

502 Foundry St, South Easton, MA 02375-1353
 Ring: 1, 3, 5 Miles

Latitude: 42.02295
 Longitude: -71.12194

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	2,273	22,374	58,298
2000 Group Quarters	3	154	3,558
2010 Total Population	2,506	23,150	60,663
2015 Total Population	2,570	23,278	60,975
2010 - 2015 Annual Rate	0.51%	0.11%	0.1%
 2000 Households	806	7,930	19,531
2000 Average Household Size	2.82	2.8	2.8
2010 Households	896	8,244	20,305
2010 Average Household Size	2.79	2.79	2.78
2015 Households	920	8,302	20,455
2015 Average Household Size	2.79	2.78	2.78
2010 - 2015 Annual Rate	0.53%	0.14%	0.15%
2000 Families	671	6,103	14,657
2000 Average Family Size	3.12	3.23	3.27
2010 Families	742	6,308	15,126
2010 Average Family Size	3.09	3.22	3.25
2015 Families	761	6,335	15,190
2015 Average Family Size	3.09	3.22	3.25
2010 - 2015 Annual Rate	0.51%	0.09%	0.08%
 2000 Housing Units	821	8,047	19,886
Owner Occupied Housing Units	90.5%	80.6%	77.6%
Renter Occupied Housing Units	8.1%	17.9%	20.7%
Vacant Housing Units	1.5%	1.5%	1.8%
2010 Housing Units	924	8,479	20,985
Owner Occupied Housing Units	85.8%	77.7%	74.6%
Renter Occupied Housing Units	11.1%	19.6%	22.2%
Vacant Housing Units	3.0%	2.8%	3.2%
2015 Housing Units	951	8,570	21,220
Owner Occupied Housing Units	85.6%	77.3%	74.1%
Renter Occupied Housing Units	11.1%	19.6%	22.3%
Vacant Housing Units	3.3%	3.1%	3.6%
Median Household Income			
2000	\$81,001	\$69,358	\$65,483
2010	\$96,024	\$85,244	\$81,994
2015	\$114,539	\$104,105	\$98,957
Median Home Value			
2000	\$241,591	\$214,684	\$194,027
2010	\$426,731	\$387,372	\$343,468
2015	\$509,746	\$441,828	\$395,025
Per Capita Income			
2000	\$30,398	\$29,936	\$28,063
2010	\$37,239	\$35,912	\$34,494
2015	\$42,479	\$41,482	\$40,138
Median Age			
2000	35.8	36.2	35.0
2010	38.9	38.7	36.7
2015	39.2	38.6	36.7

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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 Ring: 1, 3, 5 Miles

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2000 Households by Income			
 Household Income Base	816	7,930	19,548
< \$15,000	1.6%	6.2%	7.8%
\$15,000 - \$24,999	3.8%	5.7%	6.5%
\$25,000 - \$34,999	4.3%	7.3%	7.9%
\$35,000 - \$49,999	14.3%	12.7%	12.7%
\$50,000 - \$74,999	18.4%	22.1%	23.0%
\$75,000 - \$99,999	23.7%	18.2%	17.3%
\$100,000 - \$149,999	22.4%	16.9%	15.3%
\$150,000 - \$199,999	7.0%	5.8%	5.0%
\$200,000+	4.5%	5.1%	4.5%
Average Household Income	\$93,019	\$85,038	\$80,850
2010 Households by Income			
Household Income Base	895	8,245	20,304
< \$15,000	0.9%	3.9%	4.8%
\$15,000 - \$24,999	2.6%	4.6%	5.4%
\$25,000 - \$34,999	1.9%	5.0%	5.1%
\$35,000 - \$49,999	8.8%	9.7%	9.7%
\$50,000 - \$74,999	18.3%	18.1%	18.3%
\$75,000 - \$99,999	19.9%	17.8%	19.2%
\$100,000 - \$149,999	28.3%	25.6%	23.2%
\$150,000 - \$199,999	12.4%	8.8%	8.0%
\$200,000+	6.9%	6.5%	6.5%
Average Household Income	\$112,131	\$101,106	\$98,961
2015 Households by Income			
Household Income Base	921	8,301	20,456
< \$15,000	0.7%	2.7%	3.5%
\$15,000 - \$24,999	1.5%	3.0%	3.6%
\$25,000 - \$34,999	1.2%	3.3%	3.6%
\$35,000 - \$49,999	5.0%	6.0%	6.2%
\$50,000 - \$74,999	15.5%	16.4%	17.2%
\$75,000 - \$99,999	15.3%	14.7%	16.4%
\$100,000 - \$149,999	35.1%	32.5%	29.5%
\$150,000 - \$199,999	15.7%	12.4%	11.2%
\$200,000+	10.0%	8.8%	8.8%
Average Household Income	\$127,454	\$116,699	\$114,960
2000 Owner Occupied HUs by Value			
Total	745	6,471	15,336
<\$50,000	0.5%	1.0%	1.2%
\$50,000 - 99,999	2.1%	5.6%	5.5%
\$100,000 - 149,999	12.5%	13.8%	18.9%
\$150,000 - 199,999	22.6%	24.4%	27.3%
\$200,000 - \$299,999	42.4%	37.0%	30.6%
\$300,000 - 499,999	18.5%	17.1%	14.9%
\$500,000 - 999,999	1.2%	1.0%	1.5%
\$1,000,000+	0.1%	0.1%	0.1%
Average Home Value	\$246,647	\$229,690	\$219,031
2000 Specified Renter Occupied HUs by Contract Rent			
Total	67	1,453	4,092
With Cash Rent	100.0%	96.5%	95.8%
No Cash Rent	0.0%	3.5%	4.2%
Median Rent	\$835	\$689	\$690
Average Rent	\$786	\$674	\$690

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	2,273	22,372	58,296
Age 0 - 4	8.3%	8.1%	7.4%
Age 5 - 9	9.0%	8.7%	7.9%
Age 10 - 14	8.2%	7.6%	7.1%
Age 15 - 19	6.7%	5.9%	7.7%
Age 20 - 24	4.0%	4.0%	6.7%
Age 25 - 34	12.1%	13.2%	13.1%
Age 35 - 44	20.0%	19.6%	18.3%
Age 45 - 54	16.9%	15.7%	14.6%
Age 55 - 64	9.3%	8.6%	8.1%
Age 65 - 74	3.9%	5.0%	5.0%
Age 75 - 84	1.1%	2.5%	3.0%
Age 85+	0.4%	1.0%	1.1%
Age 18+	69.7%	71.5%	73.8%
2010 Population by Age			
Total	2,504	23,149	60,664
Age 0 - 4	7.5%	7.5%	7.0%
Age 5 - 9	8.5%	8.0%	7.3%
Age 10 - 14	9.4%	8.2%	7.4%
Age 15 - 19	7.7%	7.1%	8.5%
Age 20 - 24	3.4%	4.1%	7.2%
Age 25 - 34	8.2%	9.8%	10.3%
Age 35 - 44	16.2%	15.9%	15.1%
Age 45 - 54	18.1%	17.1%	15.7%
Age 55 - 64	12.3%	11.7%	11.0%
Age 65 - 74	6.0%	6.1%	5.8%
Age 75 - 84	2.2%	3.2%	3.4%
Age 85+	0.5%	1.2%	1.4%
Age 18+	69.2%	71.4%	74.2%
2015 Population by Age			
Total	2,567	23,277	60,975
Age 0 - 4	7.1%	7.3%	6.7%
Age 5 - 9	8.5%	8.0%	7.3%
Age 10 - 14	9.4%	8.2%	7.3%
Age 15 - 19	8.1%	7.1%	8.5%
Age 20 - 24	4.1%	4.6%	7.5%
Age 25 - 34	7.2%	9.9%	10.5%
Age 35 - 44	14.1%	14.1%	13.5%
Age 45 - 54	18.4%	16.8%	15.3%
Age 55 - 64	12.3%	11.9%	11.2%
Age 65 - 74	7.7%	7.7%	7.3%
Age 75 - 84	2.4%	3.0%	3.3%
Age 85+	0.7%	1.3%	1.5%
Age 18+	69.3%	71.7%	74.5%
2000 Population by Sex			
Males	49.5%	49.0%	48.8%
Females	50.5%	51.0%	51.2%
2010 Population by Sex			
Males	49.6%	48.7%	48.6%
Females	50.4%	51.3%	51.4%
2015 Population by Sex			
Males	49.6%	48.7%	48.5%
Females	50.4%	51.3%	51.5%

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	2,274	22,374	58,298
White Alone	94.6%	95.1%	91.3%
Black Alone	1.7%	1.8%	2.5%
American Indian Alone	0.0%	0.0%	0.1%
Asian or Pacific Islander Alone	1.8%	1.5%	1.8%
Some Other Race Alone	0.6%	0.5%	3.1%
Two or More Races	1.2%	1.0%	1.2%
Hispanic Origin	1.1%	1.1%	1.5%
Diversity Index	12.2	11.3	19.1
2010 Population by Race/Ethnicity			
Total	2,506	23,150	60,665
White Alone	91.7%	92.4%	87.4%
Black Alone	2.8%	3.0%	4.1%
American Indian Alone	0.0%	0.0%	0.2%
Asian or Pacific Islander Alone	2.8%	2.4%	2.7%
Some Other Race Alone	0.8%	0.7%	3.8%
Two or More Races	1.8%	1.5%	1.7%
Hispanic Origin	1.9%	2.0%	2.8%
Diversity Index	18.8	17.8	27.5
2015 Population by Race/Ethnicity			
Total	2,570	23,278	60,975
White Alone	89.8%	90.6%	85.3%
Black Alone	3.6%	3.7%	5.1%
American Indian Alone	0.1%	0.1%	0.2%
Asian or Pacific Islander Alone	3.4%	2.9%	3.3%
Some Other Race Alone	1.0%	0.9%	4.1%
Two or More Races	2.1%	1.8%	2.0%
Hispanic Origin	2.6%	2.5%	3.5%
Diversity Index	23.1	21.8	31.8
2000 Population 3+ by School Enrollment			
 Total	2,220	21,265	55,650
Enrolled in Nursery/Preschool	3.4%	3.4%	2.7%
Enrolled in Kindergarten	1.2%	1.8%	1.6%
Enrolled in Grade 1-8	13.8%	13.7%	12.3%
Enrolled in Grade 9-12	8.0%	6.0%	5.5%
Enrolled in College	4.1%	4.2%	8.8%
Enrolled in Grad/Prof School	1.3%	1.3%	1.4%
Not Enrolled in School	68.2%	69.6%	67.7%
2010 Population 25+ by Educational Attainment			
Total	1,592	15,064	38,023
Less than 9th Grade	0.8%	0.7%	1.4%
9th - 12th Grade, No Diploma	1.5%	2.9%	3.5%
High School Graduate	19.8%	22.8%	25.3%
Some College, No Degree	13.6%	16.5%	17.1%
Associate Degree	12.8%	10.7%	10.3%
Bachelor's Degree	36.9%	30.9%	27.5%
Graduate/Professional Degree	14.6%	15.5%	14.9%

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.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2010 Population 15+ by Marital Status			
 Total	1,870	17,652	47,547
Never Married	25.0%	25.8%	26.7%
Married	66.8%	62.7%	60.4%
Widowed	3.2%	3.6%	4.4%
Divorced	5.0%	7.9%	8.5%
2000 Population 16+ by Employment Status			
 Total	1,713	16,445	44,413
In Labor Force	80.2%	77.1%	73.8%
Civilian Employed	77.9%	74.8%	69.8%
Civilian Unemployed	2.3%	2.3%	3.9%
In Armed Forces	0.0%	0.0%	0.1%
Not in Labor Force	19.8%	22.9%	26.2%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	90.1%	89.9%	90.1%
Civilian Unemployed	9.9%	10.1%	9.9%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	92.7%	92.5%	92.7%
Civilian Unemployed	7.3%	7.5%	7.3%
2000 Females 16+ by Employment Status and Age of Children			
Total	874	8,491	23,154
Own Children < 6 Only	10.2%	11.6%	9.9%
Employed/in Armed Forces	6.9%	7.7%	6.6%
Unemployed	0.1%	0.2%	0.2%
Not in Labor Force	3.2%	3.6%	3.1%
Own Children < 6 and 6-17 Only	4.5%	6.5%	6.1%
Employed/in Armed Forces	3.0%	4.3%	4.0%
Unemployed	0.0%	0.1%	0.1%
Not in Labor Force	1.5%	2.0%	2.0%
Own Children 6-17 Only	22.4%	21.0%	18.2%
Employed/in Armed Forces	16.9%	16.8%	14.1%
Unemployed	0.1%	0.1%	0.2%
Not in Labor Force	5.4%	4.1%	3.9%
No Own Children < 18	62.9%	61.0%	65.8%
Employed/in Armed Forces	46.5%	41.3%	40.5%
Unemployed	0.5%	0.7%	3.0%
Not in Labor Force	16.0%	19.0%	22.3%
2010 Employed Population 16+ by Industry			
 Total	1,321	11,946	30,330
Agriculture/Mining	0.1%	0.1%	0.2%
Construction	5.9%	5.7%	5.5%
Manufacturing	7.0%	7.1%	7.8%
Wholesale Trade	3.8%	4.3%	4.6%
Retail Trade	12.7%	12.0%	11.9%
Transportation/Utilities	3.7%	3.5%	3.5%
Information	1.7%	2.6%	2.7%
Finance/Insurance/Real Estate	12.7%	10.3%	9.0%
Services	48.8%	49.9%	50.7%
Public Administration	3.6%	4.5%	4.2%

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	1,322	11,943	30,331
White Collar	76.5%	74.9%	72.9%
Management/Business/Financial	23.1%	20.8%	19.4%
Professional	27.3%	28.9%	28.2%
Sales	14.7%	12.5%	11.3%
Administrative Support	11.4%	12.6%	14.1%
Services	12.4%	13.6%	14.1%
Blue Collar	11.1%	11.5%	13.0%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	4.3%	4.4%	4.2%
Installation/Maintenance/Repair	1.6%	1.8%	2.4%
Production	1.9%	2.1%	2.7%
Transportation/Material Moving	3.3%	3.0%	3.5%
2000 Workers 16+ by Means of Transportation to Work			
 Total	1,331	12,121	30,496
Drove Alone - Car, Truck, or Van	84.2%	83.6%	80.6%
Carpooled - Car, Truck, or Van	4.9%	5.8%	6.7%
Public Transportation	3.3%	5.2%	6.1%
Walked	1.7%	0.8%	2.8%
Other Means	1.1%	0.8%	0.5%
Worked at Home	4.9%	3.8%	3.2%
2000 Workers 16+ by Travel Time to Work			
Total	1,331	12,121	30,497
Did Not Work at Home	95.1%	96.2%	96.8%
Less than 5 minutes	1.7%	2.0%	3.1%
5 to 9 minutes	8.7%	8.0%	9.9%
10 to 19 minutes	27.0%	24.5%	23.3%
20 to 24 minutes	12.2%	10.9%	10.8%
25 to 34 minutes	18.0%	17.9%	17.8%
35 to 44 minutes	6.8%	7.5%	7.2%
45 to 59 minutes	8.6%	11.0%	11.3%
60 to 89 minutes	10.1%	11.7%	11.2%
90 or more minutes	2.0%	2.6%	2.2%
Worked at Home	4.9%	3.8%	3.2%
Average Travel Time to Work (in min)	28.0	30.5	29.5
2000 Households by Vehicles Available			
Total	813	7,946	19,456
None	1.1%	3.1%	4.0%
1	17.6%	25.3%	27.2%
2	55.4%	52.6%	49.9%
3	18.5%	14.1%	13.9%
4	6.0%	3.6%	3.5%
5+	1.5%	1.3%	1.5%
Average Number of Vehicles Available	2.2	1.9	1.9

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	806	7,930	19,531
Family Households	83.4%	77.0%	75.0%
Married-couple Family	73.1%	64.6%	62.0%
With Related Children	41.4%	36.0%	34.0%
Other Family (No Spouse)	10.3%	12.4%	13.0%
With Related Children	6.0%	7.3%	7.6%
Nonfamily Households	16.6%	23.0%	25.0%
Householder Living Alone	12.9%	18.5%	20.0%
Householder Not Living Alone	3.7%	4.6%	5.0%
Households with Related Children	47.4%	43.3%	41.5%
Households with Persons 65+	12.7%	17.0%	18.2%
2000 Households by Size			
Total	806	7,930	19,531
1 Person Household	13.0%	18.5%	20.0%
2 Person Household	29.0%	30.2%	30.1%
3 Person Household	19.6%	18.9%	18.8%
4 Person Household	23.7%	20.1%	19.5%
5 Person Household	10.9%	9.2%	8.6%
6 Person Household	2.9%	2.4%	2.3%
7+ Person Household	0.9%	0.8%	0.8%
2000 Households by Year Householder Moved In			
Total	813	7,948	19,456
Moved in 1999 to March 2000	11.1%	12.9%	13.1%
Moved in 1995 to 1998	28.2%	29.3%	27.7%
Moved in 1990 to 1994	20.5%	20.2%	19.0%
Moved in 1980 to 1989	17.5%	17.4%	17.6%
Moved in 1970 to 1979	15.0%	11.5%	12.1%
Moved in 1969 or Earlier	7.7%	8.7%	10.6%
Median Year Householder Moved In	1992	1993	1993
2000 Housing Units by Units in Structure			
 Total	824	8,075	19,778
1, Detached	76.9%	68.9%	69.9%
1, Attached	10.1%	7.5%	5.4%
2	3.2%	3.0%	4.6%
3 or 4	2.4%	3.7%	3.3%
5 to 9	5.8%	8.4%	6.6%
10 to 19	0.6%	3.8%	4.7%
20+	0.7%	2.9%	3.8%
Mobile Home	0.2%	1.9%	1.7%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	827	8,074	19,777
1999 to March 2000	1.8%	1.6%	1.8%
1995 to 1998	10.5%	7.7%	7.1%
1990 to 1994	8.8%	8.8%	8.2%
1980 to 1989	25.8%	22.4%	18.7%
1970 to 1979	31.7%	26.5%	22.1%
1969 or Earlier	21.4%	33.0%	42.1%
Median Year Structure Built	1979	1976	1974

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

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Top 3 Tapestry Segments			
1.	Suburban Splendor	Sophisticated Squires	In Style
2.	Sophisticated Squires	Suburban Splendor	Suburban Splendor
3.		In Style	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 \$	\$2,393,062	\$20,073,037	\$48,450,158
Average Spent	\$2,670.83	\$2,434.87	\$2,386.12
Spending Potential Index	112	102	100
Computers & Accessories: Total \$	\$315,447	\$2,623,202	\$6,328,813
Average Spent	\$352.06	\$318.20	\$311.69
Spending Potential Index	160	145	142
Education: Total \$	\$1,971,993	\$15,895,596	\$38,044,976
Average Spent	\$2,200.89	\$1,928.14	\$1,873.68
Spending Potential Index	180	158	154
Entertainment/Recreation: Total \$	\$4,798,808	\$39,531,662	\$95,186,147
Average Spent	\$5,355.81	\$4,795.20	\$4,687.82
Spending Potential Index	166	149	145
Food at Home: Total \$	\$5,893,248	\$49,952,728	\$121,212,842
Average Spent	\$6,577.29	\$6,059.28	\$5,969.61
Spending Potential Index	147	135	133
Food Away from Home: Total \$	\$4,471,091	\$37,559,163	\$90,866,532
Average Spent	\$4,990.06	\$4,555.94	\$4,475.08
Spending Potential Index	155	142	139
Health Care: Total \$	\$4,859,340	\$40,632,170	\$98,675,360
Average Spent	\$5,423.37	\$4,928.70	\$4,859.66
Spending Potential Index	146	132	130
HH Furnishings & Equipment: Total \$	\$2,716,073	\$22,322,619	\$53,689,425
Average Spent	\$3,031.33	\$2,707.74	\$2,644.15
Spending Potential Index	147	132	128
Investments: Total \$	\$2,686,068	\$21,502,202	\$52,091,998
Average Spent	\$2,997.84	\$2,608.22	\$2,565.48
Spending Potential Index	172	150	147
Retail Goods: Total \$	\$33,513,616	\$277,866,506	\$671,220,388
Average Spent	\$37,403.59	\$33,705.30	\$33,056.90
Spending Potential Index	150	136	133
Shelter: Total \$	\$23,565,600	\$197,615,504	\$476,577,435
Average Spent	\$26,300.89	\$23,970.83	\$23,470.94
Spending Potential Index	167	152	149
TV/Video/Audio: Total \$	\$1,658,618	\$14,023,498	\$33,977,926
Average Spent	\$1,851.14	\$1,701.06	\$1,673.38
Spending Potential Index	149	137	135
Travel: Total \$	\$3,052,812	\$24,779,483	\$59,488,505
Average Spent	\$3,407.16	\$3,005.76	\$2,929.75
Spending Potential Index	180	159	155
Vehicle Maintenance & Repairs: Total \$	\$1,314,632	\$10,925,328	\$26,457,476
Average Spent	\$1,467.22	\$1,325.25	\$1,303.00
Spending Potential Index	156	141	138

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.