




85 Granite St, Westerly, RI 02891-2247
 Ring: 1, 3, 5 Miles

Latitude: 41.37383
 Longitude: -71.82079

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	10,067	25,687	37,163
2000 Group Quarters	143	349	392
2010 Total Population	10,210	26,930	38,789
2015 Total Population	10,111	26,974	38,810
2010 - 2015 Annual Rate	-0.19%	0.03%	0.01%
 2000 Households	4,639	10,700	15,229
2000 Average Household Size	2.14	2.37	2.41
2010 Households	4,745	11,286	16,008
2010 Average Household Size	2.12	2.36	2.4
2015 Households	4,707	11,320	16,045
2015 Average Household Size	2.12	2.35	2.39
2010 - 2015 Annual Rate	-0.16%	0.06%	0.05%
2000 Families	2,547	6,793	10,049
2000 Average Family Size	2.86	2.98	2.98
2010 Families	2,504	6,990	10,315
2010 Average Family Size	2.9	3	3
2015 Families	2,437	6,919	10,210
2015 Average Family Size	2.92	3.02	3.01
2010 - 2015 Annual Rate	-0.54%	-0.2%	-0.2%
 2000 Housing Units	4,951	11,402	17,471
Owner Occupied Housing Units	45.1%	57.6%	58.1%
Renter Occupied Housing Units	48.8%	36.1%	28.8%
Vacant Housing Units	6.1%	6.3%	13.1%
2010 Housing Units	5,198	12,295	18,910
Owner Occupied Housing Units	44.2%	56.8%	56.6%
Renter Occupied Housing Units	47.0%	35.0%	28.0%
Vacant Housing Units	8.7%	8.2%	15.3%
2015 Housing Units	5,225	12,478	19,253
Owner Occupied Housing Units	43.5%	56.1%	55.7%
Renter Occupied Housing Units	46.6%	34.7%	27.7%
Vacant Housing Units	9.9%	9.3%	16.7%
Median Household Income			
2000	\$34,316	\$43,279	\$46,592
2010	\$47,160	\$58,696	\$61,778
2015	\$55,476	\$65,093	\$68,605
Median Home Value			
2000	\$134,852	\$142,762	\$145,797
2010	\$235,680	\$249,448	\$256,240
2015	\$304,211	\$326,460	\$334,023
Per Capita Income			
2000	\$20,367	\$22,916	\$24,436
2010	\$27,510	\$30,923	\$32,140
2015	\$31,924	\$35,159	\$36,637
Median Age			
2000	38.8	38.9	39.0
2010	40.9	41.7	42.3
2015	40.9	42.0	43.0


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	4,602	10,690	15,203
< \$15,000	20.0%	14.7%	12.8%
\$15,000 - \$24,999	16.2%	12.6%	11.1%
\$25,000 - \$34,999	14.5%	13.7%	12.7%
\$35,000 - \$49,999	15.8%	16.2%	17.4%
\$50,000 - \$74,999	19.5%	21.1%	21.7%
\$75,000 - \$99,999	8.3%	12.1%	12.4%
\$100,000 - \$149,999	3.9%	6.7%	8.0%
\$150,000 - \$199,999	0.9%	1.3%	1.6%
\$200,000+	0.9%	1.7%	2.2%
Average Household Income	\$44,433	\$54,419	\$59,329
2010 Households by Income			
Household Income Base	4,744	11,286	16,008
< \$15,000	12.8%	8.7%	7.4%
\$15,000 - \$24,999	12.2%	8.6%	7.7%
\$25,000 - \$34,999	10.3%	8.0%	7.4%
\$35,000 - \$49,999	18.8%	16.5%	15.9%
\$50,000 - \$74,999	20.1%	23.4%	24.1%
\$75,000 - \$99,999	11.7%	13.5%	14.0%
\$100,000 - \$149,999	9.0%	13.5%	14.8%
\$150,000 - \$199,999	3.4%	4.8%	5.1%
\$200,000+	1.7%	3.0%	3.7%
Average Household Income	\$59,839	\$72,986	\$77,542
2015 Households by Income			
Household Income Base	4,709	11,317	16,046
< \$15,000	11.2%	7.4%	6.2%
\$15,000 - \$24,999	9.8%	6.6%	5.9%
\$25,000 - \$34,999	8.3%	6.3%	5.7%
\$35,000 - \$49,999	14.0%	11.9%	11.2%
\$50,000 - \$74,999	23.4%	25.4%	25.7%
\$75,000 - \$99,999	11.8%	13.0%	13.0%
\$100,000 - \$149,999	13.2%	18.3%	19.9%
\$150,000 - \$199,999	5.7%	7.2%	7.5%
\$200,000+	2.5%	3.9%	4.8%
Average Household Income	\$69,293	\$82,870	\$88,227
2000 Owner Occupied HUs by Value			
Total	2,186	6,579	10,174
<\$50,000	2.1%	1.0%	1.3%
\$50,000 - 99,999	9.3%	8.4%	8.4%
\$100,000 - 149,999	58.2%	47.8%	44.1%
\$150,000 - 199,999	21.3%	23.2%	22.3%
\$200,000 - \$299,999	6.8%	13.6%	14.8%
\$300,000 - 499,999	1.7%	4.8%	5.8%
\$500,000 - 999,999	0.4%	1.0%	2.4%
\$1,000,000+	0.3%	0.3%	0.9%
Average Home Value	\$146,172	\$169,296	\$187,393
2000 Specified Renter Occupied HUs by Contract Rent			
Total	2,465	4,113	5,001
With Cash Rent	96.0%	95.1%	94.1%
No Cash Rent	4.0%	4.9%	5.9%
Median Rent	\$491	\$505	\$525
Average Rent	\$488	\$496	\$518

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	10,064	25,688	37,164
Age 0 - 4	6.0%	6.2%	6.1%
Age 5 - 9	5.8%	6.6%	6.8%
Age 10 - 14	5.8%	6.4%	6.7%
Age 15 - 19	5.7%	6.0%	6.1%
Age 20 - 24	5.8%	4.9%	4.6%
Age 25 - 34	14.7%	13.1%	12.7%
Age 35 - 44	16.1%	17.0%	17.2%
Age 45 - 54	12.1%	13.3%	13.9%
Age 55 - 64	8.6%	9.3%	9.8%
Age 65 - 74	7.9%	7.9%	7.8%
Age 75 - 84	8.0%	6.6%	6.1%
Age 85+	3.5%	2.6%	2.2%
Age 18+	78.9%	76.8%	76.3%
2010 Population by Age			
Total	10,211	26,927	38,791
Age 0 - 4	6.2%	6.1%	6.0%
Age 5 - 9	5.7%	6.1%	6.0%
Age 10 - 14	5.5%	6.2%	6.2%
Age 15 - 19	5.6%	6.3%	6.3%
Age 20 - 24	6.4%	5.6%	5.3%
Age 25 - 34	13.4%	11.5%	10.8%
Age 35 - 44	13.0%	13.0%	13.2%
Age 45 - 54	15.3%	16.3%	16.7%
Age 55 - 64	11.4%	12.3%	12.9%
Age 65 - 74	7.4%	7.7%	8.1%
Age 75 - 84	6.0%	5.7%	5.4%
Age 85+	4.2%	3.3%	2.9%
Age 18+	79.3%	77.7%	77.8%
2015 Population by Age			
Total	10,114	26,974	38,811
Age 0 - 4	6.1%	5.9%	5.7%
Age 5 - 9	5.7%	6.0%	6.0%
Age 10 - 14	5.6%	6.2%	6.2%
Age 15 - 19	5.3%	5.8%	5.9%
Age 20 - 24	6.3%	5.8%	5.5%
Age 25 - 34	14.2%	12.3%	11.6%
Age 35 - 44	11.6%	11.3%	11.4%
Age 45 - 54	13.9%	14.8%	15.4%
Age 55 - 64	13.0%	13.7%	14.3%
Age 65 - 74	9.1%	9.6%	10.0%
Age 75 - 84	5.3%	5.3%	5.2%
Age 85+	3.9%	3.2%	2.8%
Age 18+	79.5%	78.2%	78.3%
2000 Population by Sex			
Males	47.5%	48.2%	48.6%
Females	52.5%	51.8%	51.4%
2010 Population by Sex			
Males	48.0%	48.5%	48.8%
Females	52.0%	51.5%	51.2%
2015 Population by Sex			
Males	48.2%	48.5%	48.8%
Females	51.8%	51.5%	51.2%

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	10,068	25,687	37,162
White Alone	93.5%	94.6%	95.3%
Black Alone	0.7%	0.8%	0.7%
American Indian Alone	0.7%	0.6%	0.6%
Asian or Pacific Islander Alone	3.2%	2.2%	1.7%
Some Other Race Alone	0.3%	0.4%	0.4%
Two or More Races	1.5%	1.5%	1.4%
Hispanic Origin	1.3%	1.2%	1.2%
Diversity Index	14.6	12.7	11.3
2010 Population by Race/Ethnicity			
Total	10,209	26,930	38,789
White Alone	91.5%	92.7%	93.7%
Black Alone	1.0%	1.1%	0.9%
American Indian Alone	0.7%	0.6%	0.6%
Asian or Pacific Islander Alone	4.4%	3.1%	2.5%
Some Other Race Alone	0.5%	0.6%	0.5%
Two or More Races	2.0%	1.9%	1.8%
Hispanic Origin	2.1%	1.9%	1.9%
Diversity Index	19.6	17.2	15.4
2015 Population by Race/Ethnicity			
Total	10,111	26,974	38,811
White Alone	90.6%	91.9%	93.0%
Black Alone	1.1%	1.2%	1.0%
American Indian Alone	0.7%	0.5%	0.6%
Asian or Pacific Islander Alone	4.9%	3.5%	2.8%
Some Other Race Alone	0.5%	0.7%	0.6%
Two or More Races	2.2%	2.1%	2.0%
Hispanic Origin	2.5%	2.3%	2.3%
Diversity Index	21.6	19.2	17.3
2000 Population 3+ by School Enrollment			
 Total	9,533	24,819	35,911
Enrolled in Nursery/Preschool	1.9%	2.1%	2.1%
Enrolled in Kindergarten	1.8%	1.8%	1.6%
Enrolled in Grade 1-8	9.5%	10.8%	11.3%
Enrolled in Grade 9-12	4.9%	5.7%	6.0%
Enrolled in College	3.9%	4.4%	4.3%
Enrolled in Grad/Prof School	0.8%	0.9%	0.9%
Not Enrolled in School	77.2%	74.3%	73.8%
2010 Population 25+ by Educational Attainment			
Total	7,208	18,776	27,187
Less than 9th Grade	7.2%	5.5%	4.4%
9th - 12th Grade, No Diploma	8.1%	7.0%	6.3%
High School Graduate	33.4%	33.0%	32.6%
Some College, No Degree	18.6%	18.0%	18.8%
Associate Degree	7.5%	7.7%	7.4%
Bachelor's Degree	15.8%	17.8%	18.2%
Graduate/Professional Degree	9.3%	10.9%	12.4%

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	8,439	21,981	31,717
Never Married	32.4%	29.2%	28.2%
Married	44.2%	51.9%	53.3%
Widowed	10.1%	8.0%	7.1%
Divorced	13.3%	10.9%	11.4%
2000 Population 16+ by Employment Status			
 Total	7,984	20,366	29,310
In Labor Force	62.5%	64.8%	66.5%
Civilian Employed	59.4%	61.8%	63.1%
Civilian Unemployed	2.7%	2.7%	2.9%
In Armed Forces	0.4%	0.3%	0.5%
Not in Labor Force	37.5%	35.2%	33.5%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	89.6%	89.5%	89.2%
Civilian Unemployed	10.4%	10.5%	10.8%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	91.4%	91.3%	91.0%
Civilian Unemployed	8.6%	8.7%	9.0%
2000 Females 16+ by Employment Status and Age of Children			
Total	4,302	10,817	15,306
Own Children < 6 Only	7.7%	7.1%	6.7%
Employed/in Armed Forces	4.8%	4.6%	4.5%
Unemployed	0.0%	0.2%	0.2%
Not in Labor Force	2.9%	2.3%	2.0%
Own Children < 6 and 6-17 Only	5.2%	5.9%	6.8%
Employed/in Armed Forces	2.7%	3.5%	4.2%
Unemployed	0.3%	0.1%	0.3%
Not in Labor Force	2.3%	2.3%	2.3%
Own Children 6-17 Only	13.0%	16.5%	16.8%
Employed/in Armed Forces	11.6%	13.8%	13.6%
Unemployed	0.4%	0.8%	0.9%
Not in Labor Force	1.1%	1.9%	2.3%
No Own Children < 18	74.1%	70.5%	69.7%
Employed/in Armed Forces	33.1%	33.5%	34.9%
Unemployed	1.6%	1.0%	1.0%
Not in Labor Force	39.4%	36.0%	33.8%
2010 Employed Population 16+ by Industry			
 Total	4,913	13,466	19,837
Agriculture/Mining	0.1%	0.4%	0.5%
Construction	7.1%	6.0%	6.2%
Manufacturing	13.2%	13.5%	13.4%
Wholesale Trade	1.5%	1.6%	1.5%
Retail Trade	13.0%	12.1%	11.6%
Transportation/Utilities	3.2%	3.1%	3.1%
Information	1.4%	1.6%	1.6%
Finance/Insurance/Real Estate	3.7%	3.6%	3.8%
Services	54.9%	55.4%	55.5%
Public Administration	1.9%	2.6%	2.8%

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	4,911	13,465	19,837
White Collar	56.8%	59.1%	59.7%
Management/Business/Financial	9.4%	10.5%	11.5%
Professional	22.9%	25.6%	25.4%
Sales	9.5%	10.2%	10.2%
Administrative Support	15.0%	12.8%	12.5%
Services	22.4%	21.6%	21.3%
Blue Collar	20.9%	19.2%	19.0%
Farming/Forestry/Fishing	0.3%	0.3%	0.3%
Construction/Extraction	6.1%	5.0%	5.1%
Installation/Maintenance/Repair	2.5%	3.4%	3.4%
Production	7.5%	6.4%	6.1%
Transportation/Material Moving	4.4%	4.2%	4.2%
2000 Workers 16+ by Means of Transportation to Work			
 Total	4,692	12,397	18,259
Drove Alone - Car, Truck, or Van	78.2%	82.2%	82.8%
Carpooled - Car, Truck, or Van	12.3%	9.7%	9.6%
Public Transportation	4.5%	3.8%	3.1%
Walked	3.0%	2.0%	1.9%
Other Means	0.6%	0.5%	0.5%
Worked at Home	1.4%	1.8%	2.2%
2000 Workers 16+ by Travel Time to Work			
Total	4,691	12,397	18,260
Did Not Work at Home	98.6%	98.2%	97.8%
Less than 5 minutes	5.7%	4.3%	3.9%
5 to 9 minutes	20.7%	19.4%	16.7%
10 to 19 minutes	25.8%	26.9%	29.2%
20 to 24 minutes	11.9%	13.8%	13.6%
25 to 34 minutes	17.8%	18.3%	18.4%
35 to 44 minutes	6.0%	4.8%	5.7%
45 to 59 minutes	7.2%	6.2%	5.9%
60 to 89 minutes	2.0%	2.4%	2.9%
90 or more minutes	1.7%	1.9%	1.5%
Worked at Home	1.4%	1.8%	2.2%
Average Travel Time to Work (in min)	20.9	21.4	21.7
2000 Households by Vehicles Available			
Total	4,655	10,698	15,250
None	10.9%	7.7%	5.9%
1	44.1%	36.5%	34.0%
2	33.0%	40.4%	43.0%
3	8.8%	11.8%	13.1%
4	2.4%	2.5%	2.8%
5+	0.8%	1.1%	1.3%
Average Number of Vehicles Available	1.5	1.7	1.8

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	4,639	10,699	15,228
Family Households	54.9%	63.5%	66.0%
Married-couple Family	38.9%	48.5%	51.7%
With Related Children	15.9%	21.2%	22.6%
Other Family (No Spouse)	16.0%	15.0%	14.3%
With Related Children	9.8%	9.3%	8.6%
Nonfamily Households	45.1%	36.5%	34.0%
Householder Living Alone	38.3%	30.7%	28.3%
Householder Not Living Alone	6.8%	5.9%	5.8%
Households with Related Children	25.7%	30.5%	31.3%
Households with Persons 65+	31.7%	29.0%	27.9%
2000 Households by Size			
Total	4,639	10,700	15,229
1 Person Household	38.3%	30.7%	28.3%
2 Person Household	31.6%	33.3%	34.4%
3 Person Household	14.3%	15.8%	16.0%
4 Person Household	9.9%	12.8%	13.5%
5 Person Household	4.2%	5.3%	5.7%
6 Person Household	1.2%	1.5%	1.5%
7+ Person Household	0.6%	0.6%	0.7%
2000 Households by Year Householder Moved In			
Total	4,658	10,699	15,251
Moved in 1999 to March 2000	19.6%	15.9%	15.2%
Moved in 1995 to 1998	32.1%	28.4%	26.8%
Moved in 1990 to 1994	12.5%	13.7%	14.9%
Moved in 1980 to 1989	13.1%	15.9%	16.8%
Moved in 1970 to 1979	8.2%	11.1%	11.8%
Moved in 1969 or Earlier	14.4%	15.0%	14.5%
Median Year Householder Moved In	1995	1993	1992
2000 Housing Units by Units in Structure			
 Total	4,950	11,420	17,511
1, Detached	38.6%	57.0%	66.8%
1, Attached	2.5%	2.6%	2.4%
2	21.3%	16.8%	13.5%
3 or 4	21.0%	12.2%	8.8%
5 to 9	5.5%	4.4%	3.0%
10 to 19	2.7%	2.1%	1.6%
20+	8.0%	4.8%	3.2%
Mobile Home	0.3%	0.2%	0.8%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	4,960	11,400	17,467
1999 to March 2000	0.3%	0.7%	0.8%
1995 to 1998	2.9%	5.0%	5.0%
1990 to 1994	3.6%	5.6%	5.9%
1980 to 1989	13.9%	18.5%	17.2%
1970 to 1979	7.5%	12.3%	13.4%
1969 or Earlier	71.7%	58.0%	57.7%
Median Year Structure Built	1949	1961	1963

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

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Top 3 Tapestry Segments			
1.	Simple Living	Main Street, USA	Main Street, USA
2.	Main Street, USA	Pleasant-Ville	Pleasant-Ville
3.	Great Expectations	Simple Living	Exurbanites



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 \$	\$7,039,797	\$19,998,950	\$29,864,779
Average Spent	\$1,483.62	\$1,772.01	\$1,865.62
Spending Potential Index	62	74	78
Computers & Accessories: Total \$	\$910,948	\$2,589,006	\$3,883,977
Average Spent	\$191.98	\$229.40	\$242.63
Spending Potential Index	87	104	110
Education: Total \$	\$5,307,914	\$15,289,634	\$22,877,733
Average Spent	\$1,118.63	\$1,354.74	\$1,429.14
Spending Potential Index	92	111	117
Entertainment/Recreation: Total \$	\$13,246,619	\$38,743,039	\$58,632,575
Average Spent	\$2,791.70	\$3,432.84	\$3,662.70
Spending Potential Index	87	106	114
Food at Home: Total \$	\$18,874,413	\$52,904,922	\$78,726,982
Average Spent	\$3,977.75	\$4,687.66	\$4,917.98
Spending Potential Index	89	105	110
Food Away from Home: Total \$	\$13,380,148	\$38,031,493	\$56,856,255
Average Spent	\$2,819.84	\$3,369.79	\$3,551.74
Spending Potential Index	88	105	110
Health Care: Total \$	\$15,405,581	\$44,386,274	\$66,784,621
Average Spent	\$3,246.70	\$3,932.86	\$4,171.95
Spending Potential Index	87	106	112
HH Furnishings & Equipment: Total \$	\$7,268,000	\$21,431,807	\$32,492,384
Average Spent	\$1,531.72	\$1,898.97	\$2,029.76
Spending Potential Index	74	92	99
Investments: Total \$	\$6,918,338	\$21,309,364	\$32,732,434
Average Spent	\$1,458.03	\$1,888.12	\$2,044.75
Spending Potential Index	84	109	118
Retail Goods: Total \$	\$96,598,052	\$279,397,955	\$420,867,551
Average Spent	\$20,357.86	\$24,756.15	\$26,291.08
Spending Potential Index	82	100	106
Shelter: Total \$	\$66,404,759	\$192,341,321	\$288,950,708
Average Spent	\$13,994.68	\$17,042.47	\$18,050.39
Spending Potential Index	89	108	114
TV/Video/Audio: Total \$	\$5,185,709	\$14,582,696	\$21,728,463
Average Spent	\$1,092.88	\$1,292.10	\$1,357.35
Spending Potential Index	88	104	109
Travel: Total \$	\$7,579,503	\$23,094,168	\$35,371,680
Average Spent	\$1,597.37	\$2,046.27	\$2,209.63
Spending Potential Index	84	108	117
Vehicle Maintenance & Repairs: Total \$	\$3,837,355	\$11,074,116	\$16,675,171
Average Spent	\$808.72	\$981.23	\$1,041.68
Spending Potential Index	86	104	111

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.