



# Market Profile

387 Church St, New Bedford, Massachusetts, 02745  
 Walk Time Bands: 0-5, 5-10, 10-15 minute radii

Prepared by Esri  
 Latitude: 41.67584  
 Longitude: -70.93788

	0 - 5 minute	5 - 10 minute	10 - 15 minute
<b>Population Summary</b>			
2000 Total Population	538	1,478	3,871
2010 Total Population	540	1,438	3,855
2020 Total Population	559	1,508	3,993
2020 Group Quarters	0	1	4
2025 Total Population	566	1,535	4,046
2020-2025 Annual Rate	0.25%	0.36%	0.26%
2020 Total Daytime Population	467	1,104	3,308
Workers	154	302	984
Residents	313	802	2,324
<b>Household Summary</b>			
2000 Households	241	629	1,618
2000 Average Household Size	2.23	2.35	2.39
2010 Households	239	616	1,598
2010 Average Household Size	2.26	2.33	2.41
2020 Households	248	647	1,653
2020 Average Household Size	2.25	2.33	2.41
2025 Households	252	659	1,675
2025 Average Household Size	2.25	2.33	2.41
2020-2025 Annual Rate	0.32%	0.37%	0.26%
2010 Families	156	397	1,008
2010 Average Family Size	2.77	2.87	2.97
2020 Families	160	412	1,031
2020 Average Family Size	2.77	2.87	2.98
2025 Families	163	418	1,042
2025 Average Family Size	2.75	2.87	2.98
2020-2025 Annual Rate	0.37%	0.29%	0.21%
<b>Housing Unit Summary</b>			
2000 Housing Units	252	661	1,716
Owner Occupied Housing Units	65.1%	55.2%	46.2%
Renter Occupied Housing Units	30.2%	39.9%	48.1%
Vacant Housing Units	4.8%	4.8%	5.7%
2010 Housing Units	252	665	1,728
Owner Occupied Housing Units	63.1%	52.0%	43.7%
Renter Occupied Housing Units	31.7%	40.6%	48.8%
Vacant Housing Units	5.2%	7.4%	7.5%
2020 Housing Units	258	690	1,774
Owner Occupied Housing Units	61.2%	50.0%	41.8%
Renter Occupied Housing Units	34.9%	43.6%	51.3%
Vacant Housing Units	3.9%	6.2%	6.8%
2025 Housing Units	262	701	1,798
Owner Occupied Housing Units	62.2%	51.1%	42.8%
Renter Occupied Housing Units	34.0%	42.9%	50.4%
Vacant Housing Units	3.8%	6.0%	6.8%
<b>Median Household Income</b>			
2020	\$54,771	\$55,445	\$52,014
2025	\$55,799	\$56,414	\$53,059
<b>Median Home Value</b>			
2020	\$225,926	\$220,085	\$219,432
2025	\$240,686	\$234,565	\$235,798
<b>Per Capita Income</b>			
2020	\$27,393	\$28,838	\$27,154
2025	\$29,123	\$30,446	\$28,767
<b>Median Age</b>			
2010	42.7	40.6	37.6
2020	45.6	42.3	39.2
2025	47.0	42.9	39.8

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

October 05, 2020



# Market Profile

387 Church St, New Bedford, Massachusetts, 02745  
 Walk Time Bands: 0-5, 5-10, 10-15 minute radii

Prepared by Esri  
 Latitude: 41.67584  
 Longitude: -70.93788

	0 - 5 minute	5 - 10 minute	10 - 15 minute
<b>2020 Households by Income</b>			
Household Income Base	248	647	1,653
< \$15,000	10.1%	10.4%	12.9%
\$15,000 - \$24,999	10.1%	11.0%	10.8%
\$25,000 - \$34,999	9.7%	8.2%	9.9%
\$35,000 - \$49,999	11.3%	11.9%	13.3%
\$50,000 - \$74,999	29.8%	26.9%	24.4%
\$75,000 - \$99,999	9.7%	11.1%	10.9%
\$100,000 - \$149,999	14.1%	12.7%	9.6%
\$150,000 - \$199,999	4.0%	6.6%	6.8%
\$200,000+	0.8%	1.1%	1.5%
Average Household Income	\$63,905	\$67,354	\$64,530
<b>2025 Households by Income</b>			
Household Income Base	252	659	1,675
< \$15,000	9.5%	10.0%	12.4%
\$15,000 - \$24,999	9.5%	10.5%	10.3%
\$25,000 - \$34,999	9.5%	7.9%	9.6%
\$35,000 - \$49,999	11.1%	11.7%	13.1%
\$50,000 - \$74,999	30.2%	27.2%	24.8%
\$75,000 - \$99,999	9.9%	11.2%	11.1%
\$100,000 - \$149,999	15.1%	13.4%	10.1%
\$150,000 - \$199,999	4.4%	7.0%	7.2%
\$200,000+	0.8%	1.1%	1.4%
Average Household Income	\$67,698	\$71,061	\$68,336
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	158	345	742
< \$50,000	3.8%	2.0%	1.9%
\$50,000 - \$99,999	0.6%	0.3%	2.3%
\$100,000 - \$149,999	5.1%	5.2%	8.5%
\$150,000 - \$199,999	23.4%	29.0%	25.7%
\$200,000 - \$249,999	34.2%	33.9%	29.6%
\$250,000 - \$299,999	23.4%	17.4%	17.9%
\$300,000 - \$399,999	9.5%	10.1%	8.4%
\$400,000 - \$499,999	0.0%	1.7%	3.1%
\$500,000 - \$749,999	0.0%	0.0%	0.0%
\$750,000 - \$999,999	1.3%	0.6%	0.3%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	2.2%
Average Home Value	\$231,406	\$229,841	\$268,286
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	163	358	769
< \$50,000	3.7%	2.0%	2.0%
\$50,000 - \$99,999	0.6%	0.3%	2.2%
\$100,000 - \$149,999	3.1%	3.9%	6.9%
\$150,000 - \$199,999	16.6%	21.5%	19.1%
\$200,000 - \$249,999	31.3%	32.1%	27.7%
\$250,000 - \$299,999	26.4%	19.8%	20.0%
\$300,000 - \$399,999	14.1%	15.4%	12.4%
\$400,000 - \$499,999	0.0%	3.4%	6.0%
\$500,000 - \$749,999	0.0%	0.0%	0.0%
\$750,000 - \$999,999	3.1%	1.4%	0.9%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	2.9%
Average Home Value	\$256,522	\$251,821	\$304,096

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

October 05, 2020



# Market Profile

387 Church St, New Bedford, Massachusetts, 02745  
 Walk Time Bands: 0-5, 5-10, 10-15 minute radii

Prepared by Esri  
 Latitude: 41.67584  
 Longitude: -70.93788

	0 - 5 minute	5 - 10 minute	10 - 15 minute
<b>2010 Population by Age</b>			
Total	541	1,441	3,856
0 - 4	5.9%	5.8%	7.1%
5 - 9	5.9%	5.7%	5.6%
10 - 14	6.5%	6.5%	6.1%
15 - 24	9.4%	11.2%	12.7%
25 - 34	12.0%	13.6%	15.0%
35 - 44	12.9%	13.0%	13.6%
45 - 54	14.2%	14.6%	14.3%
55 - 64	11.3%	11.2%	10.8%
65 - 74	8.7%	7.6%	6.7%
75 - 84	8.3%	7.2%	5.2%
85 +	4.6%	3.4%	2.9%
18 +	78.0%	78.2%	77.5%
<b>2020 Population by Age</b>			
Total	560	1,506	3,995
0 - 4	5.4%	5.2%	6.3%
5 - 9	5.2%	5.3%	6.2%
10 - 14	5.9%	6.0%	6.4%
15 - 24	8.4%	10.2%	10.8%
25 - 34	12.5%	13.6%	14.5%
35 - 44	12.0%	12.7%	13.5%
45 - 54	12.0%	12.5%	12.5%
55 - 64	12.1%	13.0%	12.7%
65 - 74	12.0%	10.4%	9.2%
75 - 84	9.1%	7.1%	5.3%
85 +	5.5%	4.1%	2.8%
18 +	80.4%	80.4%	78.0%
<b>2025 Population by Age</b>			
Total	565	1,536	4,045
0 - 4	5.3%	5.4%	6.3%
5 - 9	5.0%	5.1%	5.9%
10 - 14	5.7%	5.5%	6.2%
15 - 24	7.8%	9.8%	10.8%
25 - 34	11.9%	13.3%	14.0%
35 - 44	12.2%	13.5%	13.6%
45 - 54	11.0%	11.7%	12.3%
55 - 64	11.3%	12.6%	12.0%
65 - 74	12.9%	11.2%	10.1%
75 - 84	11.3%	8.0%	6.1%
85 +	5.7%	3.8%	2.7%
18 +	81.2%	80.7%	78.0%
<b>2010 Population by Sex</b>			
Males	249	681	1,840
Females	291	757	2,015
<b>2020 Population by Sex</b>			
Males	259	712	1,908
Females	300	797	2,085
<b>2025 Population by Sex</b>			
Males	262	724	1,936
Females	304	811	2,110

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



# Market Profile

387 Church St, New Bedford, Massachusetts, 02745  
 Walk Time Bands: 0-5, 5-10, 10-15 minute radii

Prepared by Esri  
 Latitude: 41.67584  
 Longitude: -70.93788

	0 - 5 minute	5 - 10 minute	10 - 15 minute
<b>2010 Population by Race/Ethnicity</b>			
Total	541	1,437	3,855
White Alone	89.1%	88.8%	87.2%
Black Alone	3.5%	2.5%	2.8%
American Indian Alone	0.4%	0.6%	0.5%
Asian Alone	0.6%	0.8%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	3.7%	4.6%	5.0%
Two or More Races	2.8%	2.8%	3.5%
Hispanic Origin	8.1%	7.9%	8.6%
Diversity Index	32.1	32.7	35.9
<b>2020 Population by Race/Ethnicity</b>			
Total	560	1,508	3,993
White Alone	83.8%	83.2%	81.1%
Black Alone	5.5%	3.9%	4.5%
American Indian Alone	0.4%	0.7%	0.5%
Asian Alone	0.7%	1.0%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	5.7%	7.2%	7.7%
Two or More Races	3.9%	4.0%	4.9%
Hispanic Origin	13.6%	13.3%	14.4%
Diversity Index	45.9	46.6	50.3
<b>2025 Population by Race/Ethnicity</b>			
Total	567	1,534	4,046
White Alone	80.6%	79.9%	77.5%
Black Alone	6.7%	4.8%	5.5%
American Indian Alone	0.4%	0.8%	0.6%
Asian Alone	0.7%	1.2%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.1%	8.8%	9.3%
Two or More Races	4.6%	4.6%	5.6%
Hispanic Origin	17.3%	16.8%	18.2%
Diversity Index	53.1	53.9	57.6
<b>2010 Population by Relationship and Household Type</b>			
Total	540	1,438	3,855
In Households	100.0%	99.9%	99.9%
In Family Households	82.0%	81.4%	80.7%
Householder	28.0%	27.5%	26.6%
Spouse	19.4%	18.1%	16.2%
Child	29.3%	30.0%	31.0%
Other relative	3.7%	3.6%	3.8%
Nonrelative	2.0%	2.3%	3.0%
In Nonfamily Households	18.0%	18.4%	19.2%
In Group Quarters	0.0%	0.1%	0.1%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	0.0%	0.1%	0.1%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

October 05, 2020



# Market Profile

387 Church St, New Bedford, Massachusetts, 02745  
 Walk Time Bands: 0-5, 5-10, 10-15 minute radii

Prepared by Esri  
 Latitude: 41.67584  
 Longitude: -70.93788

	0 - 5 minute	5 - 10 minute	10 - 15 minute
<b>2020 Population 25+ by Educational Attainment</b>			
Total	421	1,108	2,810
Less than 9th Grade	9.3%	9.8%	13.7%
9th - 12th Grade, No Diploma	9.7%	6.2%	7.7%
High School Graduate	28.5%	26.4%	30.5%
GED/Alternative Credential	3.3%	5.2%	4.0%
Some College, No Degree	14.0%	22.1%	19.2%
Associate Degree	10.2%	9.6%	8.3%
Bachelor's Degree	17.1%	13.5%	10.9%
Graduate/Professional Degree	7.8%	7.1%	5.7%
<b>2020 Population 15+ by Marital Status</b>			
Total	467	1,260	3,240
Never Married	34.9%	36.6%	38.0%
Married	48.0%	45.6%	42.0%
Widowed	7.3%	6.3%	4.8%
Divorced	9.9%	11.5%	15.3%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	277	833	2,039
Population 16+ Employed	87.4%	85.0%	82.9%
Population 16+ Unemployment rate	12.3%	15.0%	17.1%
Population 16-24 Employed	8.7%	12.1%	13.2%
Population 16-24 Unemployment rate	30.0%	25.2%	26.6%
Population 25-54 Employed	65.3%	64.4%	66.9%
Population 25-54 Unemployment rate	10.2%	14.1%	16.1%
Population 55-64 Employed	17.4%	15.5%	13.8%
Population 55-64 Unemployment rate	10.6%	10.6%	12.4%
Population 65+ Employed	9.1%	7.9%	6.1%
Population 65+ Unemployment rate	12.0%	12.5%	12.7%
<b>2020 Employed Population 16+ by Industry</b>			
Total	242	708	1,691
Agriculture/Mining	1.2%	5.5%	2.5%
Construction	14.5%	10.5%	10.1%
Manufacturing	10.3%	11.4%	13.4%
Wholesale Trade	0.4%	0.6%	2.2%
Retail Trade	7.0%	9.7%	10.4%
Transportation/Utilities	4.1%	2.1%	3.1%
Information	1.7%	1.1%	1.2%
Finance/Insurance/Real Estate	5.0%	4.2%	4.6%
Services	47.1%	46.2%	47.0%
Public Administration	9.1%	8.8%	5.8%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	242	710	1,691
White Collar	58.3%	50.4%	48.8%
Management/Business/Financial	6.6%	5.4%	9.2%
Professional	34.3%	24.6%	19.3%
Sales	5.8%	7.1%	8.6%
Administrative Support	11.6%	13.4%	11.7%
Services	9.9%	22.9%	23.7%
Blue Collar	31.8%	27.0%	27.5%
Farming/Forestry/Fishing	1.7%	0.7%	0.6%
Construction/Extraction	9.5%	8.2%	8.8%
Installation/Maintenance/Repair	4.1%	3.7%	3.5%
Production	7.4%	9.0%	8.8%
Transportation/Material Moving	9.1%	5.4%	5.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

October 05, 2020



# Market Profile

387 Church St, New Bedford, Massachusetts, 02745  
 Walk Time Bands: 0-5, 5-10, 10-15 minute radii

Prepared by Esri  
 Latitude: 41.67584  
 Longitude: -70.93788

	0 - 5 minute	5 - 10 minute	10 - 15 minute
<b>2010 Households by Type</b>			
Total	239	616	1,598
Households with 1 Person	28.5%	29.1%	29.5%
Households with 2+ People	71.5%	70.9%	70.5%
Family Households	65.3%	64.4%	63.1%
Husband-wife Families	45.2%	42.4%	38.5%
With Related Children	16.3%	15.6%	15.3%
Other Family (No Spouse Present)	20.1%	22.1%	24.5%
Other Family with Male Householder	4.2%	4.7%	6.2%
With Related Children	2.1%	1.9%	3.1%
Other Family with Female Householder	15.9%	17.4%	18.4%
With Related Children	10.9%	11.4%	12.4%
Nonfamily Households	6.3%	6.5%	7.4%
All Households with Children	29.7%	29.5%	31.2%
Multigenerational Households	3.8%	2.9%	3.2%
Unmarried Partner Households	7.1%	8.8%	9.9%
Male-female	6.3%	8.1%	9.3%
Same-sex	0.8%	0.6%	0.7%
<b>2010 Households by Size</b>			
Total	238	616	1,597
1 Person Household	28.6%	29.1%	29.5%
2 Person Household	34.5%	34.3%	32.7%
3 Person Household	20.2%	18.8%	19.0%
4 Person Household	10.9%	11.5%	12.6%
5 Person Household	4.6%	4.9%	4.6%
6 Person Household	1.3%	1.1%	1.1%
7 + Person Household	0.0%	0.3%	0.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	239	616	1,598
Owner Occupied	66.5%	56.2%	47.2%
Owned with a Mortgage/Loan	40.6%	35.9%	31.0%
Owned Free and Clear	25.9%	20.3%	16.3%
Renter Occupied	33.5%	43.8%	52.8%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	123	127	118
Percent of Income for Mortgage	17.2%	16.6%	17.6%
Wealth Index	57	54	51
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	252	665	1,728
Housing Units Inside Urbanized Area	100.0%	96.8%	97.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	3.2%	3.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	540	1,438	3,855
Population Inside Urbanized Area	100.0%	98.2%	98.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.8%	1.6%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

October 05, 2020



# Market Profile

387 Church St, New Bedford, Massachusetts, 02745  
 Walk Time Bands: 0-5, 5-10, 10-15 minute radii

Prepared by Esri  
 Latitude: 41.67584  
 Longitude: -70.93788

	0 - 5 minute	5 - 10 minute	10 - 15 minute
<b>Top 3 Tapestry Segments</b>			
1.	Front Porches (8E)	Front Porches (8E)	Front Porches (8E)
2.		Parks and Rec (5C)	Parks and Rec (5C)
3.			International Marketplace (13A)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$383,448	\$1,030,139	\$2,539,522
Average Spent	\$1,546.16	\$1,592.18	\$1,536.31
Spending Potential Index	72	74	72
Education: Total \$	\$334,134	\$942,475	\$2,272,416
Average Spent	\$1,347.31	\$1,456.68	\$1,374.72
Spending Potential Index	75	81	77
Entertainment/Recreation: Total \$	\$561,813	\$1,550,939	\$3,773,622
Average Spent	\$2,265.38	\$2,397.12	\$2,282.89
Spending Potential Index	70	74	70
Food at Home: Total \$	\$964,356	\$2,588,737	\$6,383,113
Average Spent	\$3,888.53	\$4,001.14	\$3,861.53
Spending Potential Index	73	75	72
Food Away from Home: Total \$	\$672,724	\$1,787,616	\$4,429,120
Average Spent	\$2,712.60	\$2,762.93	\$2,679.44
Spending Potential Index	72	73	71
Health Care: Total \$	\$962,892	\$2,684,635	\$6,499,590
Average Spent	\$3,882.63	\$4,149.36	\$3,932.00
Spending Potential Index	68	72	68
HH Furnishings & Equipment: Total \$	\$376,287	\$1,040,209	\$2,528,864
Average Spent	\$1,517.29	\$1,607.74	\$1,529.86
Spending Potential Index	69	74	70
Personal Care Products & Services: Total \$	\$159,143	\$432,050	\$1,059,503
Average Spent	\$641.71	\$667.77	\$640.96
Spending Potential Index	70	73	70
Shelter: Total \$	\$3,658,642	\$9,846,692	\$24,258,130
Average Spent	\$14,752.59	\$15,219.00	\$14,675.21
Spending Potential Index	76	79	76
Support Payments/Cash Contributions/Gifts in Kind: Total	\$379,469	\$1,044,230	\$2,541,928
Average Spent	\$1,530.12	\$1,613.96	\$1,537.77
Spending Potential Index	65	69	66
Travel: Total \$	\$422,497	\$1,181,250	\$2,858,013
Average Spent	\$1,703.62	\$1,825.73	\$1,728.99
Spending Potential Index	71	76	72
Vehicle Maintenance & Repairs: Total \$	\$202,218	\$550,272	\$1,346,849
Average Spent	\$815.40	\$850.50	\$814.79
Spending Potential Index	70	73	70

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

October 05, 2020