.6%
\$50,000 - \$74,999	20.4%	20.0%	20.0%
\$75,000 - \$99,999	15.0%	15.7%	14.4%
\$100,000 - \$149,999	21.7%	26.1%	24.9%
\$150,000 - \$199,999	8.5%	9.0%	8.1%
\$200,000+	5.5%	6.0%	6.9%
Average Household Income	\$91,165	\$98,888	\$99,900
<b>2000 Owner Occupied HUs by Value</b>			
Total	4,013	27,074	54,182
<\$50,000	1.2%	1.7%	1.2%
\$50,000 - 99,999	3.3%	3.7%	4.0%
\$100,000 - 149,999	24.5%	20.9%	18.8%
\$150,000 - 199,999	27.5%	32.4%	31.0%
\$200,000 - \$299,999	32.6%	31.6%	31.8%
\$300,000 - 499,999	9.0%	8.6%	10.7%
\$500,000 - 999,999	1.6%	0.9%	2.2%
\$1,000,000+	0.1%	0.1%	0.3%
Average Home Value	\$209,572	\$204,582	\$218,754
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	5,924	22,107	42,679
With Cash Rent	98.5%	97.4%	97.2%
No Cash Rent	1.5%	2.6%	2.8%
Median Rent	\$711	\$739	\$712
Average Rent	\$717	\$728	\$695

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	20,724	116,354	246,512
Age 0 - 4	4.7%	5.5%	6.1%
Age 5 - 9	4.1%	5.3%	6.3%
Age 10 - 14	3.8%	5.3%	6.3%
Age 15 - 19	3.5%	4.9%	5.8%
Age 20 - 24	5.6%	5.8%	5.9%
Age 25 - 34	19.6%	18.2%	16.7%
Age 35 - 44	15.3%	16.4%	16.2%
Age 45 - 54	12.1%	13.2%	13.3%
Age 55 - 64	9.0%	9.1%	8.9%
Age 65 - 74	9.2%	8.0%	7.2%
Age 75 - 84	8.9%	6.0%	5.3%
Age 85+	4.2%	2.3%	2.0%
Age 18+	85.3%	80.9%	77.6%
<b>2010 Population by Age</b>			
Total	21,123	118,571	254,611
Age 0 - 4	4.7%	5.4%	6.1%
Age 5 - 9	4.3%	5.2%	5.9%
Age 10 - 14	4.1%	5.2%	5.8%
Age 15 - 19	3.9%	5.3%	6.1%
Age 20 - 24	5.7%	6.2%	6.6%
Age 25 - 34	14.2%	13.3%	13.3%
Age 35 - 44	16.5%	16.2%	15.1%
Age 45 - 54	13.7%	15.1%	14.8%
Age 55 - 64	11.1%	11.8%	11.6%
Age 65 - 74	8.3%	7.4%	6.9%
Age 75 - 84	8.0%	5.7%	5.1%
Age 85+	5.4%	3.1%	2.8%
Age 18+	84.6%	81.1%	78.5%
<b>2015 Population by Age</b>			
Total	21,406	119,546	258,297
Age 0 - 4	4.6%	5.3%	6.0%
Age 5 - 9	4.3%	5.2%	5.9%
Age 10 - 14	4.0%	5.1%	5.7%
Age 15 - 19	4.0%	5.2%	5.6%
Age 20 - 24	5.5%	6.0%	6.3%
Age 25 - 34	15.0%	14.3%	14.5%
Age 35 - 44	14.0%	13.7%	13.0%
Age 45 - 54	14.0%	15.0%	14.3%
Age 55 - 64	11.9%	12.8%	12.5%
Age 65 - 74	9.8%	9.1%	8.5%
Age 75 - 84	7.4%	5.4%	4.8%
Age 85+	5.3%	3.2%	2.8%
Age 18+	84.7%	81.4%	78.9%
<b>2000 Population by Sex</b>			
Males	46.3%	47.6%	47.4%
Females	53.7%	52.4%	52.6%
<b>2010 Population by Sex</b>			
Males	46.7%	47.8%	47.6%
Females	53.3%	52.2%	52.4%
<b>2015 Population by Sex</b>			
Males	46.9%	47.9%	47.7%
Females	53.1%	52.1%	52.3%

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	20,724	116,356	246,513
White Alone	84.3%	83.3%	71.2%
Black Alone	2.4%	1.9%	14.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	10.1%	12.2%	9.0%
Some Other Race Alone	1.2%	0.8%	2.3%
Two or More Races	1.8%	1.6%	2.5%
Hispanic Origin	2.3%	1.9%	3.8%
Diversity Index	31.1	31.6	50.3
<b>2010 Population by Race/Ethnicity</b>			
Total	21,124	118,572	254,612
White Alone	74.4%	73.9%	65.4%
Black Alone	4.4%	3.5%	15.4%
American Indian Alone	0.2%	0.2%	0.3%
Asian or Pacific Islander Alone	16.5%	18.9%	12.8%
Some Other Race Alone	1.8%	1.1%	2.9%
Two or More Races	2.8%	2.3%	3.2%
Hispanic Origin	4.0%	3.2%	5.6%
Diversity Index	46.3	45.2	58.2
<b>2015 Population by Race/Ethnicity</b>			
Total	21,405	119,545	258,298
White Alone	68.9%	69.0%	62.4%
Black Alone	5.4%	4.2%	15.6%
American Indian Alone	0.2%	0.2%	0.3%
Asian or Pacific Islander Alone	20.2%	22.6%	14.9%
Some Other Race Alone	2.0%	1.3%	3.2%
Two or More Races	3.3%	2.7%	3.6%
Hispanic Origin	4.9%	3.8%	6.6%
Diversity Index	53.0	51.1	61.8
<b>2000 Population 3+ by School Enrollment</b>			
 Total	20,110	112,376	237,802
Enrolled in Nursery/Preschool	1.1%	1.6%	1.7%
Enrolled in Kindergarten	1.2%	1.1%	1.3%
Enrolled in Grade 1-8	7.0%	8.7%	10.8%
Enrolled in Grade 9-12	3.6%	4.7%	5.9%
Enrolled in College	4.7%	5.2%	5.1%
Enrolled in Grad/Prof School	2.2%	2.0%	1.8%
Not Enrolled in School	80.2%	76.7%	73.4%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	16,336	86,225	177,152
Less than 9th Grade	5.1%	4.4%	4.9%
9th - 12th Grade, No Diploma	7.0%	5.8%	6.6%
High School Graduate	29.1%	29.3%	29.9%
Some College, No Degree	15.0%	15.4%	16.0%
Associate Degree	7.4%	8.5%	7.6%
Bachelor's Degree	23.7%	24.0%	22.0%
Graduate/Professional Degree	12.8%	12.6%	12.9%

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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<b>2010 Population 15+ by Marital Status</b>			
 Total	18,361	99,865	209,403
Never Married	38.3%	36.2%	37.6%
Married	41.3%	47.4%	46.8%
Widowed	10.5%	7.2%	6.8%
Divorced	9.9%	9.3%	8.8%
<b>2000 Population 16+ by Employment Status</b>			
 Total	17,918	96,575	197,794
In Labor Force	60.9%	66.7%	64.7%
Civilian Employed	58.7%	64.4%	61.8%
Civilian Unemployed	2.2%	2.2%	2.9%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	39.1%	33.3%	35.3%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	91.0%	91.8%	90.7%
Civilian Unemployed	9.0%	8.2%	9.3%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.4%	94.0%	93.2%
Civilian Unemployed	6.6%	6.0%	6.8%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	9,789	51,217	105,953
Own Children < 6 Only	5.6%	6.1%	6.4%
Employed/in Armed Forces	3.7%	3.9%	4.1%
Unemployed	0.1%	0.1%	0.1%
Not in Labor Force	1.8%	2.1%	2.2%
Own Children < 6 and 6-17 Only	2.8%	4.1%	5.0%
Employed/in Armed Forces	1.9%	2.7%	3.0%
Unemployed	0.0%	0.1%	0.2%
Not in Labor Force	0.8%	1.4%	1.8%
Own Children 6-17 Only	9.4%	12.7%	15.1%
Employed/in Armed Forces	7.3%	9.8%	11.1%
Unemployed	0.4%	0.4%	0.5%
Not in Labor Force	1.6%	2.5%	3.5%
No Own Children < 18	82.3%	77.0%	73.5%
Employed/in Armed Forces	38.9%	42.4%	38.6%
Unemployed	0.9%	1.3%	1.6%
Not in Labor Force	42.4%	33.3%	33.2%
<b>2010 Employed Population 16+ by Industry</b>			
 Total	9,996	59,819	120,238
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	6.1%	5.5%	5.8%
Manufacturing	4.7%	4.7%	4.7%
Wholesale Trade	2.1%	2.5%	2.3%
Retail Trade	10.1%	10.4%	9.8%
Transportation/Utilities	4.5%	4.4%	4.6%
Information	2.9%	3.2%	3.2%
Finance/Insurance/Real Estate	13.4%	13.5%	11.8%
Services	50.1%	50.3%	52.0%
Public Administration	5.9%	5.3%	5.5%

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	9,996	59,818	120,238
White Collar	70.0%	69.6%	67.5%
Management/Business/Financial	16.7%	16.1%	15.7%
Professional	26.7%	26.4%	26.3%
Sales	11.3%	11.0%	10.2%
Administrative Support	15.3%	16.1%	15.3%
Services	15.7%	17.1%	18.0%
Blue Collar	14.3%	13.3%	14.5%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	5.6%	4.6%	5.1%
Installation/Maintenance/Repair	2.3%	2.5%	2.5%
Production	2.8%	2.7%	3.1%
Transportation/Material Moving	3.5%	3.4%	3.8%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
 Total	10,310	61,056	119,656
Drove Alone - Car, Truck, or Van	64.1%	66.2%	65.2%
Carpooled - Car, Truck, or Van	9.2%	10.2%	10.3%
Public Transportation	21.2%	18.7%	19.3%
Walked	3.0%	2.8%	2.7%
Other Means	0.8%	0.5%	0.6%
Worked at Home	1.7%	1.6%	1.9%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	10,310	61,057	119,656
Did Not Work at Home	98.3%	98.4%	98.1%
Less than 5 minutes	1.4%	1.7%	1.7%
5 to 9 minutes	8.4%	7.4%	7.1%
10 to 19 minutes	21.8%	23.7%	22.3%
20 to 24 minutes	10.9%	11.3%	12.0%
25 to 34 minutes	19.8%	20.5%	21.3%
35 to 44 minutes	9.6%	9.1%	8.7%
45 to 59 minutes	15.1%	13.5%	13.3%
60 to 89 minutes	9.2%	8.8%	9.3%
90 or more minutes	2.2%	2.4%	2.5%
Worked at Home	1.7%	1.6%	1.9%
Average Travel Time to Work (in min)	30.8	30.6	30.9
<b>2000 Households by Vehicles Available</b>			
Total	9,939	49,206	96,921
None	19.4%	13.9%	15.7%
1	48.2%	44.9%	43.2%
2	24.9%	31.9%	31.5%
3	5.3%	6.8%	7.1%
4	1.4%	1.9%	1.9%
5+	0.7%	0.7%	0.7%
Average Number of Vehicles Available	1.2	1.4	1.4

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<b>2000 Households by Type</b>			
 Total	9,931	49,214	96,954
Family Households	45.9%	56.9%	61.4%
Married-couple Family	33.3%	42.3%	42.5%
With Related Children	12.7%	18.3%	20.1%
Other Family (No Spouse)	12.6%	14.7%	18.9%
With Related Children	5.3%	6.7%	10.2%
Nonfamily Households	54.1%	43.1%	38.6%
Householder Living Alone	44.5%	34.4%	30.7%
Householder Not Living Alone	9.5%	8.6%	7.8%
Households with Related Children	18.0%	25.0%	30.3%
Households with Persons 65+	34.6%	28.0%	26.7%
<b>2000 Households by Size</b>			
Total	9,930	49,214	96,954
1 Person Household	44.5%	34.4%	30.7%
2 Person Household	29.8%	31.5%	29.9%
3 Person Household	12.2%	14.8%	16.0%
4 Person Household	8.1%	11.3%	12.8%
5 Person Household	3.5%	5.1%	6.5%
6 Person Household	1.3%	1.9%	2.5%
7+ Person Household	0.6%	1.0%	1.5%
<b>2000 Households by Year Householder Moved In</b>			
Total	9,938	49,206	96,920
Moved in 1999 to March 2000	19.2%	17.2%	15.6%
Moved in 1995 to 1998	31.8%	28.4%	28.7%
Moved in 1990 to 1994	15.7%	14.6%	15.7%
Moved in 1980 to 1989	14.5%	14.5%	14.9%
Moved in 1970 to 1979	8.1%	10.1%	10.6%
Moved in 1969 or Earlier	10.7%	15.3%	14.5%
Median Year Householder Moved In	1995	1993	1993
<b>2000 Housing Units by Units in Structure</b>			
 Total	10,294	50,655	100,107
1, Detached	25.5%	44.0%	42.7%
1, Attached	2.9%	2.7%	3.2%
2	17.8%	13.9%	15.3%
3 or 4	10.0%	10.1%	14.7%
5 to 9	4.3%	4.0%	4.2%
10 to 19	4.9%	5.6%	4.3%
20+	34.6%	19.5%	15.4%
Mobile Home	0.0%	0.2%	0.2%
Other	0.0%	0.0%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	10,276	50,698	100,093
1999 to March 2000	0.0%	0.5%	0.4%
1995 to 1998	1.8%	1.5%	1.6%
1990 to 1994	3.7%	2.4%	2.1%
1980 to 1989	10.8%	8.2%	7.8%
1970 to 1979	14.8%	12.9%	10.6%
1969 or Earlier	68.8%	74.5%	77.4%
Median Year Structure Built	1952	1946	1945

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

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<b>Top 3 Tapestry Segments</b>			
1.	City Lights	City Lights	City Lights
2.	Trendsetters	Pleasant-Ville	Pleasant-Ville
3.	Social Security Set	Wealthy Seaboard Subur	City Strivers



**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 \$	\$20,215,218	\$109,175,510	\$216,877,365
Average Spent	\$1,994.00	\$2,154.55	\$2,161.58
Spending Potential Index	83	90	90
Computers & Accessories: Total \$	\$2,551,134	\$13,648,487	\$26,815,692
Average Spent	\$251.64	\$269.35	\$267.27
Spending Potential Index	114	122	121
Education: Total \$	\$14,611,513	\$81,312,043	\$161,855,216
Average Spent	\$1,441.26	\$1,604.67	\$1,613.18
Spending Potential Index	118	132	132
Entertainment/Recreation: Total \$	\$36,637,838	\$201,977,524	\$399,633,417
Average Spent	\$3,613.91	\$3,985.98	\$3,983.07
Spending Potential Index	112	124	124
Food at Home: Total \$	\$52,788,089	\$279,862,146	\$555,515,267
Average Spent	\$5,206.95	\$5,523.01	\$5,536.72
Spending Potential Index	116	123	124
Food Away from Home: Total \$	\$37,652,292	\$202,998,108	\$401,841,411
Average Spent	\$3,713.98	\$4,006.12	\$4,005.08
Spending Potential Index	115	124	124
Health Care: Total \$	\$40,985,499	\$219,492,853	\$432,933,219
Average Spent	\$4,042.76	\$4,331.64	\$4,314.96
Spending Potential Index	109	116	116
HH Furnishings & Equipment: Total \$	\$20,328,994	\$112,792,020	\$222,841,009
Average Spent	\$2,005.23	\$2,225.92	\$2,221.01
Spending Potential Index	97	108	108
Investments: Total \$	\$20,577,459	\$114,894,515	\$228,829,280
Average Spent	\$2,029.74	\$2,267.42	\$2,280.70
Spending Potential Index	117	130	131
Retail Goods: Total \$	\$262,691,755	\$1,440,377,520	\$2,846,181,849
Average Spent	\$25,911.60	\$28,425.51	\$28,367.36
Spending Potential Index	104	114	114
Shelter: Total \$	\$199,355,729	\$1,077,123,520	\$2,136,388,583
Average Spent	\$19,664.21	\$21,256.78	\$21,292.98
Spending Potential Index	125	135	135
TV/Video/Audio: Total \$	\$14,265,059	\$76,557,558	\$151,657,046
Average Spent	\$1,407.09	\$1,510.85	\$1,511.54
Spending Potential Index	113	122	122
Travel: Total \$	\$22,402,898	\$125,221,941	\$248,157,069
Average Spent	\$2,209.79	\$2,471.23	\$2,473.33
Spending Potential Index	117	131	131
Vehicle Maintenance & Repairs: Total \$	\$10,582,875	\$57,523,063	\$113,570,054
Average Spent	\$1,043.88	\$1,135.20	\$1,131.93
Spending Potential Index	111	120	120

**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.