

# Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Dec 5, 2023



Latitude: 42.543062 Longitude: -71.758551

WaterTower Plaza Leominster, MA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Population</b>	Current Year Estimated Population	34,894	89,245	177,215
	Population Est 23Q1	34,914	89,293	177,199
	Population Est 22Q4	34,865	89,334	177,309
	Population Est 22Q3	34,947	89,518	177,375
	Population Est 22Q2	34,982	89,780	177,628
	Population Est 22Q1	35,091	89,971	177,714
	Population Est 21Q4	35,056	89,820	177,438
	Population Est 21Q3	35,065	89,885	177,326
	Population Est 21Q2	35,014	89,544	176,830
	Population Fcst	34,329	89,116	178,720
	2010 Census Population	29,713	69,784	132,282
	2000 Census Population	30,437	69,636	128,737
	1990 Census Population	29,651	68,277	123,540
	Current Year Daytime Population	31,641	86,514	156,654
	Average Seasonal Population	164	828	3,295
	Historical Annual Growth, 1990 – 2000	0.26%	0.20%	0.41%
	Historical Annual Growth, 2000 – 2010	-0.24%	0.02%	0.27%
	Estimated Annual Growth, 2010 – CY	1.22%	1.87%	2.23%
	Projected Annual Growth, CY to Y5	-0.33%	-0.03%	0.17%
	Group Qtrs Est	330	3,058	7,377
Transient Est Average Last 4 Qtrs	1,502	1,857	4,723	
<b>Households</b>	Current Year Estimated Households	14,486	35,213	68,111
	Households Est 23Q1	14,477	35,207	68,063
	Households Est 22Q4	14,454	35,226	68,113
	Households Est 22Q3	14,494	35,305	68,148
	Households Est 22Q2	14,511	35,416	68,260
	Households Est 22Q1	14,555	35,494	68,297
	Households Est 21Q4	14,539	35,434	68,186
	Households Est 21Q3	14,543	35,460	68,140
	Households Est 21Q2	14,522	35,323	67,947
	Households Fcst	14,259	35,236	68,702
	2010 Census Households	12,378	26,983	49,588
	2000 Census Households	12,493	26,747	47,702
	1990 Census Households	11,605	25,836	44,814
	Historical Annual Growth, 1990 – 2000	0.74%	0.35%	0.63%
	Historical Annual Growth, 2000 – 2010	-0.09%	0.09%	0.39%
	Estimated Annual Growth, 2010 – CY	1.19%	2.03%	2.42%
	Projected Annual Growth, CY to Y5	-0.32%	0.01%	0.17%
Population per Household	2.39	2.45	2.49	

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WaterTower Plaza Leominster, MA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	0.9%	0.8%	1.5%
	HH Income \$250,000 to \$499,999	1.1%	1.0%	1.8%
	HH Income \$200,000 to \$249,999	2.7%	2.4%	4.2%
	HH Income \$175,000 to \$199,999	2.5%	3.7%	5.8%
	HH Income \$150,000 to \$174,999	4.1%	4.8%	6.6%
	HH Income \$100,000 to 149,999	15.6%	16.1%	18.3%
	HH Income \$75,000 to 99,999	13.4%	12.8%	13.1%
	HH Income \$50,000 to 74,999	19.9%	18.5%	16.9%
	HH Income \$35,000 to 49,999	12.6%	12.1%	10.5%
	HH Income \$25,000 to 34,999	8.8%	9.7%	7.6%
	HH Income \$15,000 to 24,999	9.1%	8.8%	6.8%
	HH Income \$0 to 14,999	9.3%	9.4%	6.9%
	Average Household Income	\$80,469	\$81,242	\$99,881
	Median Household Income	\$60,911	\$62,456	\$77,110
	Per Capita Income	\$33,751	\$33,072	\$39,665
	2000 Average HH Income	\$49,662	\$51,289	\$58,357
	2000 Median HH Income	\$41,384	\$41,982	\$48,625
	Average Disposable Income	64,320	65,436	78,061
	Median Disposable Income	51,595	52,835	65,039
	Discretionary HH Income Over \$150,000	1.0%	0.6%	1.7%
	Discretionary HH Income \$125,000 to \$149,999	2.5%	2.5%	4.7%
	Discretionary HH Income \$100,000 to \$124,999	3.9%	4.5%	7.5%
	Discretionary HH Income \$75,000 to \$99,999	7.0%	8.5%	11.9%
	Discretionary HH Income \$50,000 to \$74,999	17.3%	16.6%	18.8%
	Discretionary HH Income \$25,000 to \$49,999	33.3%	30.9%	28.2%
	Discretionary HH Income Under \$25,000	34.9%	36.4%	27.2%
	Average Discretionary HH Income	42,282	42,735	53,478
	Median Discretionary HH Income	33,563	33,768	44,193
	Householder White – Count	10,331	24,947	54,517
	Median HH Income	\$65,468	\$67,834	\$83,547
	Average HH Income	\$77,010	\$79,460	\$92,681
	Householder Black or African-American – Count	676	1,622	2,122
	Median HH Income	\$83,779	\$73,316	\$78,994
	Average HH Income	\$80,479	\$76,336	\$82,114
Householder Hispanic – Count	2,217	5,776	7,120	
Median HH Income	\$46,479	\$44,396	\$45,994	
Average HH Income	\$55,121	\$55,992	\$58,995	
Householder Asian or Pacific Islander – Count	233	516	1,106	
Median HH Income	\$88,644	\$97,549	\$120,848	
Average HH Income	\$89,033	\$97,959	\$117,505	
Householder Other or Pacific Islander – Count	1,029	2,352	3,245	
Median HH Income	\$54,511	\$54,582	\$57,500	
Average HH Income	\$64,775	\$65,746	\$70,895	
Gender	Male Population	16,769	43,799	89,182
	Female Population	18,125	45,447	88,033

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WaterTower Plaza Leominster, MA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Total Population by Age	Count of Pop 0 to 4 years	1,820	4,528	8,286
	Count of Pop 0 to 7 years	2,588	6,497	12,055
	Count of Pop 5 - 13	3,505	8,984	17,212
	Count of Pop 14 - 18	1,691	4,550	8,760
	Count of Pop 19 - 22	1,678	4,761	8,973
	Count of Pop 22 - 25	1,235	3,629	6,737
	Count of Pop 25 - 29	2,270	5,953	10,864
	Count of Pop 30 - 34	2,528	6,270	11,519
	Count of Pop 35 - 39	2,432	6,169	11,833
	Count of Pop 40 - 44	2,217	5,546	11,034
	Count of Pop 45 - 59	6,854	17,023	35,324
	Count of Pop 60 - 74	6,004	15,347	33,450
	Count of Pop 75 - 84	1,890	4,744	9,868
	Count of Pop 85+	770	1,743	3,354
	% of Pop 0 to 4 years	5.2%	5.1%	4.7%
	% of Pop 0 to 7 years	7.4%	7.3%	6.8%
	% of Pop 5 - 13	10.0%	10.1%	9.7%
	% of Pop 14 - 18	4.8%	5.1%	4.9%
	% of Pop 19 - 22	4.8%	5.3%	5.1%
	% of Pop 22 - 25	3.5%	4.1%	3.8%
	% of Pop 25 - 29	6.5%	6.7%	6.1%
	% of Pop 30 - 34	7.2%	7.0%	6.5%
	% of Pop 35 - 39	7.0%	6.9%	6.7%
	% of Pop 40 - 44	6.4%	6.2%	6.2%
% of Pop 45 - 59	19.6%	19.1%	19.9%	
% of Pop 60 - 74	17.2%	17.2%	18.9%	
% of Pop 75 - 84	5.4%	5.3%	5.6%	
% of Pop 85+	2.2%	2.0%	1.9%	
Median Age	40.6	39.8	42.0	
Average Age	41.2	40.8	41.9	
Male Population by Age	% of Pop 0 to 4 years	5.6%	5.3%	4.8%
	% of Pop 5 - 13	10.7%	10.5%	9.9%
	% of Pop 14 - 18	5.2%	5.3%	5.1%
	% of Pop 19 - 22	5.2%	5.6%	5.3%
	% of Pop 22 - 25	3.8%	4.3%	4.0%
	% of Pop 25 - 29	6.8%	7.1%	6.6%
	% of Pop 30 - 34	7.3%	7.3%	6.9%
	% of Pop 35 - 39	6.9%	7.0%	6.9%
	% of Pop 40 - 44	6.1%	6.1%	6.3%
	% of Pop 45 - 59	19.4%	19.0%	19.9%
	% of Pop 75 - 84	4.6%	4.6%	4.9%
	% of Pop 60 - 74	16.9%	16.7%	18.3%
	% of Pop 85+	1.5%	1.3%	1.3%
	Median Age	38.9	38.4	40.5
Average Age	39.8	39.6	40.9	

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	% of Pop 0 to 4 years	4.9%	4.9%	4.6%
	% of Pop 5 - 13	9.4%	9.7%	9.5%
	% of Pop 14 - 18	4.5%	4.9%	4.8%
	% of Pop 19 - 22	4.4%	5.1%	4.9%
	% of Pop 22 - 25	3.3%	3.9%	3.6%
	% of Pop 25 - 29	6.2%	6.3%	5.7%
	% of Pop 30 - 34	7.2%	6.8%	6.1%
	% of Pop 35 - 39	7.1%	6.8%	6.5%
	% of Pop 40 - 44	6.6%	6.3%	6.1%
	% of Pop 45 - 59	19.9%	19.2%	20.0%
	% of Pop 60 - 74	17.5%	17.6%	19.5%
	% of Pop 75 - 84	6.1%	6.0%	6.3%
	% of Pop 85+	2.9%	2.6%	2.5%
	Median Age	42.3	41.3	43.6
Average Age	42.5	41.9	42.9	
Race	Count of White	22,708	58,091	130,681
	Count of Black or African-American	2,483	6,280	9,254
	Count of Asian or Pacific Islander	1,120	2,897	5,040
	Count of Other races	8,582	21,978	32,239
	White	65.1%	65.1%	73.7%
	Black or African American	7.1%	7.0%	5.2%
	Asian	3.2%	3.2%	2.8%
	Other Races	24.6%	24.6%	18.2%
Language Spoken	Speak English at Home	72.9%	73.5%	80.3%
	Speak Spanish at Home	16.1%	17.3%	11.6%
	Speak French or French Creole at Home	1.8%	1.7%	1.5%
	Speak German at Home	0.2%	0.2%	0.2%
	Speak Other Indo-European Languages at Home	4.5%	3.5%	3.4%
	Speak Russian and Other Slavic Languages at H	0.3%	0.6%	0.5%
	Speak Chinese at Home	0.3%	0.2%	0.4%
	Speak Korean at Home	0.1%	0.2%	0.1%
	Speak Vietnamese at Home	0.3%	0.2%	0.1%
	Speak Other Asian Languages at Home	0.8%	0.7%	0.6%
	Speak Tagalog and Other Pacific Languages at H	0.2%	0.1%	0.1%
	Speak Other Language at Home	2.6%	1.8%	1.2%
Hispanic	Hispanic Population	7,772	20,961	28,343
	Hispanic Population Percent	22.3%	23.5%	16.0%
	Mexican	5.4%	5.9%	6.3%
	Puerto Rican	53.5%	62.8%	58.2%
	Cuban	1.1%	0.9%	1.2%
	Dominican	3.9%	6.1%	8.9%
	Central American	16.1%	7.9%	8.1%
	South American	14.9%	12.0%	11.4%
	Other Hispanic	5.1%	4.4%	5.9%
	2000 Hispanic Population Percent	13%	12%	9%
	1990 Hispanic Population Percent	10%	8%	6%

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<b>Ancestry</b>	American (percent of total population)	3.1%	3.6%	4.5%
	American	3.0%	3.4%	4.3%
	Native American (ie. Indian/Eskimo)	0.1%	0.2%	0.1%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
	Asian (percent of total population)	3.2%	3.2%	2.8%
	Chinese	0.5%	0.3%	0.5%
	Japanese	0.2%	0.1%	0.2%
	Korean	0.4%	0.3%	0.3%
	South Central Asian (ie. Indian)	0.5%	0.6%	0.6%
	South East Asian (ie. Vietnamese)	1.5%	1.6%	1.1%
	Other Asian	0.1%	0.2%	0.2%
	European (percent of total population)	34.2%	33.5%	41.5%
	British	4.1%	4.1%	5.9%
	Dutch	0.1%	0.1%	0.3%
	French	5.1%	5.4%	5.4%
	German	2.4%	2.4%	3.3%
	Italian	8.2%	7.0%	7.3%
	Polish	1.5%	1.5%	2.0%
	Scandinavian	1.7%	1.9%	2.5%
	Scotch/Irish	8.9%	8.8%	11.8%
Other European (ie. Greek/Russian)	2.2%	2.2%	3.1%	
Middle Eastern	0.5%	0.4%	0.4%	
Other Ancestry	23.6%	22.4%	20.1%	
Unclassified Ancestry	13.0%	13.3%	14.7%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	24,965	62,793	127,246
	Elementary (0 to 8)	5.2%	4.7%	3.1%
	Some High School (9 to 11)	6.1%	7.0%	5.8%
	High School Graduate (12)	29.2%	30.3%	27.7%
	Some College (13 to 16)	19.6%	20.7%	18.4%
	Associates Degree Only	11.7%	10.6%	10.0%
	Bachelors Degree Only	18.8%	17.6%	21.8%
	Graduate Degree	9.4%	9.0%	13.2%
	% College (4+)	28.2%	26.7%	35.0%
<b>Household Type</b>	Total Households – count	14,486	35,213	68,111
	One Person HHs – count	4,554	10,728	18,823
	Family HHs – count	8,594	21,517	44,084
	Married Couple – count	5,750	14,641	33,350
	w/own children – count	2,177	5,385	12,414
	w/out own children – count	3,573	9,256	20,936
	Male Householder – count	717	1,868	3,077
	Female Householder – count	2,127	5,009	7,656
	Non-Family Households – count	1,337	2,968	5,204
	1 Person Household	31.4%	30.5%	27.6%
	2 Person Household	31.8%	31.4%	32.6%
	3 Person Household	16.5%	16.6%	16.8%
	4 Person Household	12.4%	12.8%	13.8%
	5 Person Household	5.3%	5.6%	5.8%
	6 Person Household	1.7%	2.0%	2.2%
7+ Person Household	0.9%	1.1%	1.2%	
% Households With Children	26.8%	25.9%	26.1%	

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WaterTower Plaza Leominster, MA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Housing</b>	Total Housing Units	15,191	37,400	72,032
	Owner Occupied Percent	49.0%	51.9%	61.4%
	Renter Occupied Percent	46.3%	42.3%	33.1%
	Vacant Housing Percent	4.6%	5.8%	5.4%
	Total Housing Units (Census 2000)	12,944	27,996	49,861
	For Rent (Census 2000)	43%	45%	33%
	For Sale (Census 2000)	8%	13%	15%
	Rented or Sold, (Census 2000)	12%	16%	14%
	Seasonal (Census 2014)	15%	14%	18%
	Other (Census 2000)	30%	19%	16%
<b>Homes Built By Year</b>	Homes Built 1990 to 2000	7%	7%	10%
	Homes Built 1980 to 1989	11%	11%	12%
	Homes Built 1970 to 1979	12%	11%	13%
	Homes Built 1960 to 1969	13%	13%	11%
	Homes Built 1950 to 1959	14%	13%	12%
	Homes Built 1940 to 1949	7%	8%	8%
	Homes Built Before 1939	37%	39%	34%
<b>Units in Structure</b>	1 Unit	46%	50%	61%
	2 - 9 Units	36%	36%	28%
	Greater than 10 Units	18%	14%	10%
	Mobilie Trailer	0%	1%	1%
	Other Units	0%	0%	0%
<b>Home Value (Owner Occupied)</b>	Property Value \$1,000,000 or more	1.3%	1.3%	3.1%
	Property Value \$750,000 to \$999,999	3.5%	3.6%	7.5%
	Property Value \$500,000 to \$749,999	17.1%	15.6%	21.0%
	Property Value \$400,000 to \$499,999	19.0%	18.2%	19.9%
	Property Value \$300,000, to \$399,999	27.8%	26.8%	23.1%
	Property Value \$200,000 to \$299,999	22.1%	24.0%	17.4%
	Property Value \$150,000 to \$199,999	5.7%	5.3%	3.3%
	Property Value \$100,000 to \$149,999	1.5%	1.9%	1.4%
	Property Value \$60,000 to \$99,999	0.2%	0.5%	0.5%
	Property Value \$40,000 to \$59,999	0.2%	0.6%	0.5%
	Property Value \$0 to \$39,999	1.4%	1.9%	1.2%
Median Home Value	\$367,978	\$358,458	\$410,296	
Median Rent	\$567	\$552	\$564	
<b>Wealth per Household</b>	\$0 and under - percent	18.7%	18.5%	17.3%
	\$1 to \$4999 - percent	9.7%	9.6%	8.5%
	\$5k to \$9999 - percent	5.0%	4.9%	4.5%
	\$10k to \$24999 - percent	6.7%	6.7%	6.4%
	\$25k to \$49999 - percent	6.9%	6.9%	6.8%
	\$50k to \$99999 - percent	10.1%	10.2%	10.2%
	\$100k to \$249999 - percent	17.4%	17.5%	18.2%
	\$250k to \$499999 - percent	12.3%	12.4%	13.2%
	\$500k+ - percent	13.2%	13.3%	14.9%
	Median HH Wealth	\$64,755	\$66,830	\$81,778
	Avg HH Wealth	\$220,140	\$222,241	\$242,035



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<b>Economic Viability</b>	Economic Viability Local	221	216	216
	Economic Viability Indexed	221	216	216
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	18,771	46,768	92,855
	Managerial/Executive	10.0%	11.6%	15.7%
	Professional Specialty	22.8%	21.8%	24.9%
	Healthcare Support	4.3%	5.3%	3.7%
	Sales	10.4%	9.8%	9.0%
	Office & Administrative Support	11.3%	11.9%	12.0%
	Protective Service	3.3%	3.2%	2.7%
	Food Preparation	4.7%	5.6%	5.1%
	Building Maintenance & Cleaning	3.8%	3.0%	2.9%
	Personal Care	2.8%	3.2%	3.1%
	Farming, Fishing, & Forestry	0.6%	0.3%	0.2%
	Construction	6.0%	7.1%	7.5%
	Production & Transportation	19.9%	17.1%	13.3%
	Percent White Collar Workers	58.8%	60.4%	65.2%
Percent Blue Collar Workers	41.2%	39.6%	34.8%	
<b>Employment by Industry (Employed Civilians Age 16+)</b>	Agriculture/Mining/Construction	5.9%	6.1%	7.5%
	Manufacturing	14.0%	13.5%	14.0%
	Transportation	6.0%	5.0%	4.2%
	Information	1.2%	1.2%	1.4%
	Wholesale/Retail	17.1%	15.9%	14.4%
	Finance, Insurance, Real Estate	4.6%	5.5%	5.8%
	Professional Services	6.6%	6.0%	7.6%
	Management Services	0.1%	0.1%	0.1%
	Administrative/Waste Services	3.8%	4.5%	3.6%
	Educational Services	25.7%	26.7%	25.6%
	Entertainment Services	6.5%	7.6%	7.7%
	Other Professional Services	4.2%	3.9%	4.0%
	Public Administration	4.3%	4.0%	4.1%
<b>Transportation To Work</b>	Drive to Work Alone	83.3%	81.4%	83.5%
	Drive to Work Carpool	9.1%	10.1%	9.0%
	Travel to Work by Public Transportation	2.0%	1.9%	1.3%
	Drive to Work on Motorcycle	0.2%	0.2%	0.1%
	Drive to Work on Bicycle	0.1%	0.1%	0.1%
	Walked to Work	2.1%	3.1%	2.4%
	Other Means	1.1%	0.9%	0.7%
	Work at Home	2.2%	2.3%	2.9%

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	Travel to Work in Less than 5 Minutes	3.2%	3.8%	3.2%
	Travel to Work in 5 to 9 Minutes	14.9%	14.1%	12.1%
	Travel to Work in 10 to 14 Minutes	19.3%	17.4%	15.0%
	Travel to Work in 15 to 19 Minutes	13.8%	15.3%	14.3%
	Travel to Work in 20 to 29 Minutes	15.6%	16.0%	18.4%
	Travel to Work in 30 to 44 Minutes	16.3%	16.7%	18.4%
	Travel to Work in 45 to 59 Minutes	8.3%	8.7%	9.1%
	Travel to Work in 60 Minutes or more	8.5%	8.0%	9.5%
	Average Travel Time to Work	25	24	26
<b>Vehicles per HH</b>	No Vehicles	11.0%	11.8%	7.5%
	1 Vehicle	36.6%	35.4%	31.2%
	2 Vehicles	36.6%	36.4%	40.3%
	3 or more vehicles	15.8%	16.4%	21.0%
	Average Number of Vehicles	1.64	1.65	1.84
<b>Change</b>	Births (last 12 months)	375	923	1,666
	Deaths (last 12 months)	282	690	1,410
	Migration (last 12 months)	-139	-706	-561
<b>Work place</b>	Workplace Establishments	1,601	3,045	5,348
	Workplace Employees (FTE)	13,452	26,091	47,719