




689 Main St, Falmouth, MA 02540-3215  
 Ring: 1, 3, 5 Miles

Latitude: 41.55249  
 Longitude: -70.60409

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	5,339	16,083	25,978
2000 Group Quarters	385	592	696
2010 Total Population	5,182	16,146	26,747
2015 Total Population	5,091	15,980	26,617
2010 - 2015 Annual Rate	-0.35%	-0.21%	-0.1%
 2000 Households	2,673	7,327	11,285
2000 Average Household Size	1.85	2.11	2.24
2010 Households	2,598	7,383	11,658
2010 Average Household Size	1.84	2.1	2.23
2015 Households	2,551	7,323	11,627
2015 Average Household Size	1.84	2.1	2.23
2010 - 2015 Annual Rate	-0.36%	-0.16%	-0.05%
2000 Families	1,302	4,344	7,084
2000 Average Family Size	2.59	2.72	2.8
2010 Families	1,242	4,335	7,274
2010 Average Family Size	2.56	2.7	2.79
2015 Families	1,210	4,282	7,233
2015 Average Family Size	2.57	2.69	2.78
2010 - 2015 Annual Rate	-0.52%	-0.25%	-0.11%
 <b>2000 Housing Units</b>	3,971	10,609	16,409
Owner Occupied Housing Units	39.8%	50.2%	52.2%
Renter Occupied Housing Units	27.3%	19.1%	17.0%
Vacant Housing Units	32.9%	30.7%	30.9%
<b>2010 Housing Units</b>	4,201	11,378	17,934
Owner Occupied Housing Units	37.1%	47.1%	49.1%
Renter Occupied Housing Units	24.7%	17.7%	15.9%
Vacant Housing Units	38.2%	35.1%	35.0%
<b>2015 Housing Units</b>	4,211	11,444	18,080
Owner Occupied Housing Units	36.5%	46.6%	48.7%
Renter Occupied Housing Units	24.1%	17.4%	15.6%
Vacant Housing Units	39.4%	36.0%	35.7%
<b>Median Household Income</b>			
2000	\$34,139	\$44,099	\$46,200
2010	\$49,415	\$60,890	\$64,353
2015	\$58,451	\$70,508	\$75,277
<b>Median Home Value</b>			
2000	\$194,665	\$185,854	\$180,297
2010	\$362,127	\$339,072	\$324,823
2015	\$454,187	\$425,000	\$410,714
<b>Per Capita Income</b>			
2000	\$26,016	\$27,687	\$27,213
2010	\$35,213	\$37,470	\$36,988
2015	\$44,059	\$44,811	\$44,042
<b>Median Age</b>			
2000	54.0	48.6	45.7
2010	57.1	52.7	49.9
2015	58.3	54.8	51.6


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	2,700	7,330	11,303
< \$15,000	20.7%	14.9%	13.0%
\$15,000 - \$24,999	13.6%	11.1%	11.0%
\$25,000 - \$34,999	16.9%	13.9%	13.3%
\$35,000 - \$49,999	14.2%	15.8%	16.3%
\$50,000 - \$74,999	16.3%	20.3%	21.2%
\$75,000 - \$99,999	7.9%	11.3%	12.2%
\$100,000 - \$149,999	6.4%	7.6%	8.2%
\$150,000 - \$199,999	1.7%	2.4%	2.3%
\$200,000+	2.3%	2.7%	2.6%
Average Household Income	\$49,006	\$59,585	\$61,146
<b>2010 Households by Income</b>			
Household Income Base	2,599	7,382	11,657
< \$15,000	13.2%	9.0%	7.4%
\$15,000 - \$24,999	9.5%	7.3%	6.6%
\$25,000 - \$34,999	12.1%	9.0%	8.1%
\$35,000 - \$49,999	15.7%	12.6%	12.4%
\$50,000 - \$74,999	17.7%	22.6%	23.3%
\$75,000 - \$99,999	11.6%	14.0%	15.0%
\$100,000 - \$149,999	12.9%	17.3%	18.9%
\$150,000 - \$199,999	2.7%	3.3%	3.4%
\$200,000+	4.5%	4.8%	4.8%
Average Household Income	\$68,321	\$81,147	\$84,071
<b>2015 Households by Income</b>			
Household Income Base	2,552	7,323	11,627
< \$15,000	10.4%	7.2%	5.9%
\$15,000 - \$24,999	7.4%	5.5%	4.9%
\$25,000 - \$34,999	9.6%	6.8%	6.1%
\$35,000 - \$49,999	14.1%	9.8%	9.4%
\$50,000 - \$74,999	17.9%	23.4%	23.5%
\$75,000 - \$99,999	9.2%	11.5%	13.0%
\$100,000 - \$149,999	18.1%	22.8%	24.1%
\$150,000 - \$199,999	5.9%	5.9%	5.8%
\$200,000+	7.4%	7.1%	7.3%
Average Household Income	\$85,749	\$96,875	\$99,920
<b>2000 Owner Occupied HUs by Value</b>			
Total	1,566	5,355	8,553
<\$50,000	0.6%	0.7%	0.6%
\$50,000 - 99,999	4.9%	5.2%	5.6%
\$100,000 - 149,999	22.4%	25.4%	28.0%
\$150,000 - 199,999	24.3%	25.6%	23.8%
\$200,000 - \$299,999	27.1%	25.1%	22.2%
\$300,000 - 499,999	16.8%	14.2%	15.0%
\$500,000 - 999,999	3.5%	3.2%	4.0%
\$1,000,000+	0.4%	0.6%	0.9%
Average Home Value	\$236,389	\$226,121	\$231,428
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	1,108	1,991	2,735
With Cash Rent	92.1%	89.7%	88.9%
No Cash Rent	7.9%	10.3%	11.1%
Median Rent	\$510	\$595	\$626
Average Rent	\$505	\$607	\$626

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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<b>2000 Population by Age</b>			
 Total	5,339	16,084	25,979
Age 0 - 4	3.1%	3.7%	4.2%
Age 5 - 9	3.4%	4.8%	5.5%
Age 10 - 14	4.4%	5.7%	6.4%
Age 15 - 19	3.3%	4.8%	5.2%
Age 20 - 24	2.4%	3.0%	3.2%
Age 25 - 34	8.9%	8.9%	9.3%
Age 35 - 44	12.4%	14.2%	15.1%
Age 45 - 54	13.5%	14.0%	14.6%
Age 55 - 64	13.4%	13.5%	12.7%
Age 65 - 74	15.7%	14.0%	12.7%
Age 75 - 84	13.6%	9.8%	8.3%
Age 85+	6.0%	3.6%	2.8%
Age 18+	86.8%	82.5%	80.2%
<b>2010 Population by Age</b>			
Total	5,182	16,147	26,744
Age 0 - 4	3.1%	3.6%	4.2%
Age 5 - 9	2.9%	3.7%	4.4%
Age 10 - 14	3.0%	3.9%	4.7%
Age 15 - 19	3.2%	4.7%	5.2%
Age 20 - 24	4.7%	4.5%	4.7%
Age 25 - 34	7.5%	7.9%	8.4%
Age 35 - 44	9.6%	10.1%	11.0%
Age 45 - 54	13.0%	15.3%	15.9%
Age 55 - 64	16.0%	17.0%	16.4%
Age 65 - 74	14.4%	14.1%	12.5%
Age 75 - 84	14.1%	10.2%	8.6%
Age 85+	8.7%	5.0%	3.9%
Age 18+	88.9%	85.7%	83.2%
<b>2015 Population by Age</b>			
Total	5,090	15,979	26,615
Age 0 - 4	2.9%	3.5%	4.1%
Age 5 - 9	3.0%	3.7%	4.4%
Age 10 - 14	2.9%	4.0%	4.8%
Age 15 - 19	2.9%	3.8%	4.4%
Age 20 - 24	3.6%	3.9%	4.3%
Age 25 - 34	10.5%	9.4%	9.9%
Age 35 - 44	7.8%	8.7%	9.6%
Age 45 - 54	11.9%	13.2%	13.8%
Age 55 - 64	14.9%	17.6%	17.2%
Age 65 - 74	17.5%	17.3%	15.4%
Age 75 - 84	13.3%	9.6%	8.1%
Age 85+	9.0%	5.1%	3.9%
Age 18+	89.3%	86.3%	83.8%
<b>2000 Population by Sex</b>			
Males	43.3%	45.5%	46.5%
Females	56.7%	54.5%	53.5%
<b>2010 Population by Sex</b>			
Males	43.4%	45.8%	46.7%
Females	56.6%	54.2%	53.3%
<b>2015 Population by Sex</b>			
Males	43.6%	46.1%	47.0%
Females	56.4%	53.9%	53.0%

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	5,339	16,083	25,977
White Alone	94.0%	93.6%	93.1%
Black Alone	2.0%	1.7%	1.9%
American Indian Alone	0.4%	0.4%	0.5%
Asian or Pacific Islander Alone	1.3%	1.1%	1.0%
Some Other Race Alone	1.2%	1.4%	1.5%
Two or More Races	1.2%	1.8%	2.0%
Hispanic Origin	1.0%	1.2%	1.3%
Diversity Index	13.5	14.4	15.5
<b>2010 Population by Race/Ethnicity</b>			
Total	5,183	16,147	26,748
White Alone	92.1%	91.8%	91.2%
Black Alone	2.5%	2.0%	2.4%
American Indian Alone	0.4%	0.5%	0.5%
Asian or Pacific Islander Alone	2.1%	1.8%	1.7%
Some Other Race Alone	1.3%	1.4%	1.6%
Two or More Races	1.5%	2.3%	2.6%
Hispanic Origin	1.7%	1.9%	2.0%
Diversity Index	17.7	18.7	20.0
<b>2015 Population by Race/Ethnicity</b>			
Total	5,091	15,981	26,617
White Alone	91.2%	90.9%	90.2%
Black Alone	2.7%	2.2%	2.6%
American Indian Alone	0.4%	0.5%	0.6%
Asian or Pacific Islander Alone	2.6%	2.2%	2.1%
Some Other Race Alone	1.4%	1.5%	1.6%
Two or More Races	1.7%	2.6%	2.9%
Hispanic Origin	2.0%	2.3%	2.4%
Diversity Index	19.9	21.0	22.3
<b>2000 Population 3+ by School Enrollment</b>			
 Total	5,243	15,788	25,320
Enrolled in Nursery/Preschool	1.4%	1.5%	1.7%
Enrolled in Kindergarten	0.6%	0.8%	0.9%
Enrolled in Grade 1-8	6.2%	8.8%	9.9%
Enrolled in Grade 9-12	3.2%	4.2%	4.6%
Enrolled in College	1.9%	2.8%	2.7%
Enrolled in Grad/Prof School	1.0%	1.1%	1.2%
Not Enrolled in School	85.7%	80.9%	78.9%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	4,309	12,849	20,520
Less than 9th Grade	2.1%	1.8%	1.7%
9th - 12th Grade, No Diploma	6.1%	4.8%	4.7%
High School Graduate	26.2%	26.8%	26.9%
Some College, No Degree	15.4%	15.9%	16.7%
Associate Degree	7.4%	7.6%	8.0%
Bachelor's Degree	22.4%	24.1%	23.6%
Graduate/Professional Degree	20.4%	19.0%	18.3%

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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<b>2010 Population 15+ by Marital Status</b>			
 Total	4,719	14,321	23,172
Never Married	19.1%	21.9%	22.5%
Married	50.6%	55.1%	56.2%
Widowed	12.8%	9.1%	8.0%
Divorced	17.5%	13.9%	13.3%
<b>2000 Population 16+ by Employment Status</b>			
 Total	4,743	13,657	21,441
In Labor Force	48.7%	55.0%	57.8%
Civilian Employed	45.4%	51.8%	54.6%
Civilian Unemployed	3.2%	3.2%	3.1%
In Armed Forces	0.1%	0.1%	0.1%
Not in Labor Force	51.3%	45.0%	42.2%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	91.2%	92.2%	92.7%
Civilian Unemployed	8.8%	7.8%	7.3%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.6%	94.3%	94.7%
Civilian Unemployed	6.4%	5.7%	5.3%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	2,650	7,465	11,555
Own Children < 6 Only	3.8%	4.3%	4.8%
Employed/in Armed Forces	2.8%	3.2%	3.4%
Unemployed	0.0%	0.0%	0.1%
Not in Labor Force	1.0%	1.1%	1.3%
Own Children < 6 and 6-17 Only	2.7%	3.6%	4.4%
Employed/in Armed Forces	1.6%	2.0%	2.6%
Unemployed	0.0%	0.0%	0.0%
Not in Labor Force	1.1%	1.6%	1.8%
Own Children 6-17 Only	7.8%	12.4%	13.7%
Employed/in Armed Forces	6.6%	9.4%	10.1%
Unemployed	0.0%	0.4%	0.4%
Not in Labor Force	1.2%	2.7%	3.2%
No Own Children < 18	85.7%	79.7%	77.2%
Employed/in Armed Forces	27.4%	31.6%	33.6%
Unemployed	2.3%	1.8%	1.8%
Not in Labor Force	56.0%	46.3%	41.8%
<b>2010 Employed Population 16+ by Industry</b>			
 Total	2,627	9,104	15,348
Agriculture/Mining	0.2%	0.2%	0.6%
Construction	8.2%	7.8%	8.1%
Manufacturing	2.1%	2.5%	2.9%
Wholesale Trade	2.1%	2.0%	1.9%
Retail Trade	12.9%	14.1%	13.5%
Transportation/Utilities	2.4%	4.0%	4.0%
Information	0.9%	1.1%	1.4%
Finance/Insurance/Real Estate	7.1%	6.1%	5.7%
Services	59.4%	56.8%	56.7%
Public Administration	4.7%	5.5%	5.2%

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	2,624	9,104	15,346
White Collar	68.1%	65.9%	64.5%
Management/Business/Financial	9.2%	11.4%	12.1%
Professional	30.1%	30.9%	29.8%
Sales	15.1%	12.6%	12.5%
Administrative Support	13.7%	11.0%	10.1%
Services	19.2%	19.9%	19.9%
Blue Collar	12.7%	14.2%	15.6%
Farming/Forestry/Fishing	0.2%	0.1%	0.3%
Construction/Extraction	7.5%	6.8%	7.1%
Installation/Maintenance/Repair	0.7%	2.0%	2.3%
Production	1.9%	1.5%	1.8%
Transportation/Material Moving	2.4%	3.9%	4.0%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
 Total	2,101	6,884	11,392
Drove Alone - Car, Truck, or Van	78.6%	79.5%	80.6%
Carpooled - Car, Truck, or Van	5.8%	8.4%	8.2%
Public Transportation	3.8%	2.9%	2.2%
Walked	4.2%	3.3%	2.6%
Other Means	2.2%	1.4%	1.5%
Worked at Home	5.4%	4.5%	4.8%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	2,099	6,883	11,391
Did Not Work at Home	94.6%	95.5%	95.2%
Less than 5 minutes	8.7%	5.5%	4.3%
5 to 9 minutes	22.6%	17.9%	14.6%
10 to 19 minutes	34.8%	38.6%	39.9%
20 to 24 minutes	5.6%	7.7%	9.0%
25 to 34 minutes	6.1%	7.1%	8.3%
35 to 44 minutes	4.2%	3.8%	3.8%
45 to 59 minutes	4.4%	4.5%	4.5%
60 to 89 minutes	3.6%	5.6%	6.0%
90 or more minutes	4.6%	4.7%	4.8%
Worked at Home	5.4%	4.5%	4.8%
Average Travel Time to Work (in min)	20.6	23.2	24.3
<b>2000 Households by Vehicles Available</b>			
Total	2,677	7,344	11,290
None	13.7%	7.9%	5.9%
1	47.9%	42.3%	40.0%
2	32.3%	40.0%	42.5%
3	4.5%	7.8%	9.1%
4	1.1%	1.5%	1.9%
5+	0.5%	0.5%	0.5%
Average Number of Vehicles Available	1.3	1.5	1.6

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<b>2000 Households by Type</b>			
 Total	2,673	7,328	11,284
Family Households	48.7%	59.3%	62.8%
Married-couple Family	38.2%	47.4%	49.9%
With Related Children	9.6%	14.3%	16.8%
Other Family (No Spouse)	10.5%	11.9%	12.9%
With Related Children	5.5%	6.9%	7.7%
Nonfamily Households	51.3%	40.7%	37.2%
Householder Living Alone	46.0%	35.2%	31.6%
Householder Not Living Alone	5.3%	5.5%	5.6%
Households with Related Children	15.1%	21.2%	24.5%
Households with Persons 65+	46.2%	40.8%	37.2%
<b>2000 Households by Size</b>			
Total	2,673	7,327	11,285
1 Person Household	46.0%	35.2%	31.6%
2 Person Household	35.6%	38.6%	38.5%
3 Person Household	9.5%	12.1%	13.3%
4 Person Household	5.7%	8.9%	10.3%
5 Person Household	2.2%	3.6%	4.3%
6 Person Household	0.7%	1.1%	1.4%
7+ Person Household	0.3%	0.5%	0.6%
<b>2000 Households by Year Householder Moved In</b>			
Total	2,677	7,346	11,289
Moved in 1999 to March 2000	16.8%	13.7%	14.1%
Moved in 1995 to 1998	27.1%	27.8%	28.7%
Moved in 1990 to 1994	19.9%	16.0%	15.8%
Moved in 1980 to 1989	12.8%	15.7%	16.3%
Moved in 1970 to 1979	9.3%	13.7%	13.6%
Moved in 1969 or Earlier	14.1%	13.1%	11.6%
Median Year Householder Moved In	1993	1992	1993
<b>2000 Housing Units by Units in Structure</b>			
 Total	3,978	10,586	16,328
1, Detached	72.9%	80.7%	85.3%
1, Attached	3.5%	4.8%	3.5%
2	4.1%	2.9%	2.4%
3 or 4	5.7%	4.0%	3.1%
5 to 9	2.6%	2.0%	1.7%
10 to 19	1.3%	1.2%	0.9%
20+	9.9%	4.4%	3.1%
Mobile Home	0.0%	0.1%	0.1%
Other	0.0%	0.0%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	3,965	10,627	16,413
1999 to March 2000	0.0%	0.9%	1.1%
1995 to 1998	1.4%	4.1%	5.5%
1990 to 1994	1.9%	3.6%	4.5%
1980 to 1989	10.5%	16.6%	18.1%
1970 to 1979	11.0%	20.3%	19.8%
1969 or Earlier	75.2%	54.5%	51.0%
Median Year Structure Built	1957	1967	1969

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

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<b>Top 3 Tapestry Segments</b>			
1.	Retirement Communities	Silver and Gold	Silver and Gold
2.	Silver and Gold	Rural Resort Dwellers	Pleasant-Ville
3.	Metropolitans	Pleasant-Ville	Rural Resort Dwellers



**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 \$	\$4,149,157	\$13,768,096	\$22,611,649
Average Spent	\$1,597.06	\$1,864.84	\$1,939.58
Spending Potential Index	67	78	81
Computers & Accessories: Total \$	\$539,812	\$1,794,740	\$2,947,522
Average Spent	\$207.78	\$243.09	\$252.83
Spending Potential Index	94	110	115
Education: Total \$	\$2,929,286	\$9,555,825	\$15,948,262
Average Spent	\$1,127.52	\$1,294.30	\$1,368.01
Spending Potential Index	92	106	112
Entertainment/Recreation: Total \$	\$8,413,936	\$28,837,393	\$47,209,261
Average Spent	\$3,238.62	\$3,905.92	\$4,049.52
Spending Potential Index	100	121	126
Food at Home: Total \$	\$11,427,957	\$38,199,209	\$62,001,080
Average Spent	\$4,398.75	\$5,173.94	\$5,318.33
Spending Potential Index	98	116	119
Food Away from Home: Total \$	\$8,032,619	\$26,716,617	\$43,620,446
Average Spent	\$3,091.85	\$3,618.67	\$3,741.67
Spending Potential Index	96	112	116
Health Care: Total \$	\$10,591,524	\$35,868,906	\$57,350,557
Average Spent	\$4,076.80	\$4,858.31	\$4,919.42
Spending Potential Index	109	130	132
HH Furnishings & Equipment: Total \$	\$4,597,591	\$15,758,998	\$25,909,430
Average Spent	\$1,769.67	\$2,134.50	\$2,222.46
Spending Potential Index	86	104	108
Investments: Total \$	\$5,068,824	\$18,463,927	\$30,290,760
Average Spent	\$1,951.05	\$2,500.87	\$2,598.28
Spending Potential Index	112	144	149
Retail Goods: Total \$	\$60,941,305	\$208,906,795	\$340,352,802
Average Spent	\$23,457.01	\$28,295.65	\$29,194.78
Spending Potential Index	94	114	117
Shelter: Total \$	\$40,394,020	\$133,654,118	\$220,641,464
Average Spent	\$15,548.12	\$18,102.96	\$18,926.18
Spending Potential Index	98	115	120
TV/Video/Audio: Total \$	\$3,136,321	\$10,420,334	\$16,918,816
Average Spent	\$1,207.21	\$1,411.40	\$1,451.26
Spending Potential Index	97	114	117
Travel: Total \$	\$5,001,489	\$17,226,633	\$28,519,471
Average Spent	\$1,925.13	\$2,333.28	\$2,446.34
Spending Potential Index	102	123	129
Vehicle Maintenance & Repairs: Total \$	\$2,437,177	\$8,296,383	\$13,495,737
Average Spent	\$938.10	\$1,123.71	\$1,157.64
Spending Potential Index	100	119	123

**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.