

# Extended Demographic Report - PopStats

2010 Census, 2021 Estimates & 2026 Projections

Calculated using TAS Retrieval

Jan 27, 2022



Latitude: 42.542168 Longitude: -71.757804

Watertown Plaza				
Leominster, MA				
		3 Mile Radius	5 Mile Radius	10 Mile Radius
<b>Population</b>	Current Year Estimated Population	49,777	93,153	170,706
	Population Est 21Q1	50,643	94,529	172,861
	Population Est 20Q4	50,722	94,489	172,788
	Population Est 20Q3	50,640	94,370	172,562
	Population Est 20Q2	50,569	94,322	172,264
	Population Est 20Q1	50,556	94,326	172,079
	Population Est 19Q4	50,511	93,936	171,413
	Population Est 19Q3	50,215	93,564	170,806
	Population Est 19Q2	50,172	93,461	170,659
	Population Fcst	50,233	94,166	172,444
	2010 Census Population	47,957	89,142	162,454
	2000 Census Population	48,519	87,981	157,544
	1990 Census Population	46,796	86,138	158,151
	Current Year Daytime Population	41,356	92,830	156,924
	Average Seasonal Population	363	1,002	3,311
	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	0.33%	0.39%	0.44%
	Projected Annual Growth, CY to Y5	0.18%	0.22%	0.20%
	Group Qtrs Est	441	3,609	8,290
Transient Est Average Last 4 Qtrs	365	583	897	
<b>Households</b>	Current Year Estimated Households	20,471	36,364	64,560
	Households Est 21Q1	20,839	36,935	65,438
	Households Est 20Q4	20,863	36,897	65,388
	Households Est 20Q3	20,824	36,844	65,292
	Households Est 20Q2	20,792	36,818	65,171
	Households Est 20Q1	20,787	36,809	65,095
	Households Est 19Q4	20,774	36,669	64,848
	Households Est 19Q3	20,659	36,551	64,640
	Households Est 19Q2	20,638	36,509	64,589
	Households Fcst	20,660	36,772	65,230
	2010 Census Households	19,706	34,717	61,312
	2000 Census Households	19,600	34,029	58,746
	1990 Census Households	18,155	32,532	56,622
	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	0.34%	0.41%	0.46%
Projected Annual Growth, CY to Y5	0.18%	0.22%	0.21%	
Population per Household	2.41	2.46	2.52	

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<b>Watertower 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	1.1%	1.0%	1.7%	
HH Income \$250,000 to \$499,999	1.3%	1.2%	2.0%	
HH Income \$200,000 to \$249,999	2.9%	2.8%	4.6%	
HH Income \$175,000 to \$199,999	2.4%	3.1%	4.6%	
HH Income \$150,000 to \$174,999	3.9%	4.5%	6.2%	
HH Income \$100,000 to 149,999	16.5%	16.2%	18.4%	
HH Income \$75,000 to 99,999	14.8%	14.1%	13.7%	
HH Income \$50,000 to 74,999	17.7%	17.7%	16.6%	
HH Income \$35,000 to 49,999	11.6%	11.4%	10.3%	
HH Income \$25,000 to 34,999	8.7%	9.0%	7.4%	
HH Income \$15,000 to 24,999	10.0%	9.1%	6.9%	
HH Income \$0 to 14,999	9.2%	9.8%	7.6%	
Average Household Income	\$82,079	\$82,322	\$99,183	
Median Household Income	\$64,003	\$64,205	\$76,949	
Per Capita Income	\$34,005	\$32,988	\$38,628	
2000 Average HH Income	\$51,434	\$51,514	\$59,121	
2000 Median HH Income	\$43,176	\$42,409	\$48,727	
Disposable HH Income \$500,000 or more	#N/A	#N/A	#N/A	
Disposable HH Income \$250,000 to \$499,999	#N/A	#N/A	#N/A	
Disposable HH Income \$200,000 to \$249,999	#N/A	#N/A	#N/A	
Disposable HH Income \$175,000 to \$199,999	1%	1%	2%	
Disposable HH Income \$150,000 to \$174,999	2%	2%	4%	
Disposable HH Income \$100,000 to \$149,999	12%	13%	17%	
Disposable HH Income \$75,000 to \$99,999	15%	15%	15%	
Disposable HH Income \$50,000 to \$74,999	20%	19%	19%	
Disposable HH Income \$35,000 to \$49,999	15%	15%	13%	
Disposable HH Income \$25,000 to \$34,999	10%	10%	8%	
Disposable HH Income \$15,000 to \$24,999	10%	10%	8%	
Disposable HH Income \$0 to \$14,999	12%	12%	9%	
Average Disposable Income	65,714	66,275	77,890	
Median Disposable Income	54,098	54,263	64,999	
Householder White – Count	14,638	26,132	51,629	
Median HH Income	\$71,459	\$71,440	\$84,641	
Average HH Income	\$79,876	\$80,958	\$92,920	
Householder Black or African-American – Count	836	1,367	1,755	
Median HH Income	\$80,893	\$72,245	\$76,254	
Average HH Income	\$83,713	\$77,303	\$80,550	
Householder Hispanic – Count	3,561	6,346	7,633	
Median HH Income	\$45,945	\$46,255	\$46,802	
Average HH Income	\$52,931	\$54,696	\$56,857	
Householder Asian or Pacific Islander – Count	415	719	1,175	
Median HH Income	\$90,146	\$88,526	\$98,297	
Average HH Income	\$94,237	\$92,578	\$106,258	
Householder Other or Pacific Islander – Count	1,020	1,800	2,368	
Median HH Income	\$48,478	\$48,387	\$53,068	
Average HH Income	\$58,065	\$58,700	\$65,199	

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Watertower Plaza Leominster, MA				
		3 Mile Radius	5 Mile Radius	10 Mile Radius
Gender	Male Population	24,247	45,990	85,877
	Female Population	25,531	47,163	84,829
Total Population by Age	Count of Pop 0 to 4 years	2,719	4,926	8,291
	Count of Pop 0 to 7 years	3,887	7,009	11,702
	Count of Pop 5 - 13	5,100	9,199	15,878
	Count of Pop 14 - 18	2,327	4,337	7,628
	Count of Pop 19 - 22	2,442	5,558	9,743
	Count of Pop 22 - 25	1,954	4,059	7,782
	Count of Pop 25 - 29	3,220	6,397	12,382
	Count of Pop 30 - 34	2,945	6,114	10,744
	Count of Pop 35 - 39	2,980	5,713	9,627
	Count of Pop 40 - 44	3,070	5,582	9,377
	Count of Pop 45 - 59	10,116	18,535	35,349
	Count of Pop 60 - 74	9,184	16,340	32,432
	Count of Pop 75 - 84	2,746	4,766	8,750
	Count of Pop 85+	975	1,629	2,723
	% of Pop 0 to 4 years	5.5%	5.3%	4.9%
	% of Pop 0 to 7 years	7.8%	7.5%	6.9%
	% of Pop 5 - 13	10.2%	9.9%	9.3%
	% of Pop 14 - 18	4.7%	4.7%	4.5%
	% of Pop 19 - 22	4.9%	6.0%	5.7%
	% of Pop 22 - 25	3.9%	4.4%	4.6%
	% of Pop 25 - 29	6.5%	6.9%	7.3%
	% of Pop 30 - 34	5.9%	6.6%	6.3%
	% of Pop 35 - 39	6.0%	6.1%	5.6%
	% of Pop 40 - 44	6.2%	6.0%	5.5%
	% of Pop 45 - 59	20.3%	19.9%	20.7%
	% of Pop 60 - 74	18.5%	17.5%	19.0%
	% of Pop 75 - 84	5.5%	5.1%	5.1%
% of Pop 85+	2.0%	1.7%	1.6%	
Median Age	42.0	40.2	41.7	
Average Age	41.5	40.7	41.5	
Male Population by Age	% of Pop 0 to 4 years	5.7%	5.5%	5.0%
	% of Pop 5 - 13	10.9%	10.3%	9.5%
	% of Pop 14 - 18	5.2%	5.0%	4.7%
	% of Pop 19 - 22	5.2%	6.1%	5.8%
	% of Pop 22 - 25	4.1%	4.6%	4.9%
	% of Pop 25 - 29	6.8%	7.2%	7.9%
	% of Pop 30 - 34	6.0%	6.9%	6.8%
	% of Pop 35 - 39	5.9%	6.2%	5.9%
	% of Pop 40 - 44	6.1%	6.1%	5.6%
	% of Pop 45 - 59	20.1%	19.7%	20.4%
	% of Pop 75 - 84	4.7%	4.3%	4.4%
	% of Pop 60 - 74	18.0%	16.9%	18.1%
	% of Pop 85+	1.2%	1.1%	1.0%
	Median Age	40.1	38.5	39.6
Average Age	40.1	39.4	40.3	

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Watertower Plaza Leominster, MA		3 Mile Radius	5 Mile Radius	10 Mile Radius
Female Population by Age	% of Pop 0 to 4 years	5.2%	5.1%	4.8%
	% of Pop 5 - 13	9.6%	9.4%	9.1%
	% of Pop 14 - 18	4.2%	4.3%	4.3%
	% of Pop 19 - 22	4.6%	5.8%	5.6%
	% of Pop 22 - 25	3.8%	4.2%	4.2%
	% of Pop 25 - 29	6.1%	6.5%	6.6%
	% of Pop 30 - 34	5.8%	6.3%	5.7%
	% of Pop 35 - 39	6.1%	6.1%	5.4%
	% of Pop 40 - 44	6.2%	5.9%	5.4%
	% of Pop 45 - 59	20.5%	20.1%	21.0%
	% of Pop 60 - 74	18.9%	18.1%	19.9%
	% of Pop 75 - 84	6.3%	5.9%	5.9%
	% of Pop 85+	2.7%	2.4%	2.2%
	Median Age	43.7	42.0	44.1
Average Age	42.9	42.0	42.8	
Race	Count of White	40,812	76,531	147,374
	Count of Black or African-American	2,751	4,913	7,349
	Count of Asian or Pacific Islander	1,468	2,562	4,006
	Count of Other races	4,746	9,147	11,977
	White	82.0%	82.2%	86.3%
	Black or African American	5.5%	5.3%	4.3%
	Asian	2.9%	2.8%	2.3%
Other Races	9.5%	9.8%	7.0%	
Language Spoken	Speak English at Home	74.1%	74.6%	80.8%
	Speak Spanish at Home	16.0%	17.1%	11.6%
	Speak French or French Creole at Home	1.7%	1.5%	1.3%
	Speak German at Home	0.2%	0.2%	0.2%
	Speak Russian or Other Slavic Language at Home	0.2%	0.3%	0.3%
	Speak Other Indo-European Language at Home	3.8%	3.1%	3.3%
	Speak Chinese at Home	0.2%	0.2%	0.3%
	Speak Korean at Home	0.1%	0.1%	0.1%
	Speak Vietnamese at Home	0.3%	0.2%	0.2%
	Speak Other Asian Language at Home	0.8%	0.8%	0.6%
	Speak Tagalog and Other Pacific Languages at Home	0.2%	0.2%	0.2%
Speak Other Language at Home	2.3%	1.5%	1.0%	
Hispanic	Hispanic Population	9,346	17,792	22,698
	Hispanic Population Percent	18.8%	19.1%	13.3%
	Mexican	4.4%	6.2%	6.8%
	Puerto Rican	60.8%	64.8%	60.4%
	Cuban	0.6%	0.6%	0.9%
	Dominican	8.0%	6.2%	9.2%
	Central American	6.4%	4.8%	5.2%
	South American	14.3%	13.0%	12.0%
	Other Hispanic	5.5%	4.3%	5.6%
	2000 Hispanic Population Percent	12%	12%	9%
1990 Hispanic Population Percent	9%	8%	6%	

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		3 Mile Radius	5 Mile Radius	10 Mile Radius	
	American (percent of total population)	3.6%	3.8%	4.7%	
	American	3.4%	3.6%	4.5%	
	Native American (ie. Indian/Eskimo)	0.2%	0.2%	0.2%	
	Hawaiian/Pacific Islander	0.0%	0.0%	0.0%	
	Asian (percent of total population)	2.8%	2.7%	2.3%	
	Chinese	0.3%	0.3%	0.4%	
	Japanese	0.0%	0.1%	0.1%	
	Korean	0.2%	0.2%	0.2%	
	South Central Asian (ie. Indian)	0.7%	0.6%	0.6%	
	South East Asian (ie. Vietnamese)	1.5%	1.5%	1.0%	
	Other Asian	0.1%	0.1%	0.1%	
	European (percent of total population)	37.8%	37.4%	44.6%	
	British	4.3%	4.4%	6.2%	
	Dutch	0.1%	0.2%	0.3%	
	French	6.3%	6.6%	6.1%	
	German	2.5%	2.7%	3.6%	
	Italian	9.1%	8.0%	7.9%	
	Polish	1.5%	1.6%	2.2%	
	Scandinavian	2.3%	2.3%	2.8%	
	Scotch/Irish	9.3%	9.4%	12.5%	
	Other European (ie. Greek/Russian)	2.3%	2.2%	3.1%	
	Middle Eastern	0.5%	0.4%	0.5%	
	Other Ancestry	25.9%	25.3%	22.0%	
	Unclassified Ancestry	10.6%	11.4%	12.6%	
	Education (Age 25+)	Adult Population (25 Years or Older)	35,236	65,075	121,384
		Elementary (0 to 8)	4.9%	4.9%	3.6%
		Some High School (9 to 11)	6.8%	7.9%	6.5%
		High School Graduate (12)	30.5%	31.1%	28.2%
Some College (13 to 16)		19.0%	19.6%	18.9%	
Associates Degree Only		10.6%	9.8%	9.5%	
Bachelors Degree Only		18.9%	17.4%	21.0%	
Graduate Degree		9.2%	9.2%	12.3%	
% College (4+)	28.1%	26.6%	33.3%		
Household Type	Total Households – count	20,471	36,364	64,560	
	One Person HHs – count	6,188	10,610	17,233	
	Family HHs – count	12,660	22,842	42,543	
	Married Couple – count	8,647	15,746	32,044	
	w/own children – count	3,259	5,924	12,051	
	w/out own children – count	5,389	9,822	19,992	
	Male Householder – count	1,033	1,810	2,837	
	Female Householder – count	2,980	5,285	7,662	
	Non-Family Households – count	1,623	2,912	4,783	
	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	27.5%	27.5%	27.0%		

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Watertower Plaza Leominster, MA		3 Mile Radius	5 Mile Radius	10 Mile Radius
	Total Housing Units	21,858	39,485	69,781
	Owner Occupied Percent	53.9%	54.6%	61.6%
	Renter Occupied Percent	39.8%	37.5%	30.9%
	Vacant Housing Percent	6.3%	7.9%	7.5%
	Total Housing Units (Census 2000)	20,303	35,613	61,766
	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%
Homes Built By Year	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%
Units in Structure	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%
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	1.0%	1.2%	1.8%
	Property Value \$750,000 to \$999,999	1.8%	2.2%	4.9%
	Property Value \$500,000 to \$749,999	10.0%	11.0%	16.6%
	Property Value \$400,000 to \$499,999	15.3%	15.2%	17.8%
	Property Value \$300,000, to \$399,999	28.5%	25.2%	24.5%
	Property Value \$200,000 to \$299,999	29.1%	30.1%	23.2%
	Property Value \$150,000 to \$199,999	7.9%	7.8%	5.2%
	Property Value \$100,000 to \$149,999	3.3%	3.5%	2.4%
	Property Value \$60,000 to \$99,999	1.1%	1.1%	0.8%
	Property Value \$40,000 to \$59,999	0.6%	0.6%	0.5%
	Property Value \$0 to \$39,999	0.9%	1.4%	1.2%
	Median Home Value	\$323,850	\$320,386	\$366,006
	Median Rent	\$570	\$563	\$575
Wealth per Household	\$0 and under - percent	18.3%	18.3%	17.3%
	\$1 to \$4999 - percent	9.4%	9.4%	8.5%
	\$5k to \$9999 - percent	4.9%	4.8%	4.5%
	\$10k to \$24999 - percent	6.6%	6.6%	6.3%
	\$25k to \$49999 - percent	6.9%	6.9%	6.8%
	\$50k to \$99999 - percent	10.2%	10.2%	10.3%
	\$100k to \$249999 - percent	17.7%	17.7%	18.2%
	\$250k to \$499999 - percent	12.5%	12.5%	13.2%
	\$500k+ - percent	13.5%	13.5%	14.8%
	Median HH Wealth	\$69,357	\$69,547	\$81,850
	Avg HH Wealth	\$225,280	\$225,278	\$241,809

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		3 Mile Radius	5 Mile Radius	10 Mile Radius
<b>Economic Viability</b>	Economic Viability Local	262	259	259
	Economic Viability Indexed	101	100	100
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	26,117	47,158	87,991
	Managerial/Executive	11.1%	11.8%	15.2%
	Professional Specialty	23.9%	22.8%	25.1%
	Healthcare Support	3.8%	4.0%	3.1%
	Sales	11.5%	10.1%	9.3%
	Office & Administrative Support	11.9%	12.8%	12.2%
	Protective Service	2.8%	2.8%	2.5%
	Food Preparation	4.3%	5.4%	5.2%
	Building Maintenance & Cleaning	3.8%	3.5%	3.4%
	Personal Care	3.1%	3.6%	3.1%
	Farming, Fishing, & Forestry	0.3%	0.2%	0.2%
	Construction	7.2%	7.9%	8.1%
	Production & Transportation	16.3%	15.1%	12.7%
	Percent White Collar Workers	62.2%	61.5%	64.9%
Percent Blue Collar Workers	37.8%	38.5%	35.1%	
<b>Employment by Industry (Employed Civilians Age 16+)</b>	Agriculture/Mining/Construction	6.2%	6.6%	7.6%
	Manufacturing	15.4%	14.6%	14.6%
	Transportation	4.4%	4.7%	4.1%
	Information	0.9%	1.0%	1.5%
	Wholesale/Retail	17.1%	15.8%	14.2%
	Finance, Insurance, Real Estate	5.4%	5.1%	5.2%
	Professional Services	5.8%	5.8%	7.7%
	Management Services	0.1%	0.1%	0.1%
	Administrative/Waste Services	3.6%	3.5%	3.3%
	Educational Services	26.8%	27.0%	25.9%
	Entertainment Services	5.7%	7.3%	7.6%
	Other Professional Services	4.4%	4.3%	4.2%
	Public Administration	4.2%	4.2%	4.1%
<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%	2.7%

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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
Vehicles per HH	No Vehicles	10.0%	10.7%	7.8%
	1 Vehicle	35.9%	35.7%	31.1%
	2 Vehicles	39.3%	37.6%	40.6%
	3 or more vehicles	14.8%	16.0%	20.6%
	Average Number of Vehicles	1.65	1.65	1.83
Change	Births (last 12 months)	518	986	1,714
	Deaths (last 12 months)	434	753	1,387
	Migration (last 12 months)	-876	-1,403	-1,885
Work place	Workplace Establishments	1,508	2,441	4,283
	Workplace Employees (FTE)	17,855	28,767	50,326