



# Market Profile

Middletown  
 553 West Main Road Middletown RI 02842  
 Rings: 1, 3, 5 mile radii

Latitude: 41.5181  
 Longitude: -71.3002

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	9,821	39,417	56,496
2010 Total Population	8,824	36,903	52,985
2018 Total Population	8,605	37,264	53,693
2018 Group Quarters	160	2,426	3,576
2023 Total Population	8,543	37,373	53,953
2018-2023 Annual Rate	-0.14%	0.06%	0.10%
2018 Total Daytime Population	10,750	50,848	66,908
Workers	6,477	34,523	42,214
Residents	4,273	16,325	24,694
<b>Household Summary</b>			
2000 Households	4,082	16,921	23,518
2000 Average Household Size	2.37	2.24	2.30
2010 Households	3,886	15,955	22,331
2010 Average Household Size	2.23	2.18	2.23
2018 Households	3,821	16,124	22,691
2018 Average Household Size	2.21	2.16	2.21
2023 Households	3,804	16,233	22,900
2023 Average Household Size	2.20	2.15	2.20
2018-2023 Annual Rate	-0.09%	0.13%	0.18%
2010 Families	2,174	8,420	12,566
2010 Average Family Size	2.95	2.90	2.91
2018 Families	2,103	8,371	12,588
2018 Average Family Size	2.96	2.92	2.92
2023 Families	2,081	8,379	12,641
2023 Average Family Size	2.97	2.93	2.92
2018-2023 Annual Rate	-0.21%	0.02%	0.08%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,465	18,697	26,286
Owner Occupied Housing Units	38.6%	42.6%	47.3%
Renter Occupied Housing Units	52.8%	47.9%	42.1%
Vacant Housing Units	8.6%	9.5%	10.5%
2010 Housing Units	4,306	18,587	26,420
Owner Occupied Housing Units	36.4%	41.7%	46.4%
Renter Occupied Housing Units	53.9%	44.1%	38.1%
Vacant Housing Units	9.8%	14.2%	15.5%
2018 Housing Units	4,361	18,880	26,979
Owner Occupied Housing Units	31.9%	37.8%	42.7%
Renter Occupied Housing Units	55.7%	47.6%	41.4%
Vacant Housing Units	12.4%	14.6%	15.9%
2023 Housing Units	4,394	19,097	27,348
Owner Occupied Housing Units	31.5%	37.6%	42.5%
Renter Occupied Housing Units	55.0%	47.4%	41.2%
Vacant Housing Units	13.4%	15.0%	16.3%
<b>Median Household Income</b>			
2018	\$54,091	\$66,793	\$75,557
2023	\$59,113	\$76,281	\$82,543
<b>Median Home Value</b>			
2018	\$300,382	\$387,260	\$425,704
2023	\$332,558	\$443,679	\$480,922
<b>Per Capita Income</b>			
2018	\$30,665	\$38,535	\$41,836
2023	\$34,510	\$42,986	\$46,194
<b>Median Age</b>			
2010	37.2	39.7	41.1
2018	38.1	40.8	42.4
2023	38.7	41.4	42.9

**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 the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2018 Households by Income</b>			
Household Income Base	3,821	16,124	22,691
<\$15,000	14.0%	10.8%	9.7%
\$15,000 - \$24,999	11.0%	8.3%	7.5%
\$25,000 - \$34,999	9.4%	8.4%	7.3%
\$35,000 - \$49,999	11.1%	10.3%	9.7%
\$50,000 - \$74,999	19.6%	16.4%	15.3%
\$75,000 - \$99,999	13.8%	14.2%	14.0%
\$100,000 - \$149,999	12.9%	17.8%	19.7%
\$150,000 - \$199,999	5.9%	8.1%	8.7%
\$200,000+	2.2%	5.7%	8.0%
Average Household Income	\$68,365	\$86,784	\$96,792
<b>2023 Households by Income</b>			
Household Income Base	3,804	16,233	22,900
<\$15,000	12.1%	9.4%	8.5%
\$15,000 - \$24,999	9.6%	7.2%	6.5%
\$25,000 - \$34,999	8.7%	7.7%	6.7%
\$35,000 - \$49,999	10.9%	9.7%	9.2%
\$50,000 - \$74,999	18.8%	15.1%	14.1%
\$75,000 - \$99,999	14.6%	14.4%	14.1%
\$100,000 - \$149,999	16.2%	21.5%	23.2%
\$150,000 - \$199,999	6.4%	8.7%	9.1%
\$200,000+	2.7%	6.4%	8.8%
Average Household Income	\$76,724	\$96,676	\$106,626
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	1,388	7,121	11,496
<\$50,000	3.6%	2.5%	2.2%
\$50,000 - \$99,999	4.5%	1.7%	1.2%
\$100,000 - \$149,999	4.0%	3.4%	3.0%
\$150,000 - \$199,999	7.7%	5.3%	6.3%
\$200,000 - \$249,999	12.9%	7.5%	6.3%
\$250,000 - \$299,999	17.1%	9.8%	7.2%
\$300,000 - \$399,999	28.3%	22.7%	19.6%
\$400,000 - \$499,999	10.6%	15.2%	16.7%
\$500,000 - \$749,999	8.9%	20.5%	21.1%
\$750,000 - \$999,999	1.2%	6.5%	10.0%
\$1,000,000 - \$1,499,999	0.6%	2.2%	3.0%
\$1,500,000 - \$1,999,999	0.1%	1.1%	1.2%
\$2,000,000 +	0.3%	1.6%	2.4%
Average Home Value	\$328,317	\$474,487	\$524,578
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	1,381	7,177	11,615
<\$50,000	2.6%	1.5%	1.2%
\$50,000 - \$99,999	2.3%	0.8%	0.5%
\$100,000 - \$149,999	1.6%	1.2%	1.0%
\$150,000 - \$199,999	5.2%	3.1%	3.5%
\$200,000 - \$249,999	11.3%	5.7%	4.7%
\$250,000 - \$299,999	16.8%	8.4%	6.0%
\$300,000 - \$399,999	31.1%	21.9%	18.3%
\$400,000 - \$499,999	12.6%	17.1%	18.2%
\$500,000 - \$749,999	13.5%	27.3%	27.7%
\$750,000 - \$999,999	2.0%	9.1%	13.6%
\$1,000,000 - \$1,499,999	0.6%	1.8%	2.3%
\$1,500,000 - \$1,999,999	0.1%	0.9%	0.9%
\$2,000,000 +	0.3%	1.3%	1.9%
Average Home Value	\$367,373	\$514,299	\$561,883

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	8,822	36,903	52,981
0 - 4	8.2%	5.6%	5.2%
5 - 9	6.5%	5.3%	5.3%
10 - 14	6.1%	5.3%	5.6%
15 - 24	12.4%	13.7%	14.4%
25 - 34	14.3%	14.0%	12.0%
35 - 44	12.6%	13.1%	12.6%
45 - 54	13.4%	14.3%	15.0%
55 - 64	11.2%	12.9%	13.9%
65 - 74	6.5%	7.9%	8.2%
75 - 84	5.2%	5.1%	5.1%
85 +	3.7%	2.8%	2.6%
18 +	75.5%	80.4%	80.3%
<b>2018 Population by Age</b>			
Total	8,605	37,265	53,695
0 - 4	7.4%	5.1%	4.7%
5 - 9	6.5%	4.9%	4.9%
10 - 14	5.6%	4.9%	5.1%
15 - 24	11.4%	13.4%	14.2%
25 - 34	15.0%	14.4%	12.6%
35 - 44	12.0%	12.1%	11.3%
45 - 54	12.0%	12.4%	12.9%
55 - 64	12.2%	13.6%	14.6%
65 - 74	8.8%	10.5%	11.1%
75 - 84	5.2%	5.5%	5.5%
85 +	4.0%	3.2%	3.0%
18 +	77.1%	82.1%	81.9%
<b>2023 Population by Age</b>			
Total	8,541	37,373	53,952
0 - 4	7.3%	5.1%	4.7%
5 - 9	6.5%	4.9%	4.8%
10 - 14	5.7%	4.6%	4.8%
15 - 24	10.6%	12.7%	13.4%
25 - 34	14.8%	14.5%	12.9%
35 - 44	12.8%	12.5%	11.7%
45 - 54	10.7%	11.2%	11.6%
55 - 64	11.9%	13.0%	13.9%
65 - 74	9.6%	11.5%	12.3%
75 - 84	6.1%	6.8%	6.9%
85 +	3.8%	3.1%	3.0%
18 +	77.3%	82.6%	82.6%
<b>2010 Population by Sex</b>			
Males	4,094	18,081	25,832
Females	4,730	18,822	27,153
<b>2018 Population by Sex</b>			
Males	4,013	18,316	26,251
Females	4,592	18,949	27,442
<b>2023 Population by Sex</b>			
Males	4,006	18,413	26,441
Females	4,536	18,960	27,512

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<b>2010 Population by Race/Ethnicity</b>			
Total	8,824	36,903	52,984
White Alone	77.2%	83.3%	86.7%
Black Alone	9.1%	6.4%	4.9%
American Indian Alone	0.8%	0.6%	0.5%
Asian Alone	2.8%	2.1%	1.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.2%	2.6%	2.0%
Two or More Races	6.8%	4.8%	3.9%
Hispanic Origin	9.8%	7.2%	5.8%
Diversity Index	50.2	39.5	32.8
<b>2018 Population by Race/Ethnicity</b>			
Total	8,606	37,265	53,693
White Alone	73.2%	79.7%	83.7%
Black Alone	10.8%	7.9%	6.0%
American Indian Alone	1.0%	0.8%	0.7%
Asian Alone	3.3%	2.5%	2.2%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	4.1%	3.5%	2.7%
Two or More Races	7.5%	5.5%	4.5%
Hispanic Origin	13.7%	10.6%	8.6%
Diversity Index	58.1	48.0	40.5
<b>2023 Population by Race/Ethnicity</b>			
Total	8,542	37,373	53,953
White Alone	70.6%	77.2%	81.7%
Black Alone	11.7%	8.6%	6.6%
American Indian Alone	1.1%	0.9%	0.8%
Asian Alone	3.6%	2.7%	2.5%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	4.7%	4.2%	3.3%
Two or More Races	8.2%	6.1%	5.0%
Hispanic Origin	16.9%	13.4%	10.9%
Diversity Index	63.1	53.6	45.9
<b>2010 Population by Relationship and Household Type</b>			
Total	8,824	36,903	52,985
In Households	98.4%	94.1%	93.9%
In Family Households	74.9%	68.1%	70.6%
Householder	24.7%	22.9%	23.8%
Spouse	15.5%	16.3%	17.8%
Child	30.2%	24.8%	25.2%
Other relative	2.3%	2.3%	2.1%
Nonrelative	2.2%	1.8%	1.6%
In Nonfamily Households	23.4%	26.0%	23.3%
In Group Quarters	1.6%	5.9%	6.1%
Institutionalized Population	1.3%	1.0%	0.9%
Noninstitutionalized Population	0.4%	4.9%	5.1%

**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>2018 Population 25+ by Educational Attainment</b>			
Total	5,948	26,728	38,160
Less than 9th Grade	3.4%	2.8%	2.5%
9th - 12th Grade, No Diploma	4.0%	3.3%	3.0%
High School Graduate	20.1%	17.3%	16.2%
GED/Alternative Credential	5.5%	4.0%	3.4%
Some College, No Degree	25.7%	18.3%	16.7%
Associate Degree	7.6%	5.9%	5.6%
Bachelor's Degree	20.9%	30.8%	32.2%
Graduate/Professional Degree	12.8%	17.6%	20.5%
<b>2018 Population 15+ by Marital Status</b>			
Total	6,924	31,732	45,787
Never Married	36.3%	40.4%	37.6%
Married	40.6%	40.1%	43.7%
Widowed	7.8%	5.6%	5.7%
Divorced	15.3%	13.9%	13.1%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.3%	96.6%	96.7%
Civilian Unemployed (Unemployment Rate)	3.7%	3.4%	3.3%
<b>2018 Employed Population 16+ by Industry</b>			
Total	4,164	19,104	27,076
Agriculture/Mining	0.0%	0.5%	0.6%
Construction	4.6%	5.1%	4.6%
Manufacturing	5.5%	5.9%	6.5%
Wholesale Trade	1.5%	1.2%	1.5%
Retail Trade	10.9%	10.2%	9.5%
Transportation/Utilities	1.4%	1.9%	2.3%
Information	1.2%	1.2%	1.2%
Finance/Insurance/Real Estate	6.6%	6.7%	6.4%
Services	59.6%	60.7%	60.6%
Public Administration	8.8%	6.6%	6.7%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	4,164	19,102	27,079
White Collar	54.8%	60.8%	64.4%
Management/Business/Financial	13.4%	15.7%	16.0%
Professional	21.5%	24.1%	26.8%
Sales	8.6%	9.9%	10.3%
Administrative Support	11.2%	11.1%	11.4%
Services	31.4%	26.9%	23.9%
Blue Collar	13.9%	12.3%	11.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.2%
Construction/Extraction	4.1%	4.8%	4.3%
Installation/Maintenance/Repair	0.8%	1.1%	1.1%
Production	3.8%	3.1%	2.8%
Transportation/Material Moving	5.0%	3.4%	3.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	8,824	36,903	52,985
Population Inside Urbanized Area	100.0%	98.7%	96.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.3%	3.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>			
Total	3,887	15,955	22,331
Households with 1 Person	36.7%	37.7%	35.0%
Households with 2+ People	63.3%	62.3%	65.0%
Family Households	55.9%	52.8%	56.3%
Husband-wife Families	35.3%	37.4%	42.2%
With Related Children	15.4%	14.9%	16.8%
Other Family (No Spouse Present)	20.6%	15.4%	14.1%
Other Family with Male Householder	3.9%	3.3%	3.3%
With Related Children	2.0%	1.6%	1.6%
Other Family with Female Householder	16.6%	12.0%	10.7%
With Related Children	12.9%	8.1%	7.0%
Nonfamily Households	7.4%	9.5%	8.7%
All Households with Children	30.8%	24.9%	25.7%
Multigenerational Households	2.5%	2.0%	2.0%
Unmarried Partner Households	6.8%	6.5%	6.1%
Male-female	6.2%	5.8%	5.4%
Same-sex	0.7%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	3,887	15,955	22,331
1 Person Household	36.7%	37.7%	35.0%
2 Person Household	31.2%	33.0%	34.0%
3 Person Household	14.2%	13.1%	13.8%
4 Person Household	11.4%	10.0%	10.8%
5 Person Household	4.6%	4.2%	4.5%
6 Person Household	1.2%	1.3%	1.3%
7 + Person Household	0.7%	0.7%	0.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,886	15,955	22,331
Owner Occupied	40.3%	48.6%	54.9%
Owned with a Mortgage/Loan	28.4%	34.1%	38.6%
Owned Free and Clear	11.9%	14.5%	16.3%
Renter Occupied	59.7%	51.4%	45.1%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	4,306	18,587	26,420
Housing Units Inside Urbanized Area	100.0%	98.6%	96.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	1.4%	4.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	City Commons (11E)	Emerald City (8B)	Exurbanites (1E)
<b>2.</b>	Old and Newcomers (8F)	In Style (5B)	Emerald City (8B)
<b>3.</b>	In Style (5B)	Exurbanites (1E)	In Style (5B)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$6,929,871	\$36,377,658	\$56,446,607
Average Spent	\$1,813.63	\$2,256.12	\$2,487.62
Spending Potential Index	83	104	114
Education: Total \$	\$4,682,365	\$25,169,327	\$39,757,592
Average Spent	\$1,225.43	\$1,560.99	\$1,752.13
Spending Potential Index	85	108	121
Entertainment/Recreation: Total \$	\$9,992,640	\$53,025,497	\$83,053,881
Average Spent	\$2,615.19	\$3,288.61	\$3,660.21
Spending Potential Index	81	102	114
Food at Home: Total \$	\$16,037,468	\$82,494,177	\$127,026,577
Average Spent	\$4,197.19	\$5,116.24	\$5,598.10
Spending Potential Index	84	102	112
Food Away from Home: Total \$	\$11,224,058	\$58,831,811	\$91,148,538
Average Spent	\$2,937.47	\$3,648.71	\$4,016.95
Spending Potential Index	84	104	114
Health Care: Total \$	\$17,494,356	\$92,454,913	\$145,163,286
Average Spent	\$4,578.48	\$5,733.99	\$6,397.39
Spending Potential Index	80	100	112
HH Furnishings & Equipment: Total \$	\$6,461,936	\$34,494,544	\$54,218,722
Average Spent	\$1,691.16	\$2,139.33	\$2,389.44
Spending Potential Index	81	102	114
Personal Care Products & Services: Total \$	\$2,614,475	\$13,903,107	\$21,758,163
Average Spent	\$684.24	\$862.26	\$958.89
Spending Potential Index	83	104	116
Shelter: Total \$	\$54,775,999	\$288,843,329	\$447,395,847
Average Spent	\$14,335.51	\$17,913.88	\$19,716.89
Spending Potential Index	85	107	117
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,681,249	\$41,831,446	\$66,460,712
Average Spent	\$2,010.27	\$2,594.36	\$2,928.95
Spending Potential Index	81	104	118
Travel: Total \$	\$6,554,637	\$36,505,556	\$58,395,772
Average Spent	\$1,715.42	\$2,264.05	\$2,573.52
Spending Potential Index	80	105	119
Vehicle Maintenance & Repairs: Total \$	\$3,364,350	\$17,606,689	\$27,423,101
Average Spent	\$880.49	\$1,091.96	\$1,208.55
Spending Potential Index	82	102	112

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. 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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.