

# 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				
		3 Mile Radius	5 Mile Radius	10 Mile Radius
<b>Population</b>	Current Year Estimated Population	49,395	92,202	168,675
	Population Est 18Q1	49,298	92,001	168,363
	Population Est 17Q4	49,240	91,961	168,277
	Population Est 17Q3	49,076	91,649	167,896
	Population Est 17Q2	48,968	91,575	167,767
	Population Est 17Q1	48,836	91,331	167,347
	Population Est 16Q4	48,856	91,463	167,339
	Population Est 16Q3	48,739	91,280	166,972
	Population Est 16Q2	48,716	91,151	166,762
	Population Fcst	50,178	93,807	171,404
	2010 Census Population	47,957	89,157	162,482
	2000 Census Population	48,519	87,994	157,536
	1990 Census Population	46,796	86,149	158,121
	Current Year Daytime Population	42,338	91,855	154,870
	Average Seasonal Population	410	1,132	3,644
	Historical Annual Growth, 1990 – 2000	0.36%	0.21%	-0.04%
	Historical Annual Growth, 2000 – 2010	-0.12%	0.13%	0.31%
	Estimated Annual Growth, 2010 – CY	0.36%	0.41%	0.45%
	Projected Annual Growth, CY to Y5	0.32%	0.35%	0.32%
	Group Qtrs Est	441	3,624	8,340
Transient Est Average Last 4 Qtrs	1,310	2,093	3,911	
<b>Households</b>	Current Year Estimated Households	20,308	35,977	63,747
	Households Est 18Q1	20,265	35,896	63,628
	Households Est 17Q4	20,239	35,877	63,591
	Households Est 17Q3	20,171	35,750	63,442
	Households Est 17Q2	20,128	35,716	63,397
	Households Est 17Q1	20,076	35,621	63,236
	Households Est 16Q4	20,079	35,667	63,229
	Households Est 16Q3	20,033	35,596	63,081
	Households Est 16Q2	20,026	35,549	63,002
	Households Fcst	20,630	36,627	64,820
	2010 Census Households	19,706	34,719	61,302
	2000 Census Households	19,600	34,033	58,714
	1990 Census Households	18,155	32,534	56,601
	Historical Annual Growth, 1990 – 2000	0.77%	0.45%	0.37%
	Historical Annual Growth, 2000 – 2010	0.05%	0.20%	0.43%
	Estimated Annual Growth, 2010 – CY	0.37%	0.43%	0.48%
Projected Annual Growth, CY to Y5	0.32%	0.36%	0.33%	
Population per Household	2.41	2.46	2.52	

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<b>Watertown Plaza</b>				
<b>Leominster, MA</b>				
	<b>3 Mile Radius</b>	<b>5 Mile Radius</b>	<b>10 Mile Radius</b>	
HH Income \$500,000 or more	0.5%	0.5%	1.0%	
HH Income \$250,000 to \$499,999	0.6%	0.6%	1.2%	
HH Income \$200,000 to \$249,999	1.5%	1.5%	2.7%	
HH Income \$175,000 to \$199,999	2.3%	2.5%	4.2%	
HH Income \$150,000 to \$174,999	3.0%	3.5%	5.1%	
HH Income \$100,000 to 149,999	14.2%	15.3%	18.0%	
HH Income \$75,000 to 99,999	13.8%	13.6%	14.2%	
HH Income \$50,000 to 74,999	17.2%	16.5%	16.2%	
HH Income \$35,000 to 49,999	12.4%	12.2%	10.9%	
HH Income \$25,000 to 34,999	9.5%	9.3%	7.6%	
HH Income \$15,000 to 24,999	11.6%	11.5%	9.2%	
HH Income \$0 to 14,999	13.3%	12.9%	9.9%	
Average Household Income	\$69,953	\$71,390	\$87,044	
Median Household Income	\$54,788	\$55,961	\$68,683	
Per Capita Income	\$29,011	\$28,720	\$34,035	
2000 Average HH Income	\$51,434	\$51,521	\$59,157	
2000 Median HH Income	\$43,176	\$42,414	\$48,737	
Disposable HH Income \$500,000 or more	0%	0%	0%	
Disposable HH Income \$250,000 to \$499,999	1%	1%	1%	
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%	3%	
Disposable HH Income \$100,000 to \$149,999	10%	11%	15%	
Disposable HH Income \$75,000 to \$99,999	14%	14%	16%	
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	11%	11%	9%	
Disposable HH Income \$15,000 to \$24,999	12%	12%	10%	
Disposable HH Income \$0 to \$14,999	16%	15%	12%	
Average Disposable Income	56,761	58,040	68,822	
Median Disposable Income	47,087	47,872	58,056	
Householder White – Count	14,841	26,418	51,647	
Median HH Income	\$62,385	\$63,863	\$76,077	
Average HH Income	\$71,209	\$73,180	\$83,759	
Householder Black or African-American – Count	663	1,055	1,418	
Median HH Income	\$51,483	\$48,152	\$51,361	
Average HH Income	\$57,775	\$56,355	\$61,601	
Householder Hispanic – Count	3,407	6,043	7,094	
Median HH Income	\$33,991	\$34,692	\$38,502	
Average HH Income	\$45,064	\$45,294	\$49,409	
Householder Asian or Pacific Islander – Count	431	763	1,219	
Median HH Income	\$64,441	\$58,620	\$83,014	
Average HH Income	\$67,182	\$67,003	\$88,508	
Householder Other or Pacific Islander – Count	965	1,699	2,370	
Median HH Income	\$36,906	\$40,733	\$50,524	
Average HH Income	\$46,826	\$50,111	\$56,558	

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Watertower Plaza Leominster, MA		3 Mile Radius	5 Mile Radius	10 Mile Radius
<b>Gender</b>	Male Population	24,021	45,476	84,869
	Female Population	25,373	46,726	83,806
<b>Total Population by Age</b>	Count of Pop 0 to 4 years	2,763	4,948	8,446
	Count of Pop 0 to 7 years	4,518	8,145	13,809
	Count of Pop 5 - 13	5,199	9,466	16,350
	Count of Pop 14 - 18	2,379	4,349	8,008
	Count of Pop 19 - 22	2,574	5,779	10,364
	Count of Pop 22 - 25	1,931	4,152	7,645
	Count of Pop 25 - 29	3,082	6,302	11,580
	Count of Pop 30 - 34	2,930	5,882	10,031
	Count of Pop 35 - 39	3,039	5,642	9,530
	Count of Pop 40 - 44	3,082	5,616	9,767
	Count of Pop 45 - 59	10,563	19,278	37,434
	Count of Pop 60 - 74	8,359	14,825	29,160
	Count of Pop 75 - 84	2,482	4,272	7,547
	Count of Pop 85+	1,012	1,690	2,814
	% of Pop 0 to 4 years	5.6%	5.4%	5.0%
	% of Pop 0 to 7 years	9.1%	8.8%	8.2%
	% of Pop 5 - 13	10.5%	10.3%	9.7%
	% of Pop 14 - 18	4.8%	4.7%	4.7%
	% of Pop 19 - 22	5.2%	6.3%	6.1%
	% of Pop 22 - 25	3.9%	4.5%	4.5%
	% of Pop 25 - 29	6.2%	6.8%	6.9%
	% of Pop 30 - 34	5.9%	6.4%	5.9%
	% of Pop 35 - 39	6.2%	6.1%	5.6%
% of Pop 40 - 44	6.2%	6.1%	5.8%	
% of Pop 45 - 59	21.4%	20.9%	22.2%	
% of Pop 60 - 74	16.9%	16.1%	17.3%	
% of Pop 75 - 84	5.0%	4.6%	4.5%	
% of Pop 85+	2.0%	1.8%	1.7%	
Median Age	41.3	39.6	41.2	
Average Age	40.8	40.0	40.8	
<b>Male Population by Age</b>	% of Pop 0 to 4 years	5.9%	5.6%	5.1%
	% of Pop 5 - 13	11.4%	10.9%	10.0%
	% of Pop 14 - 18	5.3%	5.0%	4.9%
	% of Pop 19 - 22	5.5%	6.4%	6.3%
	% of Pop 22 - 25	4.1%	4.7%	4.9%
	% of Pop 25 - 29	6.5%	7.2%	7.5%
	% of Pop 30 - 34	5.9%	6.6%	6.4%
	% of Pop 35 - 39	6.1%	6.2%	5.9%
	% of Pop 40 - 44	6.2%	6.1%	5.8%
	% of Pop 45 - 59	21.3%	20.9%	21.9%
	% of Pop 75 - 84	4.2%	3.9%	3.8%
	% of Pop 60 - 74	16.4%	15.5%	16.5%
	% of Pop 85+	1.2%	1.1%	1.0%
	Median Age	39.5	37.9	39.2
Average Age	39.4	38.8	39.5	

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<b>Female Population by Age</b>	% of Pop 0 to 4 years	5.3%	5.2%	4.9%
	% of Pop 5 - 13	9.7%	9.7%	9.4%
	% of Pop 14 - 18	4.4%	4.4%	4.6%
	% of Pop 19 - 22	4.9%	6.2%	6.0%
	% of Pop 22 - 25	3.8%	4.3%	4.2%
	% of Pop 25 - 29	6.0%	6.5%	6.2%
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	% of Pop 35 - 39	6.2%	6.0%	5.4%
	% of Pop 40 - 44	6.3%	6.1%	5.8%
	% of Pop 45 - 59	21.4%	20.9%	22.4%
	% of Pop 60 - 74	17.4%	16.7%	18.1%
	% of Pop 75 - 84	5.8%	5.4%	5.2%
	% of Pop 85+	2.8%	2.5%	2.3%
	Median Age	43.0	41.3	43.3
Average Age	42.2	41.3	42.0	
<b>Race</b>	Count of White	40,853	76,099	145,633
	Count of Black or African-American	2,395	4,342	6,830
	Count of Asian or Pacific Islander	1,527	2,832	4,230
	Count of Other races	4,620	8,930	11,982
	White	82.7%	82.5%	86.3%
	Black or African American	4.8%	4.7%	4.0%
	Asian	3.1%	3.1%	2.5%
	Other Races	9.4%	9.7%	7.1%
<b>Language Spoken</b>	Speak English at Home	77.8%	77.3%	82.9%
	Speak Spanish at Home	13.8%	14.7%	10.3%
	Speak European Language at Home	5.3%	4.8%	4.1%
	Speak Asian Language at Home	2.3%	2.2%	1.9%
	Speak Other Language at Home	0.7%	0.8%	0.6%
<b>Hispanic</b>	Hispanic Population	8,440	16,048	20,711
	Hispanic Population Percent	17.1%	17.4%	12.3%
	Mexican	5.0%	6.0%	6.7%
	Puerto Rican	60.1%	62.6%	58.6%
	Cuban	0.2%	0.4%	0.5%
	Dominican	7.3%	6.6%	7.7%
	Central American	5.5%	5.2%	6.6%
	South American	17.1%	14.9%	14.6%
	Other Hispanic	4.7%	4.3%	5.3%
	2000 Hispanic Population Percent	12%	12%	9%
1990 Hispanic Population Percent	9%	8%	6%	

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	American (percent of total population)	3.3%	3.3%	3.7%
	American	3.2%	3.1%	3.5%
	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)	3.0%	3.0%	2.5%
	Chinese	0.3%	0.3%	0.4%
	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)	1.8%	1.9%	1.3%
	Other Asian	0.2%	0.1%	0.1%
	European (percent of total population)	40.6%	40.3%	48.2%
	British	4.5%	4.7%	6.7%
	Dutch	0.2%	0.2%	0.4%
	French	7.7%	7.9%	7.2%
	German	3.0%	3.2%	4.0%
	Italian	10.0%	8.8%	8.4%
	Polish	1.6%	1.6%	2.4%
	Scandinavian	1.9%	2.1%	2.8%
	Scotch/Irish	9.8%	9.8%	13.6%
Other European (ie. Greek/Russian)	1.9%	2.0%	2.7%	
Middle Eastern	0.5%	0.5%	0.5%	
Other Ancestry	25.7%	25.6%	22.4%	
Unclassified Ancestry	9.8%	9.9%	10.5%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	34,549	63,508	117,862
	Elementary (0 to 8)	5.3%	5.7%	4.0%
	Some High School (9 to 11)	8.2%	9.3%	7.2%
	High School Graduate (12)	32.9%	32.4%	29.5%
	Some College (13 to 16)	18.3%	18.3%	18.1%
	Associates Degree Only	9.2%	8.9%	8.9%
	Bachelors Degree Only	17.1%	16.7%	20.2%
	Graduate Degree	8.9%	8.7%	12.1%
% College (4+)	26.0%	25.4%	32.3%	
<b>Household Type</b>	Total Households – count	20,308	35,977	63,747
	One Person HHs – count	6,139	10,504	17,033
	Family HHs – count	12,660	22,654	42,044
	Married Couple – count	8,777	15,790	31,393
	w/own children – count	3,387	5,989	12,134
	w/out own children – count	5,390	9,801	19,260
	Male Householder – count	908	1,687	2,793
	Female Householder – count	2,975	5,177	7,858
	Non-Family Households – count	1,509	2,819	4,670
	1 Person Household	30.2%	29.2%	26.7%
	2 Person Household	32.4%	32.2%	32.9%
	3 Person Household	16.1%	16.3%	16.7%
	4 Person Household	13.0%	13.2%	14.4%
	5 Person Household	5.5%	5.9%	6.2%
	6 Person Household	1.8%	2.1%	2.0%
7+ Person Household	0.9%	1.2%	1.1%	
% Households With Children	27.6%	27.6%	28.2%	

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	<b>3 Mile Radius</b>	<b>5 Mile Radius</b>	<b>10 Mile Radius</b>	
<b>Total Housing Units</b>	Total Housing Units	21,752	39,403	69,251
	Owner Occupied Percent	53.7%	54.1%	61.3%
	Renter Occupied Percent	39.6%	37.2%	30.7%
	Vacant Housing Percent	6.6%	8.7%	7.9%
	Total Housing Units (Census 2000)	20,303	35,616	61,732
	For Rent (Census 2000)	40%	43%	32%
	For Sale (Census 2000)	15%	14%	15%
	Rented or Sold, (Census 2000)	11%	17%	12%
	Seasonal (Census 2014)	13%	11%	13%
	Other (Census 2000)	27%	19%	24%
<b>Homes Built By Year</b>	Homes Built 1990 to 2000	8%	7%	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%	11%
	Homes Built 1940 to 1949	7%	8%	7%
	Homes Built Before 1939	35%	39%	35%
<b>Units in Structure</b>	1 Unit	50%	50%	59%
	2 - 9 Units	35%	37%	30%
	Greater than 10 Units	15%	13%	10%
	Mobilie Trailer	1%	1%	1%
	Other Units	0%	0%	0%
<b>Home Value (Owner Occupied)</b>	Property Value \$1,000,000 or more	0.8%	1.0%	1.6%
	Property Value \$750,000 to \$999,999	1.2%	1.7%	3.8%
	Property Value \$500,000 to \$749,999	4.5%	5.4%	11.3%
	Property Value \$400,000 to \$499,999	12.0%	11.3%	14.9%
	Property Value \$300,000, to \$399,999	23.2%	22.1%	23.7%
	Property Value \$200,000 to \$299,999	35.6%	34.9%	28.6%
	Property Value \$150,000 to \$199,999	12.9%	13.5%	8.5%
	Property Value \$100,000 to \$149,999	5.6%	5.9%	4.1%
	Property Value \$60,000 to \$99,999	1.6%	2.0%	1.5%
	Property Value \$40,000 to \$59,999	0.5%	0.5%	0.4%
	Property Value \$0 to \$39,999	2.1%	1.9%	1.7%
	Median Home Value	\$276,878	\$274,199	\$322,095
	Median Rent	\$570	\$563	\$575
<b>Wealth per Household</b>	\$0 and under - percent	18.7%	18.6%	17.6%
	\$1 to \$4999 - percent	9.7%	9.7%	8.8%
	\$5k to \$9999 - percent	4.9%	4.9%	4.6%
	\$10k to \$24999 - percent	6.6%	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	17.6%	17.6%	18.1%
	\$250k to \$499999 - percent	12.3%	12.3%	13.0%
	\$500k+ - percent	13.0%	13.1%	14.3%
	Median HH Wealth	\$65,383	\$65,761	\$78,016
	Avg HH Wealth	\$219,131	\$219,563	\$235,869

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		3 Mile Radius	5 Mile Radius	10 Mile Radius
<b>Economic Viability</b>	Economic Viability Local	173	172	172
	Economic Viability Indexed	173	172	172
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	26,126	47,644	88,835
	Managerial/Executive	12.2%	12.8%	15.3%
	Professional Specialty	22.8%	20.9%	24.7%
	Healthcare Support	2.6%	2.7%	2.1%
	Sales	10.5%	10.7%	10.3%
	Office & Administrative Support	12.5%	12.5%	12.3%
	Protective Service	2.6%	2.7%	2.4%
	Food Preparation	5.7%	6.5%	5.3%
	Building Maintenance & Cleaning	4.3%	3.8%	3.7%
	Personal Care	3.7%	4.5%	3.7%
	Farming, Fishing, & Forestry	0.1%	0.1%	0.2%
	Construction	8.4%	8.4%	8.4%
	Production & Transportation	14.7%	14.4%	11.7%
	Percent White Collar Workers	60.5%	59.6%	64.7%
Percent Blue Collar Workers	39.5%	40.4%	35.3%	
<b>Employment by Industry (Employed Civilians Age 16+)</b>	Agriculture/Mining/Construction	5.9%	6.3%	7.3%
	Manufacturing	16.8%	16.3%	15.2%
	Transportation	3.2%	3.4%	3.2%
	Information	1.1%	1.4%	1.8%
	Wholesale/Retail	15.8%	15.7%	14.3%
	Finance, Insurance, Real Estate	4.7%	4.9%	5.5%
	Professional Services	5.9%	5.7%	7.5%
	Management Services	0.0%	0.0%	0.1%
	Administrative/Waste Services	3.8%	3.5%	3.6%
	Educational Services	25.2%	23.7%	24.2%
	Entertainment Services	7.8%	9.1%	7.9%
	Other Professional Services	5.4%	5.4%	4.7%
	Public Administration	4.4%	4.6%	4.5%
<b>Transportation To Work</b>	Drive to Work Alone	83.5%	81.5%	83.3%
	Drive to Work Carpool	9.5%	10.4%	9.1%
	Travel to Work by Public Transportation	1.8%	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	1.8%	2.7%	2.4%
	Other Means	1.0%	1.0%	0.7%
	Work at Home	2.1%	2.3%	2.8%

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	Travel to Work in Less than 5 Minutes	3.3%	3.6%	3.3%
	Travel to Work in 5 to 9 Minutes	15.0%	14.2%	12.2%
	Travel to Work in 10 to 14 Minutes	18.5%	17.3%	14.7%
	Travel to Work in 15 to 19 Minutes	14.1%	15.5%	13.6%
	Travel to Work in 20 to 29 Minutes	16.2%	16.2%	18.5%
	Travel to Work in 30 to 44 Minutes	16.5%	17.0%	19.2%
	Travel to Work in 45 to 59 Minutes	8.2%	8.3%	8.9%
	Travel to Work in 60 Minutes or more	8.2%	7.8%	9.6%
	Average Travel Time to Work	24	24	26
<b>Vehicles per HH</b>	No Vehicles	10.8%	11.8%	8.6%
	1 Vehicle	37.4%	36.5%	32.2%
	2 Vehicles	37.2%	36.5%	40.1%
	3 or more vehicles	14.7%	15.3%	19.1%
	Average Number of Vehicles	1.61	1.61	1.77
<b>Change</b>	Births (last 12 months)	521	979	1,666
	Deaths (last 12 months)	424	729	1,324
	Migration (last 12 months)	329	377	565
<b>Work place</b>	Workplace Establishments	1,458	2,355	4,165
	Workplace Employees (FTE)	19,667	30,736	53,115