

Extended Demographic Report - PopStats

2010 Census, 2018 Estimates & 2023 Projections

Calculated using TAS Retrieval



Apr 1, 2019

Latitude: 42.542168 Longitude: -71.757804

Watertower Plaza Leominster, MA		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
Population	Current Year Estimated Population	48,586	95,924	212,988
	Population Est 18Q1	48,492	95,719	212,457
	Population Est 17Q4	48,445	95,682	212,260
	Population Est 17Q3	48,287	95,370	211,690
	Population Est 17Q2	48,178	95,277	211,465
	Population Est 17Q1	48,058	95,034	210,966
	Population Est 16Q4	48,074	95,147	210,764
	Population Est 16Q3	47,969	94,959	210,285
	Population Est 16Q2	47,951	94,822	209,931
	Population Fcst	49,294	97,588	216,731
	2010 Census Population	47,246	92,717	204,481
	2000 Census Population	47,950	91,074	198,197
	1990 Census Population	46,168	89,070	195,820
	Current Year Daytime Population	41,768	96,114	201,853
	Average Seasonal Population	368	1,397	4,594
	Historical Annual Growth, 1990 – 2000	0.38%	0.22%	0.12%
	Historical Annual Growth, 2000 – 2010	-0.15%	0.18%	0.31%
	Estimated Annual Growth, 2010 – CY	0.34%	0.41%	0.50%
	Projected Annual Growth, CY to Y5	0.29%	0.34%	0.35%
	Group Qtrs Est	492	4,344	9,870
Transient Est Average Last 4 Qtrs	1,310	2,383	5,076	
Households	Current Year Estimated Households	20,002	37,111	81,098
	Households Est 18Q1	19,961	37,029	80,882
	Households Est 17Q4	19,939	37,011	80,800
	Households Est 17Q3	19,873	36,884	80,563
	Households Est 17Q2	19,830	36,843	80,488
	Households Est 17Q1	19,782	36,749	80,297
	Households Est 16Q4	19,784	36,788	80,230
	Households Est 16Q3	19,742	36,715	80,040
	Households Est 16Q2	19,736	36,664	79,907
	Households Fcst	20,296	37,784	82,573
	2010 Census Households	19,436	35,792	77,728
	2000 Census Households	19,387	34,995	74,501
	1990 Census Households	17,971	33,456	70,897
	Historical Annual Growth, 1990 – 2000	0.76%	0.45%	0.50%
	Historical Annual Growth, 2000 – 2010	0.02%	0.23%	0.42%
	Estimated Annual Growth, 2010 – CY	0.35%	0.44%	0.52%
Projected Annual Growth, CY to Y5	0.29%	0.36%	0.36%	
Population per Household	2.40	2.47	2.50	

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Watertower Plaza Leominster, MA	5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
HH Income \$500,000 or more	0.5%	0.5%	1.0%
HH Income \$250,000 to \$499,999	0.6%	0.6%	1.3%
HH Income \$200,000 to \$249,999	1.4%	1.5%	2.9%
HH Income \$175,000 to \$199,999	2.1%	2.7%	4.3%
HH Income \$150,000 to \$174,999	2.9%	3.6%	5.1%
HH Income \$100,000 to 149,999	13.7%	15.5%	17.7%
HH Income \$75,000 to 99,999	13.7%	13.6%	14.0%
HH Income \$50,000 to 74,999	17.3%	16.6%	16.6%
HH Income \$35,000 to 49,999	12.5%	12.1%	10.9%
HH Income \$25,000 to 34,999	9.9%	9.2%	7.3%
HH Income \$15,000 to 24,999	12.0%	11.4%	9.0%
HH Income \$0 to 14,999	13.5%	12.7%	9.9%
Average Household Income	\$68,642	\$72,043	\$88,307
Median Household Income	\$53,297	\$56,730	\$68,885
Per Capita Income	\$28,538	\$28,883	\$34,709
2000 Average HH Income	\$50,470	\$51,758	\$60,415
2000 Median HH Income	\$42,481	\$42,773	\$48,922
Disposable HH Income \$500,000 or more	0%	0%	0%
Disposable HH Income \$250,000 to \$499,999	1%	1%	2%
Disposable HH Income \$200,000 to \$249,999	1%	1%	1%
Disposable HH Income \$175,000 to \$199,999	1%	1%	1%
Disposable HH Income \$150,000 to \$174,999	2%	2%	4%
Disposable HH Income \$100,000 to \$149,999	10%	11%	15%
Disposable HH Income \$75,000 to \$99,999	13%	14%	15%
Disposable HH Income \$50,000 to \$74,999	20%	19%	19%
Disposable HH Income \$35,000 to \$49,999	14%	14%	13%
Disposable HH Income \$25,000 to \$34,999	12%	11%	9%
Disposable HH Income \$15,000 to \$24,999	12%	12%	9%
Disposable HH Income \$0 to \$14,999	16%	15%	12%
Average Disposable Income	55,763	58,519	69,612
Median Disposable Income	45,946	48,413	58,229
Householder White – Count	14,439	27,468	67,550
Median HH Income	\$60,997	\$64,547	\$74,442
Average HH Income	\$70,007	\$73,676	\$83,240
Householder Black or African-American – Count	668	1,071	1,593
Median HH Income	\$50,871	\$48,485	\$53,095
Average HH Income	\$57,715	\$57,261	\$62,354
Householder Hispanic – Count	3,463	6,086	7,663
Median HH Income	\$33,947	\$34,761	\$39,564
Average HH Income	\$44,652	\$45,473	\$51,089
Householder Asian or Pacific Islander – Count	441	777	1,622
Median HH Income	\$59,926	\$59,938	\$90,881
Average HH Income	\$64,625	\$67,370	\$97,015
Householder Other or Pacific Islander – Count	991	1,711	2,670
Median HH Income	\$37,222	\$41,184	\$51,150
Average HH Income	\$46,929	\$50,493	\$57,638

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Watertower Plaza Leominster, MA		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
Gender	Male Population	23,637	47,610	107,137
	Female Population	24,950	48,314	105,851
Total Population by Age	Count of Pop 0 to 4 years	2,739	5,105	10,620
	Count of Pop 0 to 7 years	4,487	8,419	17,475
	Count of Pop 5 - 13	5,155	9,785	20,703
	Count of Pop 14 - 18	2,349	4,507	10,214
	Count of Pop 19 - 22	2,530	5,969	12,859
	Count of Pop 22 - 25	1,907	4,335	9,417
	Count of Pop 25 - 29	3,054	6,597	14,343
	Count of Pop 30 - 34	2,927	6,152	12,311
	Count of Pop 35 - 39	3,030	5,911	11,867
	Count of Pop 40 - 44	3,057	5,865	12,280
	Count of Pop 45 - 59	10,349	20,123	47,824
	Count of Pop 60 - 74	8,093	15,394	37,253
	Count of Pop 75 - 84	2,402	4,422	9,626
	Count of Pop 85+	992	1,758	3,670
	% of Pop 0 to 4 years	5.6%	5.3%	5.0%
	% of Pop 0 to 7 years	9.2%	8.8%	8.2%
	% of Pop 5 - 13	10.6%	10.2%	9.7%
	% of Pop 14 - 18	4.8%	4.7%	4.8%
	% of Pop 19 - 22	5.2%	6.2%	6.0%
	% of Pop 22 - 25	3.9%	4.5%	4.4%
	% of Pop 25 - 29	6.3%	6.9%	6.7%
	% of Pop 30 - 34	6.0%	6.4%	5.8%
	% of Pop 35 - 39	6.2%	6.2%	5.6%
% of Pop 40 - 44	6.3%	6.1%	5.8%	
% of Pop 45 - 59	21.3%	21.0%	22.5%	
% of Pop 60 - 74	16.7%	16.0%	17.5%	
% of Pop 75 - 84	4.9%	4.6%	4.5%	
% of Pop 85+	2.0%	1.8%	1.7%	
Median Age	41.0	39.7	41.7	
Average Age	40.7	40.1	40.9	
Male Population by Age	% of Pop 0 to 4 years	5.9%	5.5%	5.1%
	% of Pop 5 - 13	11.5%	10.7%	10.0%
	% of Pop 14 - 18	5.3%	5.0%	4.9%
	% of Pop 19 - 22	5.5%	6.3%	6.2%
	% of Pop 22 - 25	4.1%	4.8%	4.8%
	% of Pop 25 - 29	6.5%	7.3%	7.3%
	% of Pop 30 - 34	6.0%	6.7%	6.2%
	% of Pop 35 - 39	6.2%	6.3%	5.8%
	% of Pop 40 - 44	6.2%	6.1%	5.8%
	% of Pop 45 - 59	21.3%	21.0%	22.3%
	% of Pop 75 - 84	4.1%	3.8%	3.8%
	% of Pop 60 - 74	16.1%	15.3%	16.8%
	% of Pop 85+	1.2%	1.1%	1.0%
	Median Age	39.2	37.9	39.7
Average Age	39.2	38.8	39.8	

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Female Population by Age	% of Pop 0 to 4 years	5.4%	5.2%	4.9%
	% of Pop 5 - 13	9.8%	9.7%	9.4%
	% of Pop 14 - 18	4.4%	4.4%	4.6%
	% of Pop 19 - 22	4.9%	6.1%	5.9%
	% of Pop 22 - 25	3.8%	4.3%	4.0%
	% of Pop 25 - 29	6.1%	6.5%	6.2%
	% of Pop 30 - 34	6.0%	6.1%	5.4%
	% of Pop 35 - 39	6.3%	6.0%	5.4%
	% of Pop 40 - 44	6.3%	6.1%	5.8%
	% of Pop 45 - 59	21.3%	21.0%	22.7%
	% of Pop 60 - 74	17.1%	16.7%	18.2%
	% of Pop 75 - 84	5.7%	5.4%	5.2%
	% of Pop 85+	2.8%	2.5%	2.4%
	Median Age	42.7	41.4	43.7
Average Age	42.1	41.3	42.1	
Race	Count of White	39,826	79,414	186,190
	Count of Black or African-American	2,454	4,573	7,810
	Count of Asian or Pacific Islander	1,555	2,885	5,441
	Count of Other races	4,752	9,052	13,547
	White	82.0%	82.8%	87.4%
	Black or African American	5.1%	4.8%	3.7%
	Asian	3.2%	3.0%	2.6%
	Other Races	9.8%	9.4%	6.4%
Language Spoken	Speak English at Home	77.2%	77.8%	84.2%
	Speak Spanish at Home	14.3%	14.3%	9.1%
	Speak European Language at Home	5.4%	4.7%	4.0%
	Speak Asian Language at Home	2.3%	2.2%	1.9%
	Speak Other Language at Home	0.7%	0.8%	0.6%
Hispanic	Hispanic Population	8,696	16,368	22,806
	Hispanic Population Percent	17.9%	17.1%	10.7%
	Mexican	5.1%	6.0%	7.3%
	Puerto Rican	60.3%	62.6%	58.3%
	Cuban	0.2%	0.4%	0.5%
	Dominican	7.1%	6.7%	7.5%
	Central American	5.5%	5.2%	6.7%
	South American	17.0%	14.9%	14.4%
	Other Hispanic	4.6%	4.3%	5.3%
	2000 Hispanic Population Percent	13%	12%	8%
1990 Hispanic Population Percent	9%	8%	6%	

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Watertower Plaza Leominster, MA		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
	American (percent of total population)	3.3%	3.3%	3.8%
	American	3.1%	3.1%	3.6%
	Native American (ie. Indian/Eskimo)	0.1%	0.1%	0.2%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
	Asian (percent of total population)	3.1%	2.9%	2.5%
	Chinese	0.3%	0.3%	0.5%
	Japanese	0.2%	0.2%	0.2%
	Korean	0.2%	0.2%	0.2%
	South Central Asian (ie. Indian)	0.3%	0.3%	0.4%
	South East Asian (ie. Vietnamese)	1.9%	1.9%	1.2%
	Other Asian	0.2%	0.1%	0.1%
	European (percent of total population)	39.7%	40.9%	49.5%
	British	4.3%	4.7%	7.0%
	Dutch	0.2%	0.3%	0.4%
	French	7.6%	7.9%	7.3%
	German	2.9%	3.2%	4.0%
	Italian	9.8%	8.8%	8.1%
	Polish	1.5%	1.7%	2.7%
	Scandinavian	1.8%	2.2%	3.0%
	Scotch/Irish	9.6%	10.1%	14.0%
Other European (ie. Greek/Russian)	1.8%	2.0%	2.9%	
Middle Eastern	0.5%	0.5%	0.6%	
Other Ancestry	25.9%	25.5%	21.9%	
Unclassified Ancestry	9.8%	9.9%	11.0%	
Education (Age 25+)	Adult Population (25 Years or Older)	33,906	66,223	149,175
	Elementary (0 to 8)	5.6%	5.6%	3.7%
	Some High School (9 to 11)	8.5%	9.3%	6.8%
	High School Graduate (12)	33.0%	32.4%	29.1%
	Some College (13 to 16)	18.5%	18.2%	18.0%
	Associates Degree Only	9.1%	8.9%	9.0%
	Bachelors Degree Only	16.8%	16.7%	20.4%
	Graduate Degree	8.6%	8.9%	13.0%
% College (4+)	25.4%	25.5%	33.4%	
Household Type	Total Households – count	20,002	37,111	81,098
	One Person HHs – count	6,128	10,749	21,731
	Family HHs – count	12,371	23,508	53,397
	Married Couple – count	8,435	16,468	39,937
	w/own children – count	3,267	6,191	15,379
	w/out own children – count	5,169	10,277	24,558
	Male Householder – count	904	1,725	3,614
	Female Householder – count	3,031	5,315	9,846
	Non-Family Households – count	1,503	2,855	5,969
	1 Person Household	30.6%	29.0%	26.8%
	2 Person Household	32.2%	32.3%	33.0%
	3 Person Household	16.0%	16.3%	16.7%
	4 Person Household	12.9%	13.3%	14.4%
	5 Person Household	5.5%	5.9%	6.1%
	6 Person Household	1.8%	2.1%	2.0%
7+ Person Household	1.0%	1.2%	1.0%	
% Households With Children	27.7%	27.5%	28.2%	

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Watertower Plaza Leominster, MA		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
	Total Housing Units	21,471	40,647	88,054
	Owner Occupied Percent	52.2%	54.7%	61.8%
	Renter Occupied Percent	40.9%	36.6%	30.3%
	Vacant Housing Percent	6.8%	8.7%	7.9%
	Total Housing Units (Census 2000)	20,099	36,649	78,228
	For Rent (Census 2000)	41%	42%	32%
	For Sale (Census 2000)	14%	14%	17%
	Rented or Sold, (Census 2000)	12%	17%	11%
	Seasonal (Census 2014)	12%	12%	15%
	Other (Census 2000)	27%	19%	24%
Homes Built By Year	Homes Built 1990 to 2000	8%	8%	10%
	Homes Built 1980 to 1989	13%	12%	13%
	Homes Built 1970 to 1979	11%	11%	13%
	Homes Built 1960 to 1969	12%	11%	11%
	Homes Built 1950 to 1959	13%	12%	12%
	Homes Built 1940 to 1949	7%	8%	7%
	Homes Built Before 1939	36%	39%	35%
Units in Structure	1 Unit	48%	51%	60%
	2 - 9 Units	36%	36%	28%
	Greater than 10 Units	15%	12%	10%
	Mobilie Trailer	1%	1%	1%
	Other Units	0%	0%	0%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	0.7%	1.0%	1.9%
	Property Value \$750,000 to \$999,999	1.2%	1.9%	4.5%
	Property Value \$500,000 to \$749,999	4.4%	5.6%	12.2%
	Property Value \$400,000 to \$499,999	11.8%	11.4%	14.2%
	Property Value \$300,000, to \$399,999	22.9%	22.2%	22.4%
	Property Value \$200,000 to \$299,999	35.3%	34.7%	28.2%
	Property Value \$150,000 to \$199,999	13.5%	13.2%	8.5%
	Property Value \$100,000 to \$149,999	6.0%	5.8%	4.4%
	Property Value \$60,000 to \$99,999	1.8%	1.9%	1.5%
	Property Value \$40,000 to \$59,999	0.5%	0.5%	0.4%
	Property Value \$0 to \$39,999	2.0%	1.8%	1.7%
	Median Home Value	\$274,553	\$275,997	\$323,328
	Median Rent	\$570	\$563	\$569
Wealth per Household	\$0 and under - percent	18.8%	18.6%	17.5%
	\$1 to \$4999 - percent	9.8%	9.6%	8.7%
	\$5k to \$9999 - percent	5.0%	4.9%	4.6%
	\$10k to \$24999 - percent	6.7%	6.6%	6.4%
	\$25k to \$49999 - percent	6.9%	6.9%	6.9%
	\$50k to \$99999 - percent	10.3%	10.3%	10.3%
	\$100k to \$249999 - percent	17.5%	17.6%	18.1%
	\$250k to \$499999 - percent	12.2%	12.3%	13.1%
	\$500k+ - percent	12.8%	13.1%	14.4%
	Median HH Wealth	\$63,467	\$66,521	\$78,870
	Avg HH Wealth	\$216,791	\$220,494	\$237,159

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Economic Viability	Economic Viability Local	173	172	172
	Economic Viability Indexed	173	172	172
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	25,617	49,572	111,218
	Managerial/Executive	11.9%	13.0%	15.4%
	Professional Specialty	22.3%	21.0%	25.3%
	Healthcare Support	2.6%	2.7%	2.1%
	Sales	10.6%	10.7%	10.4%
	Office & Administrative Support	12.4%	12.6%	12.1%
	Protective Service	2.6%	2.6%	2.4%
	Food Preparation	5.8%	6.3%	5.2%
	Building Maintenance & Cleaning	4.3%	3.8%	3.4%
	Personal Care	3.8%	4.5%	3.7%
	Farming, Fishing, & Forestry	0.1%	0.1%	0.2%
	Construction	8.3%	8.4%	8.1%
	Production & Transportation	15.2%	14.3%	11.6%
	Percent White Collar Workers	59.9%	60.0%	65.4%
Percent Blue Collar Workers	40.1%	40.0%	34.6%	
Employment by Industry (Employed Civilians Age 16+)	Agriculture/Mining/Construction	5.8%	6.5%	7.2%
	Manufacturing	17.1%	16.5%	15.3%
	Transportation	3.2%	3.4%	3.1%
	Information	1.0%	1.3%	1.9%
	Wholesale/Retail	16.0%	15.6%	14.2%
	Finance, Insurance, Real Estate	4.6%	5.0%	5.5%
	Professional Services	5.7%	5.6%	7.9%
	Management Services	0.0%	0.0%	0.1%
	Administrative/Waste Services	3.9%	3.5%	3.5%
	Educational Services	25.0%	23.6%	24.3%
	Entertainment Services	7.9%	8.9%	7.8%
	Other Professional Services	5.5%	5.4%	4.7%
	Public Administration	4.2%	4.6%	4.4%
Transportation To Work	Drive to Work Alone	83.0%	81.5%	83.4%
	Drive to Work Carpool	9.8%	10.4%	9.0%
	Travel to Work by Public Transportation	1.9%	1.8%	1.5%
	Drive to Work on Motorcycle	0.1%	0.1%	0.1%
	Drive to Work on Bicycle	0.1%	0.1%	0.1%
	Walked to Work	1.9%	2.8%	2.3%
	Other Means	1.1%	1.0%	0.7%
	Work at Home	2.1%	2.4%	2.9%

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Watertower Plaza Leominster, MA		5 Minute Drivetime	10 Minute Drivetime	20 Minute Drivetime
	Travel to Work in Less than 5 Minutes	3.3%	3.7%	3.3%
	Travel to Work in 5 to 9 Minutes	15.0%	14.1%	12.4%
	Travel to Work in 10 to 14 Minutes	18.5%	17.3%	14.8%
	Travel to Work in 15 to 19 Minutes	14.1%	15.3%	13.5%
	Travel to Work in 20 to 29 Minutes	16.3%	16.5%	18.8%
	Travel to Work in 30 to 44 Minutes	16.4%	16.8%	18.8%
	Travel to Work in 45 to 59 Minutes	8.0%	8.3%	8.9%
	Travel to Work in 60 Minutes or more	8.2%	7.9%	9.4%
	Average Travel Time to Work	24	24	26
Vehicles per HH	No Vehicles	11.1%	11.5%	8.2%
	1 Vehicle	37.9%	36.4%	32.8%
	2 Vehicles	36.9%	36.7%	40.2%
	3 or more vehicles	14.0%	15.3%	18.8%
	Average Number of Vehicles	1.59	1.61	1.76
Change	Births (last 12 months)	516	1,007	2,084
	Deaths (last 12 months)	412	754	1,694
	Migration (last 12 months)	304	394	1,134
Work place	Workplace Establishments	1,419	2,505	5,373
	Workplace Employees (FTE)	19,224	32,330	69,093