




6 Whiting St, Hingham, MA 02043
 Ring: 1, 3, 5 Miles

Latitude: 42.17475
 Longitude: -70.88532


	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	2,428	26,508	97,491
2000 Group Quarters	122	461	1,376
2010 Total Population	1,828	27,116	100,340
2015 Total Population	1,821	27,266	100,950
2010 - 2015 Annual Rate	-0.08%	0.11%	0.12%
 2000 Households	827	9,472	36,833
2000 Average Household Size	2.79	2.75	2.61
2010 Households	624	9,779	38,308
2010 Average Household Size	2.76	2.72	2.58
2015 Households	623	9,858	38,663
2015 Average Household Size	2.76	2.72	2.57
2010 - 2015 Annual Rate	-0.03%	0.16%	0.18%
2000 Families	664	7,087	25,687
2000 Average Family Size	3.16	3.24	3.18
2010 Families	486	7,281	26,511
2010 Average Family Size	3.18	3.21	3.15
2015 Families	484	7,318	26,653
2015 Average Family Size	3.17	3.2	3.14
2010 - 2015 Annual Rate	-0.08%	0.1%	0.11%
 2000 Housing Units	836	9,632	37,626
Owner Occupied Housing Units	90.2%	79.7%	72.2%
Renter Occupied Housing Units	8.1%	18.5%	25.7%
Vacant Housing Units	1.7%	1.8%	2.1%
2010 Housing Units	638	10,084	39,692
Owner Occupied Housing Units	87.1%	77.7%	70.9%
Renter Occupied Housing Units	10.7%	19.3%	25.6%
Vacant Housing Units	2.2%	3.0%	3.5%
2015 Housing Units	639	10,197	40,181
Owner Occupied Housing Units	86.7%	77.3%	70.6%
Renter Occupied Housing Units	10.8%	19.4%	25.6%
Vacant Housing Units	2.5%	3.3%	3.8%
Median Household Income			
2000	\$72,950	\$64,986	\$59,314
2010	\$84,860	\$85,987	\$79,287
2015	\$102,222	\$102,870	\$93,940
Median Home Value			
2000	\$289,541	\$229,605	\$199,093
2010	\$459,770	\$387,561	\$340,779
2015	\$576,863	\$478,183	\$406,209
Per Capita Income			
2000	\$30,988	\$30,322	\$28,578
2010	\$36,594	\$38,289	\$36,904
2015	\$42,736	\$44,482	\$42,674
Median Age			
2000	42.0	38.7	38.1
2010	45.0	41.8	41.2
2015	46.4	42.3	41.5

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	818	9,539	36,924
< \$15,000	5.0%	7.7%	9.1%
\$15,000 - \$24,999	7.2%	6.6%	8.1%
\$25,000 - \$34,999	7.7%	9.0%	9.5%
\$35,000 - \$49,999	12.7%	12.7%	15.1%
\$50,000 - \$74,999	18.6%	22.3%	21.7%
\$75,000 - \$99,999	15.8%	14.1%	14.4%
\$100,000 - \$149,999	18.8%	16.7%	14.0%
\$150,000 - \$199,999	8.2%	5.3%	4.0%
\$200,000+	6.0%	5.5%	4.1%
Average Household Income	\$91,629	\$83,446	\$74,894
2010 Households by Income			
Household Income Base	623	9,778	38,308
< \$15,000	3.5%	4.9%	5.9%
\$15,000 - \$24,999	6.3%	5.2%	5.8%
\$25,000 - \$34,999	5.6%	5.2%	6.1%
\$35,000 - \$49,999	9.6%	8.4%	10.6%
\$50,000 - \$74,999	17.2%	17.7%	18.1%
\$75,000 - \$99,999	16.5%	16.8%	16.2%
\$100,000 - \$149,999	20.2%	23.4%	23.0%
\$150,000 - \$199,999	13.3%	10.7%	8.1%
\$200,000+	7.7%	7.8%	6.3%
Average Household Income	\$105,262	\$105,223	\$96,085
2015 Households by Income			
Household Income Base	621	9,860	38,662
< \$15,000	2.4%	3.6%	4.5%
\$15,000 - \$24,999	4.2%	3.5%	4.2%
\$25,000 - \$34,999	4.0%	3.6%	4.4%
\$35,000 - \$49,999	6.4%	5.4%	7.1%
\$50,000 - \$74,999	17.6%	17.5%	18.4%
\$75,000 - \$99,999	13.7%	14.0%	14.2%
\$100,000 - \$149,999	23.5%	27.7%	27.7%
\$150,000 - \$199,999	17.1%	13.9%	11.0%
\$200,000+	11.1%	10.7%	8.5%
Average Household Income	\$123,181	\$121,913	\$110,766
2000 Owner Occupied HUs by Value			
Total	765	7,734	27,118
<\$50,000	0.5%	0.4%	0.8%
\$50,000 - 99,999	1.2%	1.6%	3.3%
\$100,000 - 149,999	5.0%	14.0%	17.5%
\$150,000 - 199,999	16.3%	24.1%	28.9%
\$200,000 - \$299,999	29.7%	28.6%	27.0%
\$300,000 - 499,999	39.2%	24.1%	17.1%
\$500,000 - 999,999	7.8%	6.8%	5.0%
\$1,000,000+	0.3%	0.4%	0.5%
Average Home Value	\$314,587	\$274,964	\$246,420
2000 Specified Renter Occupied HUs by Contract Rent			
Total	59	1,757	9,717
With Cash Rent	98.3%	94.5%	95.9%
No Cash Rent	1.7%	5.5%	4.1%
Median Rent	\$500	\$787	\$736
Average Rent	\$599	\$727	\$703

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	2,427	26,507	97,491
Age 0 - 4	6.7%	7.2%	7.0%
Age 5 - 9	7.3%	7.6%	7.2%
Age 10 - 14	7.3%	7.5%	7.2%
Age 15 - 19	5.2%	5.7%	5.7%
Age 20 - 24	2.9%	3.7%	4.2%
Age 25 - 34	9.4%	11.6%	13.2%
Age 35 - 44	16.2%	17.7%	17.6%
Age 45 - 54	15.5%	15.0%	14.7%
Age 55 - 64	11.8%	10.6%	9.5%
Age 65 - 74	7.9%	7.1%	7.1%
Age 75 - 84	5.9%	4.5%	4.9%
Age 85+	3.8%	1.8%	1.7%
Age 18+	75.0%	73.7%	74.7%
2010 Population by Age			
Total	1,828	27,114	100,336
Age 0 - 4	6.1%	6.7%	6.5%
Age 5 - 9	6.6%	7.1%	6.7%
Age 10 - 14	7.6%	7.9%	7.1%
Age 15 - 19	6.7%	6.9%	6.6%
Age 20 - 24	4.0%	4.9%	5.3%
Age 25 - 34	6.2%	8.1%	9.8%
Age 35 - 44	12.9%	13.5%	13.9%
Age 45 - 54	16.8%	17.2%	16.6%
Age 55 - 64	12.9%	12.5%	12.5%
Age 65 - 74	8.6%	7.8%	7.3%
Age 75 - 84	6.3%	4.9%	5.0%
Age 85+	5.3%	2.6%	2.6%
Age 18+	75.2%	73.9%	75.4%
2015 Population by Age			
Total	1,821	27,265	100,950
Age 0 - 4	5.8%	6.3%	6.3%
Age 5 - 9	6.4%	7.0%	6.6%
Age 10 - 14	7.1%	7.6%	6.9%
Age 15 - 19	6.8%	7.0%	6.4%
Age 20 - 24	4.5%	5.2%	5.5%
Age 25 - 34	7.5%	9.6%	11.3%
Age 35 - 44	9.7%	10.6%	11.4%
Age 45 - 54	16.7%	16.5%	15.6%
Age 55 - 64	14.1%	13.5%	13.6%
Age 65 - 74	9.9%	9.2%	9.1%
Age 75 - 84	6.3%	4.8%	4.8%
Age 85+	5.3%	2.7%	2.7%
Age 18+	76.2%	74.6%	76.1%
2000 Population by Sex			
Males	46.9%	48.2%	47.9%
Females	53.1%	51.8%	52.1%
2010 Population by Sex			
Males	46.3%	48.5%	48.2%
Females	53.7%	51.5%	51.8%
2015 Population by Sex			
Males	46.3%	48.7%	48.3%
Females	53.7%	51.3%	51.7%

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
2000 Population by Race/Ethnicity			
 Total	2,428	26,509	97,492
White Alone	97.1%	96.2%	95.7%
Black Alone	0.7%	1.1%	1.2%
American Indian Alone	0.1%	0.1%	0.1%
Asian or Pacific Islander Alone	1.1%	1.2%	1.3%
Some Other Race Alone	0.2%	0.4%	0.5%
Two or More Races	0.8%	1.0%	1.1%
Hispanic Origin	0.7%	1.0%	1.0%
Diversity Index	7.1	9.2	10.2
2010 Population by Race/Ethnicity			
Total	1,828	27,117	100,340
White Alone	95.6%	93.7%	92.8%
Black Alone	1.3%	2.0%	2.3%
American Indian Alone	0.1%	0.2%	0.2%
Asian or Pacific Islander Alone	1.6%	2.0%	2.2%
Some Other Race Alone	0.2%	0.5%	0.7%
Two or More Races	1.2%	1.6%	1.8%
Hispanic Origin	1.0%	1.7%	1.8%
Diversity Index	10.4	15.0	16.8
2015 Population by Race/Ethnicity			
Total	1,821	27,265	100,951
White Alone	94.8%	92.3%	91.1%
Black Alone	1.6%	2.6%	2.9%
American Indian Alone	0.1%	0.2%	0.2%
Asian or Pacific Islander Alone	1.9%	2.5%	2.7%
Some Other Race Alone	0.2%	0.6%	0.8%
Two or More Races	1.4%	1.9%	2.2%
Hispanic Origin	1.2%	2.0%	2.2%
Diversity Index	12.2	18.0	20.4
2000 Population 3+ by School Enrollment			
 Total	2,336	25,469	93,732
Enrolled in Nursery/Preschool	2.2%	2.6%	2.4%
Enrolled in Kindergarten	1.7%	1.6%	1.4%
Enrolled in Grade 1-8	11.8%	12.6%	12.2%
Enrolled in Grade 9-12	5.7%	5.6%	5.6%
Enrolled in College	3.4%	3.8%	3.5%
Enrolled in Grad/Prof School	1.4%	1.1%	1.2%
Not Enrolled in School	73.8%	72.7%	73.6%
2010 Population 25+ by Educational Attainment			
Total	1,260	18,051	68,017
Less than 9th Grade	0.7%	1.1%	1.5%
9th - 12th Grade, No Diploma	3.7%	3.4%	4.0%
High School Graduate	26.3%	26.9%	29.8%
Some College, No Degree	16.5%	17.9%	17.4%
Associate Degree	7.5%	8.8%	9.4%
Bachelor's Degree	27.2%	25.8%	23.9%
Graduate/Professional Degree	18.0%	16.0%	13.9%

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	1,457	21,237	79,918
Never Married	23.7%	25.9%	27.6%
Married	59.4%	59.7%	57.1%
Widowed	11.1%	6.7%	6.5%
Divorced	5.9%	7.6%	8.8%
2000 Population 16+ by Employment Status			
 Total	1,894	20,470	75,652
In Labor Force	62.4%	68.2%	68.9%
Civilian Employed	60.7%	65.9%	66.5%
Civilian Unemployed	1.6%	2.3%	2.3%
In Armed Forces	0.0%	0.0%	0.2%
Not in Labor Force	37.6%	31.8%	31.1%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	91.5%	90.6%	91.0%
Civilian Unemployed	8.5%	9.4%	9.0%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	93.8%	93.1%	93.4%
Civilian Unemployed	6.2%	6.9%	6.6%
2000 Females 16+ by Employment Status and Age of Children			
Total	1,025	10,862	40,275
Own Children < 6 Only	7.7%	8.0%	7.7%
Employed/in Armed Forces	4.8%	4.8%	5.1%
Unemployed	0.0%	0.2%	0.1%
Not in Labor Force	2.9%	3.0%	2.5%
Own Children < 6 and 6-17 Only	4.2%	6.1%	5.8%
Employed/in Armed Forces	2.1%	3.7%	3.4%
Unemployed	0.0%	0.1%	0.1%
Not in Labor Force	2.0%	2.3%	2.3%
Own Children 6-17 Only	16.7%	17.2%	17.6%
Employed/in Armed Forces	12.6%	13.2%	13.5%
Unemployed	0.2%	0.3%	0.5%
Not in Labor Force	3.9%	3.7%	3.7%
No Own Children < 18	71.4%	68.8%	68.9%
Employed/in Armed Forces	33.0%	37.4%	38.1%
Unemployed	1.1%	1.2%	1.5%
Not in Labor Force	37.4%	30.2%	29.4%
2010 Employed Population 16+ by Industry			
 Total	818	12,963	49,148
Agriculture/Mining	0.2%	0.2%	0.2%
Construction	6.8%	6.7%	7.0%
Manufacturing	5.0%	5.6%	5.8%
Wholesale Trade	3.9%	3.6%	3.4%
Retail Trade	12.5%	13.0%	12.1%
Transportation/Utilities	3.3%	4.3%	4.4%
Information	3.2%	3.1%	2.9%
Finance/Insurance/Real Estate	12.5%	12.6%	12.0%
Services	47.2%	46.3%	48.1%
Public Administration	5.4%	4.7%	4.1%

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	818	12,963	49,144
White Collar	77.3%	73.7%	71.2%
Management/Business/Financial	21.6%	19.0%	18.5%
Professional	27.4%	26.8%	25.8%
Sales	13.3%	12.8%	11.7%
Administrative Support	14.9%	15.2%	15.3%
Services	10.5%	11.9%	13.7%
Blue Collar	12.2%	14.3%	15.1%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	5.5%	5.4%	5.6%
Installation/Maintenance/Repair	2.2%	3.2%	3.2%
Production	1.7%	2.7%	2.8%
Transportation/Material Moving	2.7%	3.0%	3.4%
2000 Workers 16+ by Means of Transportation to Work			
 Total	1,129	13,298	49,726
Drove Alone - Car, Truck, or Van	79.9%	81.2%	80.4%
Carpooled - Car, Truck, or Van	5.8%	6.9%	7.7%
Public Transportation	7.4%	7.2%	7.2%
Walked	0.8%	0.9%	1.5%
Other Means	0.2%	0.3%	0.4%
Worked at Home	5.9%	3.5%	2.8%
2000 Workers 16+ by Travel Time to Work			
Total	1,129	13,297	49,723
Did Not Work at Home	94.1%	96.5%	97.2%
Less than 5 minutes	3.1%	2.3%	2.4%
5 to 9 minutes	9.1%	8.4%	9.0%
10 to 19 minutes	22.5%	23.4%	24.2%
20 to 24 minutes	11.2%	12.4%	11.7%
25 to 34 minutes	13.4%	17.3%	16.6%
35 to 44 minutes	5.8%	6.4%	7.0%
45 to 59 minutes	12.8%	10.7%	10.6%
60 to 89 minutes	13.7%	12.8%	12.6%
90 or more minutes	2.5%	2.8%	3.1%
Worked at Home	5.9%	3.5%	2.8%
Average Travel Time to Work (in min)	31.4	31.0	30.9
2000 Households by Vehicles Available			
Total	825	9,497	36,855
None	2.5%	3.9%	5.6%
1	20.0%	27.5%	32.8%
2	55.3%	49.9%	45.3%
3	15.8%	13.0%	11.6%
4	4.7%	4.7%	3.5%
5+	1.7%	1.0%	1.1%
Average Number of Vehicles Available	2.1	1.9	1.8

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2000 Households by Type			
 Total	826	9,472	36,832
Family Households	80.3%	74.8%	69.7%
Married-couple Family	69.2%	62.2%	56.0%
With Related Children	32.8%	31.5%	28.1%
Other Family (No Spouse)	11.0%	12.6%	13.7%
With Related Children	5.2%	6.4%	7.0%
Nonfamily Households	19.7%	25.2%	30.3%
Householder Living Alone	17.1%	21.4%	25.3%
Householder Not Living Alone	2.7%	3.8%	4.9%
Households with Related Children	38.0%	37.8%	35.1%
Households with Persons 65+	28.1%	24.2%	25.0%
2000 Households by Size			
Total	827	9,472	36,833
1 Person Household	17.2%	21.4%	25.3%
2 Person Household	33.0%	31.0%	31.0%
3 Person Household	18.6%	17.5%	16.4%
4 Person Household	19.5%	17.7%	16.2%
5 Person Household	8.7%	8.8%	7.9%
6 Person Household	2.2%	2.6%	2.3%
7+ Person Household	0.8%	1.0%	0.9%
2000 Households by Year Householder Moved In			
Total	825	9,498	36,854
Moved in 1999 to March 2000	6.9%	11.1%	12.2%
Moved in 1995 to 1998	18.1%	22.3%	25.6%
Moved in 1990 to 1994	15.2%	16.3%	15.7%
Moved in 1980 to 1989	18.4%	16.4%	16.6%
Moved in 1970 to 1979	21.0%	15.0%	13.0%
Moved in 1969 or Earlier	20.5%	18.9%	17.0%
Median Year Householder Moved In	1985	1990	1991
2000 Housing Units by Units in Structure			
 Total	837	9,640	37,609
1, Detached	90.1%	75.8%	66.2%
1, Attached	2.6%	4.0%	3.8%
2	1.0%	3.4%	4.8%
3 or 4	1.6%	1.9%	4.3%
5 to 9	1.1%	2.4%	4.4%
10 to 19	1.3%	2.7%	4.3%
20+	0.4%	8.7%	10.6%
Mobile Home	2.0%	1.1%	1.7%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	833	9,630	37,614
1999 to March 2000	0.1%	0.5%	0.5%
1995 to 1998	1.9%	3.2%	3.0%
1990 to 1994	1.2%	4.5%	3.7%
1980 to 1989	9.8%	13.1%	12.2%
1970 to 1979	17.6%	15.9%	14.9%
1969 or Earlier	69.3%	62.7%	65.8%
Median Year Structure Built	1962	1962	1959

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	Pleasant-Ville	Pleasant-Ville
2.	Connoisseurs	Connoisseurs	Old and Newcomers
3.	Pleasant-Ville	Wealthy Seaboard Subur	Connoisseurs



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 \$	\$1,556,514	\$24,692,192	\$89,047,965
Average Spent	\$2,494.41	\$2,525.02	\$2,324.53
Spending Potential Index	104	105	97
Computers & Accessories: Total \$	\$199,586	\$3,188,987	\$11,483,473
Average Spent	\$319.85	\$326.11	\$299.77
Spending Potential Index	145	148	136
Education: Total \$	\$1,240,145	\$19,333,960	\$68,431,994
Average Spent	\$1,987.41	\$1,977.09	\$1,786.36
Spending Potential Index	163	162	146
Entertainment/Recreation: Total \$	\$3,140,105	\$48,842,078	\$173,647,886
Average Spent	\$5,032.22	\$4,994.59	\$4,532.94
Spending Potential Index	156	155	141
Food at Home: Total \$	\$3,849,819	\$61,994,847	\$226,960,729
Average Spent	\$6,169.58	\$6,339.59	\$5,924.63
Spending Potential Index	138	142	132
Food Away from Home: Total \$	\$2,850,629	\$45,758,273	\$166,239,512
Average Spent	\$4,568.32	\$4,679.24	\$4,339.55
Spending Potential Index	142	145	135
Health Care: Total \$	\$3,296,139	\$51,759,439	\$187,203,955
Average Spent	\$5,282.27	\$5,292.92	\$4,886.81
Spending Potential Index	142	142	131
HH Furnishings & Equipment: Total \$	\$1,782,801	\$27,570,468	\$97,558,991
Average Spent	\$2,857.05	\$2,819.35	\$2,546.70
Spending Potential Index	139	137	124
Investments: Total \$	\$2,171,938	\$30,892,727	\$103,936,067
Average Spent	\$3,480.67	\$3,159.09	\$2,713.17
Spending Potential Index	200	182	156
Retail Goods: Total \$	\$21,740,896	\$342,161,784	\$1,226,846,209
Average Spent	\$34,841.18	\$34,989.45	\$32,025.85
Spending Potential Index	140	141	129
Shelter: Total \$	\$15,948,819	\$248,144,592	\$887,359,944
Average Spent	\$25,559.00	\$25,375.25	\$23,163.83
Spending Potential Index	162	161	147
TV/Video/Audio: Total \$	\$1,068,000	\$17,189,044	\$62,641,476
Average Spent	\$1,711.54	\$1,757.75	\$1,635.21
Spending Potential Index	138	142	132
Travel: Total \$	\$2,101,147	\$31,582,128	\$109,892,898
Average Spent	\$3,367.22	\$3,229.59	\$2,868.67
Spending Potential Index	178	171	152
Vehicle Maintenance & Repairs: Total \$	\$859,098	\$13,573,207	\$48,761,714
Average Spent	\$1,376.76	\$1,388.00	\$1,272.89
Spending Potential Index	146	147	135

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.