



Shaw's Plaza - Brockton MA

Ring Study of 7.0 Miles Around Lat: 42 04 4.56, Long: 71 02 21

Geographic Descriptors

EASI Block Group: 250235117.012
ZIP Code: 02301
Post Office Name: Brockton
County FIPS Code: 25023
County Name: Plymouth, MA
State Name: Massachusetts
CBSA Name: Boston-Cambridge-Quincy, MA-NH
Area Code: 508

Demographic Profiles

Dominant Profile:

Geographic Descriptors

<u>Description</u>	<u>3.00 Mile</u>	<u>5.00 Mile</u>	<u>7.00 Mile</u>
Population (4/1/1990):	88,549	137,301	227,253
Population (4/1/2000):	91,305	142,487	235,803
Population (1/1/2007):	93,684	145,290	240,432
Population (1/1/2012):	94,787	146,415	242,470
Population Growth (2007/2000):	2.61	1.97	1.96
Population Forecast (2012/2007):	1.18	0.77	0.85

Demographic Profiles

Households (4/1/1990):	31,216	47,446	78,342
Households (4/1/2000):	32,411	50,470	84,439
Households (1/1/2007):	34,548	53,474	89,357
Households (1/1/2012):	35,725	55,073	92,013
Household Growth (2007/2000):	6.59	5.95	5.82
Household Forecast (2012/2007):	3.41	2.99	2.97

POPULATION BY YEAR

Population, Median Age:	33.9	35.6	36.2
Population, Male:	45,025	70,223	116,568
Population, Female:	48,659	75,067	123,864
Population Density:	3,450.7	1,955.7	1,690.3
Population, Urban:	93,684	144,155	235,272
Population, Rural:	0	1,135	5,160

HOUSEHOLDS BY YEAR

Household, Average Size:	2.71	2.72	2.69
Householder, Median Age:	47.5	48.4	48.5
Housing, Units:	35,618	54,863	91,366

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Geographic Descriptors

<u>Description</u>	<u>3.00 Mile</u>	<u>5.00 Mile</u>	<u>7.00 Mile</u>
Housing, Owner Occupied:	18,254	34,046	60,597
Housing, Renter Occupied:	16,294	19,428	28,760
Housing, Median Rent (\$):	899	905	958
Housing, Median Value Owner Households (\$):	185,740	214,751	240,829
Households, Median Vehicles:	1.9	2.1	2.2
Families:	22,525	36,620	61,813
GENERAL POPULATION CHARACTERISTICS			
White Population, Alone:	53,265	99,434	182,026
Black Population, Alone:	16,573	19,299	24,788
Asian Population, Alone:	2,380	3,117	5,974
Other Population:	21,466	23,440	27,644
Hispanic Population:	9,152	10,423	12,818
White Non-Hispanic Population:	48,751	94,029	175,016
GENERAL HOUSEHOLD CHARACTERISTICS			
Household Income, Total (\$):	1,897,568,121	3,506,779,166	6,436,692,412
Household Income, Median (\$):	46,383	54,945	61,402
Household Income, Average (\$):	54,926	65,579	72,033
Household Income, Per Capita (\$):	20,255	24,136	26,771
POPULATION BY RACE			
Total Retail Sales (including Food Services):	1,598,074	2,326,790	3,803,405
GENERAL INCOME CHARACTERISTICS			
Total Consumer Expenditures (\$000):	1,563,082.9	2,571,473.6	4,450,910.3
RETAIL SALES			
Employees, Total (by Place of Work):	44,360	64,620	101,674
Establishments, Total (by Place of Work):	2,231	3,348	5,968
CONSUMER EXPENDITURES			
EASI Quality of Life Index (US Avg=100):	76	77	80
EASI Total Crime Index (US Avg=100; A=High):	131	95	63
EASI Weather Index (US Avg=100):	55	55	55

Footnotes:

“(US Avg=100)” indicates an index value with a range of 0 (low) to 200 (high).

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All estimates are as of 1/1/07 unless otherwise stated.

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