



# Demographic and Income Profile

Swansea Mall  
 262 Swansea Mall Dr, Swansea, MA, 02777  
 Ring: 3 mile radius

Latitude: 41.7577  
 Longitude: -71.21778

Summary	Census 2010	2012	2017
Population	19,689	19,935	20,222
Households	7,612	7,685	7,830
Families	5,507	5,544	5,638
Average Household Size	2.55	2.56	2.55
Owner Occupied Housing Units	6,363	6,367	6,514
Renter Occupied Housing Units	1,249	1,318	1,315
Median Age	44.6	45.0	45.9
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	0.29%	0.45%	0.68%
Households	0.37%	0.54%	0.74%
Families	0.34%	0.47%	0.72%
Owner HHs	0.46%	0.66%	0.91%
Median Household Income	3.41%	3.45%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	790	10.3%	758	9.7%
\$15,000 - \$24,999	560	7.3%	449	5.7%
\$25,000 - \$34,999	651	8.5%	530	6.8%
\$35,000 - \$49,999	919	12.0%	749	9.6%
\$50,000 - \$74,999	1,638	21.3%	1,528	19.5%
\$75,000 - \$99,999	1,193	15.5%	1,589	20.3%
\$100,000 - \$149,999	1,283	16.7%	1,444	18.4%
\$150,000 - \$199,999	462	6.0%	570	7.3%
\$200,000+	187	2.4%	212	2.7%
Median Household Income	\$61,491		\$72,711	
Average Household Income	\$75,170		\$83,393	
Per Capita Income	\$29,417		\$32,756	

Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	876	4.4%	880	4.4%	886	4.4%
5 - 9	1,090	5.5%	1,096	5.5%	1,110	5.5%
10 - 14	1,168	5.9%	1,162	5.8%	1,181	5.8%
15 - 19	1,199	6.1%	1,156	5.8%	1,111	5.5%
20 - 24	935	4.7%	956	4.8%	878	4.3%
25 - 34	1,876	9.5%	1,919	9.6%	1,934	9.6%
35 - 44	2,828	14.4%	2,790	14.0%	2,739	13.5%
45 - 54	3,320	16.9%	3,244	16.3%	3,013	14.9%
55 - 64	2,912	14.8%	3,070	15.4%	3,227	16.0%
65 - 74	1,726	8.8%	1,866	9.4%	2,256	11.2%
75 - 84	1,194	6.1%	1,201	6.0%	1,258	6.2%
85+	565	2.9%	597	3.0%	630	3.1%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	19,163	97.3%	19,368	97.1%	19,549	96.7%
Black Alone	119	0.6%	129	0.6%	154	0.8%
American Indian Alone	22	0.1%	22	0.1%	26	0.1%
Asian Alone	132	0.7%	144	0.7%	175	0.9%
Pacific Islander Alone	2	0.0%	2	0.0%	2	0.0%
Some Other Race Alone	45	0.2%	48	0.2%	53	0.3%
Two or More Races	207	1.1%	224	1.1%	263	1.3%
Hispanic Origin (Any Race)	223	1.1%	256	1.3%	346	1.7%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

February 19, 2013

Made with Esri Business Analyst

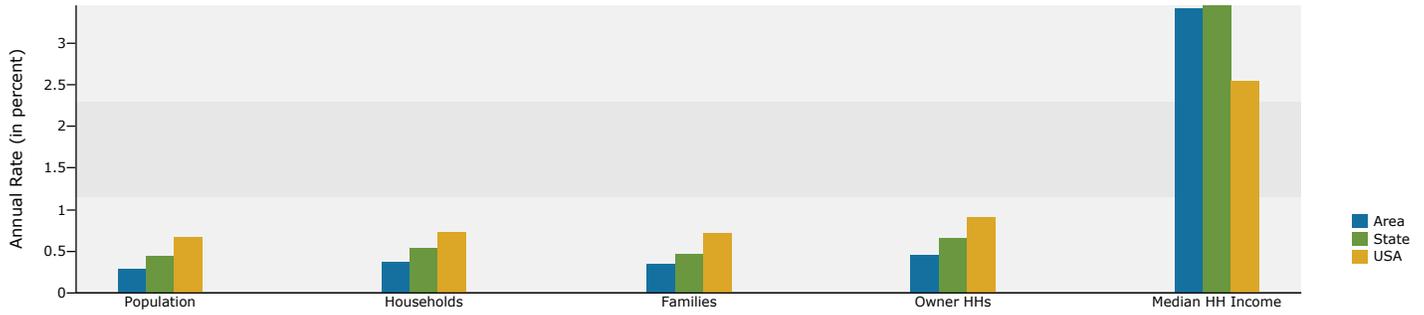


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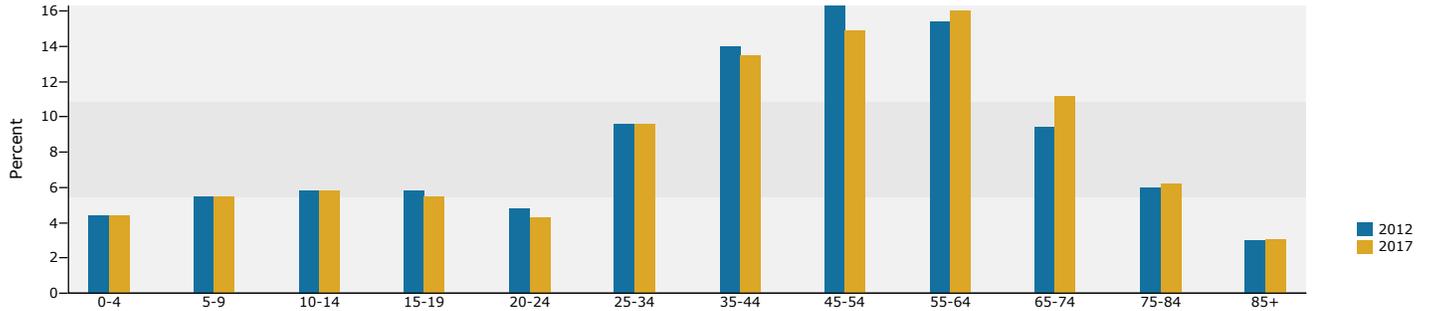
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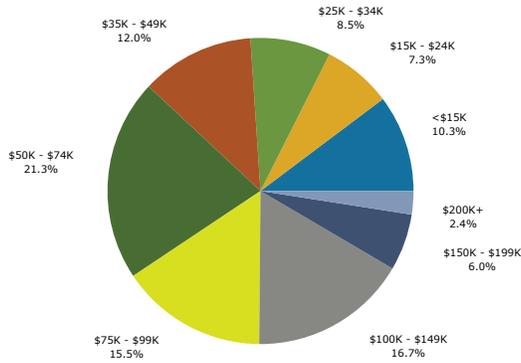
Trends 2012-2017



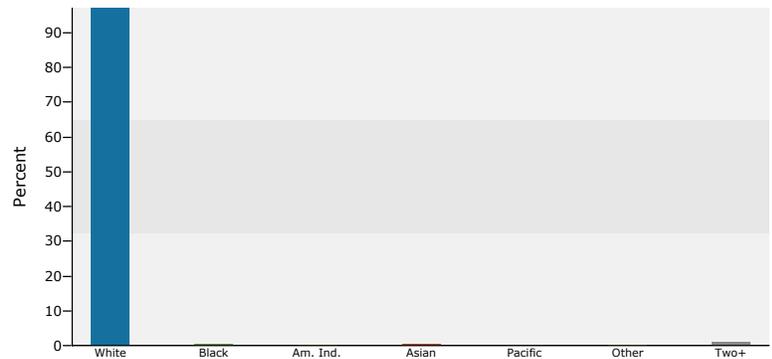
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 1.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.



# Demographic and Income Profile

Swansea Mall  
 262 Swansea Mall Dr, Swansea, MA, 02777  
 Ring: 5 mile radius

Latitude: 41.7577  
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Summary	Census 2010	2012	2017
Population	81,127	81,671	81,965
Households	32,432	32,557	32,901
Families	21,853	21,867	21,998
Average Household Size	2.45	2.46	2.44
Owner Occupied Housing Units	21,880	21,667	21,992
Renter Occupied Housing Units	10,552	10,890	10,909
Median Age	43.0	43.4	44.2
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	0.07%	0.45%	0.68%
Households	0.21%	0.54%	0.74%
Families	0.12%	0.47%	0.72%
Owner HHs	0.30%	0.66%	0.91%
Median Household Income	2.99%	3.45%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	4,051	12.4%	3,968	12.1%
\$15,000 - \$24,999	3,070	9.4%	2,525	7.7%
\$25,000 - \$34,999	2,754	8.5%	2,300	7.0%
\$35,000 - \$49,999	4,148	12.7%	3,425	10.4%
\$50,000 - \$74,999	6,337	19.5%	5,966	18.1%
\$75,000 - \$99,999	4,104	12.6%	5,411	16.4%
\$100,000 - \$149,999	4,808	14.8%	5,399	16.4%
\$150,000 - \$199,999	2,053	6.3%	2,551	7.8%
\$200,000+	1,232	3.8%	1,357	4.1%
Median Household Income	\$56,700		\$65,684	
Average Household Income	\$73,931		\$82,936	
Per Capita Income	\$29,965		\$33,800	

Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,086	5.0%	4,089	5.0%	4,088	5.0%
5 - 9	4,653	5.7%	4,644	5.7%	4,628	5.6%
10 - 14	4,841	6.0%	4,785	5.9%	4,819	5.9%
15 - 19	5,150	6.3%	4,933	6.0%	4,701	5.7%
20 - 24	4,406	5.4%	4,506	5.5%	4,130	5.0%
25 - 34	8,698	10.7%	8,870	10.9%	8,904	10.9%
35 - 44	11,096	13.7%	10,862	13.3%	10,553	12.9%
45 - 54	13,340	16.4%	13,001	15.9%	12,004	14.6%
55 - 64	10,971	13.5%	11,496	14.1%	11,976	14.6%
65 - 74	6,663	8.2%	7,146	8.7%	8,540	10.4%
75 - 84	4,726	5.8%	4,719	5.8%	4,894	6.0%
85+	2,496	3.1%	2,619	3.2%	2,729	3.3%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	76,850	94.7%	77,105	94.4%	76,672	93.5%
Black Alone	1,184	1.5%	1,243	1.5%	1,418	1.7%
American Indian Alone	131	0.2%	134	0.2%	152	0.2%
Asian Alone	950	1.2%	1,022	1.3%	1,196	1.5%
Pacific Islander Alone	9	0.0%	9	0.0%	9	0.0%
Some Other Race Alone	752	0.9%	815	1.0%	965	1.2%
Two or More Races	1,249	1.5%	1,343	1.6%	1,553	1.9%
Hispanic Origin (Any Race)	2,268	2.8%	2,566	3.1%	3,320	4.1%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

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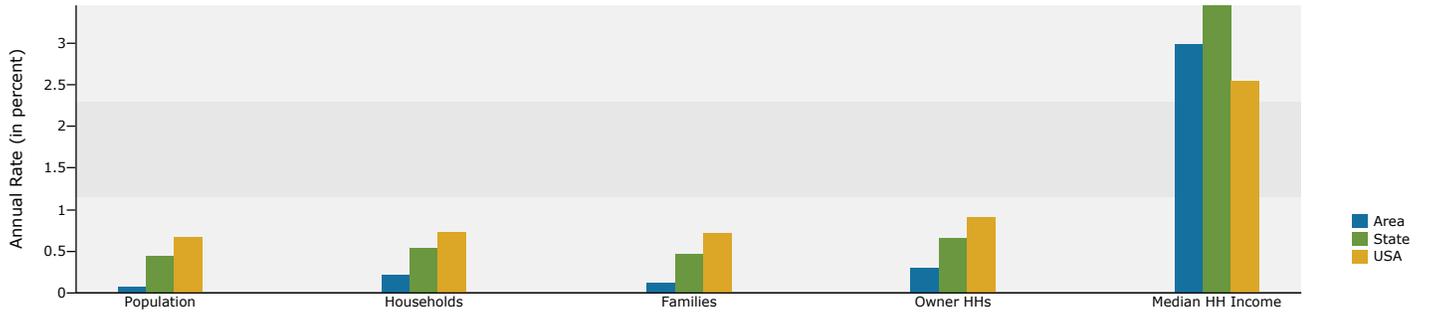


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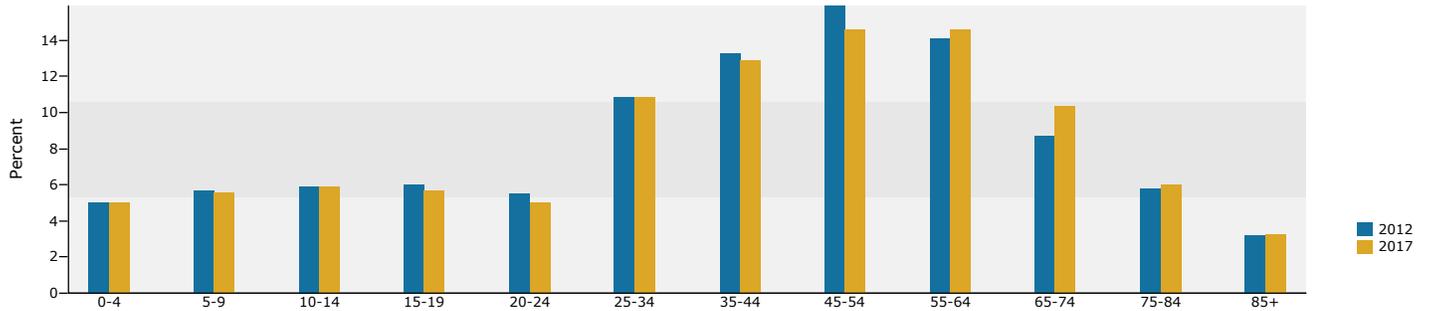
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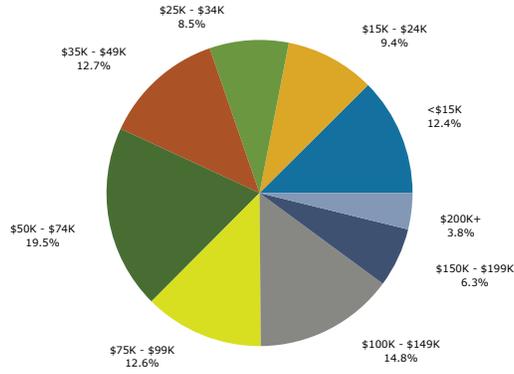
Trends 2012-2017



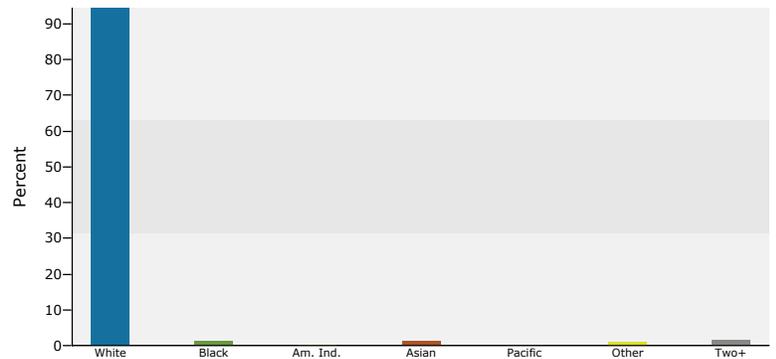
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 3.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.



# Demographic and Income Profile

Swansea Mall  
 262 Swansea Mall Dr, Swansea, MA, 02777  
 Ring: 10 mile radius

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Summary	Census 2010	2012	2017
Population	325,802	326,773	326,353
Households	131,303	131,383	131,988
Families	85,138	85,003	84,827
Average Household Size	2.42	2.42	2.41
Owner Occupied Housing Units	81,917	80,584	81,465
Renter Occupied Housing Units	49,386	50,799	50,523
Median Age	41.4	41.8	42.4
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	-0.03%	0.45%	0.68%
Households	0.09%	0.54%	0.74%
Families	-0.04%	0.47%	0.72%
Owner HHs	0.22%	0.66%	0.91%
Median Household Income	2.76%	3.45%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	18,667	14.2%	18,183	13.8%
\$15,000 - \$24,999	13,783	10.5%	11,168	8.5%
\$25,000 - \$34,999	11,929	9.1%	9,958	7.5%
\$35,000 - \$49,999	18,594	14.2%	15,343	11.6%
\$50,000 - \$74,999	25,008	19.0%	24,068	18.2%
\$75,000 - \$99,999	16,116	12.3%	21,317	16.2%
\$100,000 - \$149,999	17,181	13.1%	19,771	15.0%
\$150,000 - \$199,999	6,219	4.7%	7,868	6.0%
\$200,000+	3,885	3.0%	4,311	3.3%
Median Household Income	\$51,839		\$59,412	
Average Household Income	\$67,195		\$75,632	
Per Capita Income	\$27,650		\$31,244	

Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	17,179	5.3%	17,124	5.2%	17,017	5.2%
5 - 9	18,303	5.6%	18,197	5.6%	18,037	5.5%
10 - 14	19,423	6.0%	19,117	5.9%	19,172	5.9%
15 - 19	22,467	6.9%	21,528	6.6%	20,535	6.3%
20 - 24	21,243	6.5%	21,592	6.6%	19,899	6.1%
25 - 34	37,384	11.5%	38,015	11.6%	38,053	11.7%
35 - 44	43,557	13.4%	42,464	13.0%	41,151	12.6%
45 - 54	51,753	15.9%	50,247	15.4%	46,210	14.2%
55 - 64	42,406	13.0%	44,336	13.6%	46,045	14.1%
65 - 74	25,241	7.7%	26,960	8.3%	32,067	9.8%
75 - 84	17,695	5.4%	17,616	5.4%	18,209	5.6%
85+	9,151	2.8%	9,577	2.9%	9,958	3.1%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	293,690	90.1%	293,154	89.7%	288,570	88.4%
Black Alone	9,848	3.0%	10,077	3.1%	10,971	3.4%
American Indian Alone	912	0.3%	915	0.3%	981	0.3%
Asian Alone	5,719	1.8%	6,015	1.8%	6,861	2.1%
Pacific Islander Alone	71	0.0%	73	0.0%	97	0.0%
Some Other Race Alone	7,802	2.4%	8,271	2.5%	9,417	2.9%
Two or More Races	7,760	2.4%	8,268	2.5%	9,456	2.9%
Hispanic Origin (Any Race)	15,818	4.9%	17,351	5.3%	21,564	6.6%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

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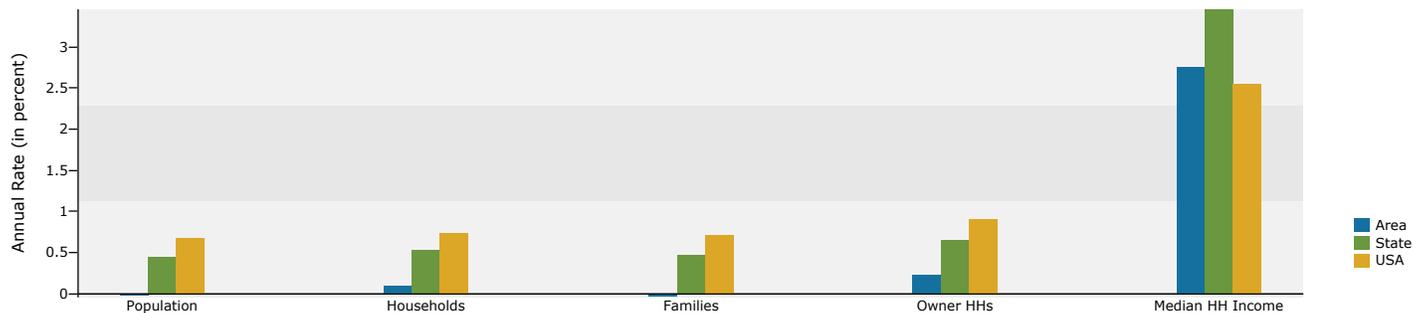


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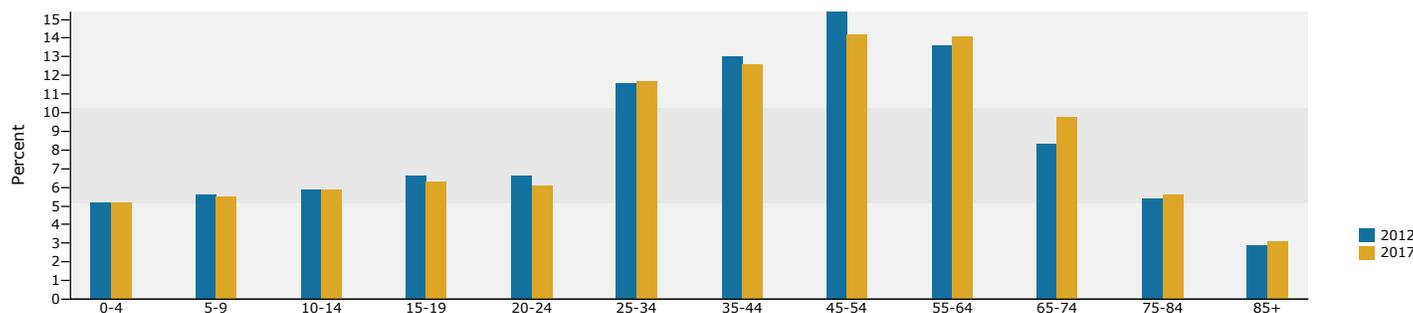
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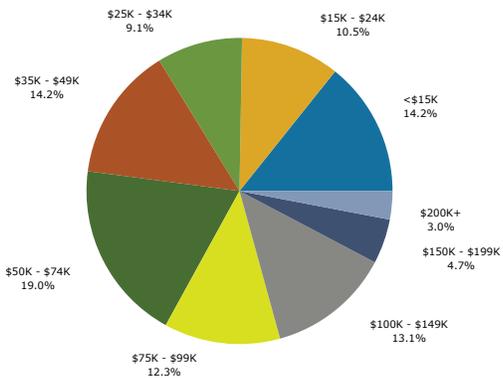
Trends 2012-2017



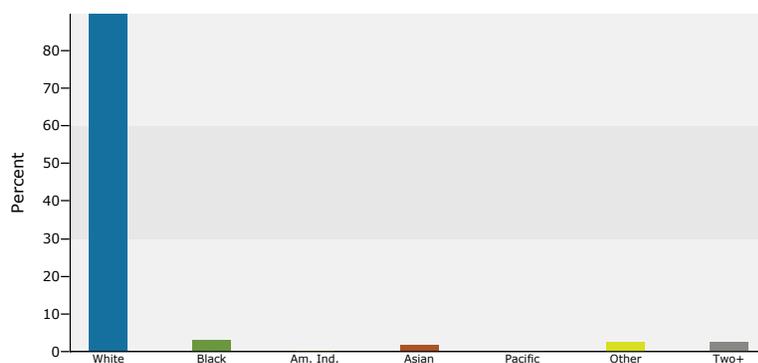
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 5.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

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