

Community Profile

Campus Plaza
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 41.99512
Longitude: -70.97174

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	9,249	29,171	59,622
2020 Total Population	9,973	31,612	64,197
2020 Group Quarters	2,934	3,089	4,928
2024 Total Population	9,764	31,620	64,930
2024 Group Quarters	2,686	2,824	4,512
2029 Total Population	9,767	31,856	65,601
2024-2029 Annual Rate	0.01%	0.15%	0.21%
2024 Total Daytime Population	8,586	26,701	53,280
Workers	4,240	12,295	23,497
Residents	4,346	14,406	29,783
Household Summary			
2010 Households	2,873	9,832	20,184
2010 Average Household Size	2.29	2.68	2.70
2020 Total Households	3,014	10,709	22,144
2020 Average Household Size	2.34	2.66	2.68
2024 Households	3,060	10,927	22,773
2024 Average Household Size	2.31	2.64	2.65
2029 Households	3,112	11,192	23,420
2029 Average Household Size	2.28	2.59	2.61
2024-2029 Annual Rate	0.34%	0.48%	0.56%
2010 Families	1,544	6,872	14,535
2010 Average Family Size	2.99	3.18	3.17
2024 Families	1,686	7,535	15,953
2024 Average Family Size	2.91	3.13	3.16
2029 Families	1,704	7,699	16,356
2029 Average Family Size	2.87	3.08	3.11
2024-2029 Annual Rate	0.21%	0.43%	0.50%
Housing Unit Summary			
2000 Housing Units	2,969	9,469	18,793
Owner Occupied Housing Units	45.3%	71.9%	75.4%
Renter Occupied Housing Units	52.2%	26.1%	22.5%
Vacant Housing Units	2.5%	2.0%	2.1%
2010 Housing Units	3,066	10,245	21,029
Owner Occupied Housing Units	46.1%	71.9%	75.2%
Renter Occupied Housing Units	47.7%	24.1%	20.8%
Vacant Housing Units	6.3%	4.0%	4.0%
2020 Housing Units	3,162	11,059	22,881
Owner Occupied Housing Units	46.5%	72.7%	75.4%
Renter Occupied Housing Units	48.9%	24.1%	21.4%
Vacant Housing Units	4.8%	3.2%	3.1%
2024 Housing Units	3,201	11,259	23,466
Owner Occupied Housing Units	48.2%	74.0%	76.4%
Renter Occupied Housing Units	47.4%	23.1%	20.6%
Vacant Housing Units	4.4%	2.9%	3.0%
2029 Housing Units	3,247	11,504	24,077
Owner Occupied Housing Units	50.8%	75.8%	78.0%
Renter Occupied Housing Units	45.0%	21.5%	19.3%
Vacant Housing Units	4.2%	2.7%	2.7%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2024 Households by Income			
Household Income Base	3,060	10,927	22,773
<\$15,000	3.1%	4.0%	5.4%
\$15,000 - \$24,999	4.9%	3.6%	3.8%
\$25,000 - \$34,999	5.1%	4.2%	4.0%
\$35,000 - \$49,999	12.2%	8.6%	8.6%
\$50,000 - \$74,999	10.8%	10.7%	10.9%
\$75,000 - \$99,999	15.2%	12.2%	11.5%
\$100,000 - \$149,999	24.3%	23.8%	21.3%
\$150,000 - \$199,999	9.4%	13.1%	13.7%
\$200,000+	14.8%	19.9%	20.7%
Average Household Income	\$123,246	\$141,903	\$143,435
2029 Households by Income			
Household Income Base	3,112	11,192	23,420
<\$15,000	2.7%	3.5%	4.9%
\$15,000 - \$24,999	4.0%	2.7%	3.0%
\$25,000 - \$34,999	4.1%	3.4%	3.2%
\$35,000 - \$49,999	10.4%	7.2%	7.3%
\$50,000 - \$74,999	9.8%	9.4%	9.6%
\$75,000 - \$99,999	14.7%	11.4%	10.8%
\$100,000 - \$149,999	25.1%	23.3%	20.8%
\$150,000 - \$199,999	10.7%	14.5%	15.2%
\$200,000+	18.5%	24.5%	25.4%
Average Household Income	\$141,580	\$162,853	\$164,772
2024 Owner Occupied Housing Units by Value			
Total	1,538	8,325	17,926
<\$50,000	4.4%	2.2%	1.9%
\$50,000 - \$99,999	0.1%	0.2%	0.3%
\$100,000 - \$149,999	0.4%	0.2%	0.2%
\$150,000 - \$199,999	0.5%	0.6%	0.5%
\$200,000 - \$249,999	0.8%	1.2%	1.4%
\$250,000 - \$299,999	1.0%	0.9%	1.5%
\$300,000 - \$399,999	8.3%	9.1%	9.1%
\$400,000 - \$499,999	17.6%	21.8%	23.9%
\$500,000 - \$749,999	57.5%	50.3%	45.7%
\$750,000 - \$999,999	7.4%	10.2%	11.0%
\$1,000,000 - \$1,499,999	1.3%	2.5%	2.8%
\$1,500,000 - \$1,999,999	0.3%	0.3%	0.3%
\$2,000,000 +	0.6%	0.7%	1.3%
Average Home Value	\$572,776	\$590,879	\$599,550
2029 Owner Occupied Housing Units by Value			
Total	1,647	8,717	18,773
<\$50,000	3.2%	1.6%	1.4%
\$50,000 - \$99,999	0.0%	0.1%	0.1%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.1%	0.0%	0.1%
\$200,000 - \$249,999	0.2%	0.3%	0.3%
\$250,000 - \$299,999	0.2%	0.2%	0.4%
\$300,000 - \$399,999	3.3%	3.8%	3.9%
\$400,000 - \$499,999	11.7%	15.1%	17.0%
\$500,000 - \$749,999	65.3%	57.5%	51.8%
\$750,000 - \$999,999	12.4%	15.6%	17.3%
\$1,000,000 - \$1,499,999	2.2%	4.4%	4.9%
\$1,500,000 - \$1,999,999	0.4%	0.5%	0.7%
\$2,000,000 +	0.9%	1.0%	2.1%
Average Home Value	\$638,267	\$664,783	\$688,966

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.

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Median Household Income			
2024	\$96,969	\$109,913	\$109,657
2029	\$105,585	\$120,941	\$122,181
Median Home Value			
2024	\$574,011	\$569,096	\$560,678
2029	\$619,772	\$625,873	\$629,400
Per Capita Income			
2024	\$39,721	\$49,535	\$50,413
2029	\$46,110	\$57,746	\$58,858
Median Age			
2010	24.4	36.3	39.5
2020	24.7	37.3	40.8
2024	27.0	38.1	41.1
2029	29.0	39.4	42.0
2020 Population by Age			
Total	9,973	31,612	64,197
0 - 4	3.9%	4.8%	4.8%
5 - 9	3.8%	5.2%	5.3%
10 - 14	3.8%	5.3%	5.6%
15 - 24	39.7%	21.0%	16.2%
25 - 34	12.1%	11.2%	11.2%
35 - 44	8.8%	10.9%	11.8%
45 - 54	9.3%	12.5%	13.5%
55 - 64	9.0%	13.0%	13.7%
65 - 74	5.8%	9.5%	10.6%
75 - 84	2.7%	4.9%	5.4%
85 +	1.1%	1.8%	1.9%
18 +	86.3%	81.3%	80.6%
2024 Population by Age			
Total	9,764	31,620	64,931
0 - 4	4.0%	4.7%	4.7%
5 - 9	4.0%	5.5%	5.5%
10 - 14	3.7%	5.3%	5.5%
15 - 24	35.4%	18.4%	14.5%
25 - 34	14.2%	12.0%	11.8%
35 - 44	10.4%	12.5%	12.9%
45 - 54	8.7%	11.5%	12.4%
55 - 64	8.8%	12.5%	13.4%
65 - 74	6.6%	10.0%	10.8%
75 - 84	3.2%	5.8%	6.6%
85 +	1.1%	1.9%	2.0%
18 +	86.3%	81.4%	81.1%
2029 Population by Age			
Total	9,768	31,855	65,602
0 - 4	3.9%	4.7%	4.6%
5 - 9	3.8%	4.9%	4.9%
10 - 14	4.0%	5.6%	5.7%
15 - 24	34.6%	17.3%	13.5%
25 - 34	12.1%	11.9%	12.1%
35 - 44	12.2%	12.9%	13.1%
45 - 54	8.4%	11.2%	12.0%
55 - 64	8.4%	11.5%	12.5%
65 - 74	7.2%	10.8%	11.3%
75 - 84	4.1%	7.0%	7.7%
85 +	1.3%	2.2%	2.5%
18 +	86.2%	81.8%	81.6%

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2020 Population by Sex			
Males	4,599	15,158	31,820
Females	5,374	16,454	32,377
2024 Population by Sex			
Males	4,575	15,430	32,621
Females	5,189	16,190	32,309
2029 Population by Sex			
Males	4,546	15,424	32,718
Females	5,221	16,432	32,883
2010 Population by Race/Ethnicity			
Total	9,250	29,172	59,621
White Alone	90.0%	93.3%	88.5%
Black Alone	4.3%	2.7%	6.2%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	1.7%	1.2%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	0.9%	2.0%
Two or More Races	2.4%	1.8%	2.0%
Hispanic Origin	3.4%	2.0%	3.3%
Diversity Index	24.1	16.3	26.2
2020 Population by Race/Ethnicity			
Total	9,973	31,612	64,197
White Alone	78.3%	85.0%	79.7%
Black Alone	10.3%	5.6%	8.5%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	2.5%	1.6%	1.4%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.3%	1.7%	2.8%
Two or More Races	6.5%	6.0%	7.3%
Hispanic Origin	5.3%	3.6%	4.7%
Diversity Index	43.5	32.1	40.9
2024 Population by Race/Ethnicity			
Total	9,765	31,620	64,930
White Alone	76.0%	83.3%	78.0%
Black Alone	11.4%	6.2%	9.3%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	2.8%	1.8%	1.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.5%	1.9%	3.0%
Two or More Races	7.2%	6.5%	7.8%
Hispanic Origin	6.1%	4.1%	5.2%
Diversity Index	47.1	35.2	43.7
2029 Population by Race/Ethnicity			
Total	9,767	31,856	65,600
White Alone	74.0%	81.8%	76.5%
Black Alone	12.2%	6.7%	9.7%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	3.1%	2.1%	1.8%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.7%	2.1%	3.1%
Two or More Races	7.9%	7.2%	8.5%
Hispanic Origin	6.6%	4.5%	5.6%
Diversity Index	50.0	37.9	46.1

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.

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2020 Population by Relationship and Household Type			
Total	9,973	31,612	64,197
In Households	70.6%	90.2%	92.3%
Householder	29.6%	33.8%	34.2%
Opposite-Sex Spouse	10.4%	17.8%	18.2%
Same-Sex Spouse	0.2%	0.1%	0.2%
Opposite-Sex Unmarried Partner	2.5%	2.4%	2.2%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	18.6%	26.1%	26.9%
Adopted Child	0.4%	0.6%	0.6%
Stepchild	0.6%	0.7%	0.8%
Grandchild	1.3%	1.9%	2.2%
Brother or Sister	0.7%	0.8%	1.0%
Parent	0.9%	1.2%	1.4%
Parent-in-law	0.2%	0.4%	0.5%
Son-in-law or Daughter-in-law	0.1%	0.3%	0.5%
Other Relatives	0.7%	0.9%	1.1%
Foster Child	0.0%	0.1%	0.1%
Other Nonrelatives	4.3%	3.0%	2.6%
In Group Quarters	29.4%	9.8%	7.7%
Institutionalized	0.3%	0.4%	2.7%
Noninstitutionalized	29.1%	9.4%	5.0%
2024 Population 25+ by Educational Attainment			
Total	5,178	20,899	45,339
Less than 9th Grade	0.9%	0.8%	2.0%
9th - 12th Grade, No Diploma	2.7%	2.2%	3.4%
High School Graduate	30.4%	28.8%	27.9%
GED/Alternative Credential	2.2%	2.3%	3.2%
Some College, No Degree	15.4%	14.0%	16.2%
Associate Degree	6.1%	8.9%	9.2%
Bachelor's Degree	24.2%	26.9%	24.8%
Graduate/Professional Degree	18.1%	16.0%	13.3%
2024 Population 15+ by Marital Status			
Total	8,634	26,718	54,776
Never Married	59.5%	40.2%	37.8%
Married	31.9%	49.5%	49.8%
Widowed	2.0%	3.6%	4.9%
Divorced	6.6%	6.7%	7.4%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,892	18,257	35,688
Population 16+ Employed	94.5%	96.0%	96.4%
Population 16+ Unemployment rate	5.5%	4.0%	3.6%
Population 16-24 Employed	32.6%	18.4%	15.2%
Population 16-24 Unemployment rate	8.9%	9.1%	8.3%
Population 25-54 Employed	53.4%	58.9%	59.8%
Population 25-54 Unemployment rate	3.7%	2.7%	2.5%
Population 55-64 Employed	10.1%	16.4%	18.2%
Population 55-64 Unemployment rate	2.3%	1.9%	2.6%
Population 65+ Employed	3.9%	6.3%	6.8%
Population 65+ Unemployment rate	8.0%	5.1%	4.8%

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2024 Employed Population 16+ by Industry			
Total	5,567	17,534	34,397
Agriculture/Mining	1.3%	1.1%	1.0%
Construction	8.1%	9.4%	10.5%
Manufacturing	5.8%	7.4%	7.5%
Wholesale Trade	0.8%	2.3%	2.2%
Retail Trade	13.3%	11.6%	11.6%
Transportation/Utilities	2.2%	3.0%	3.7%
Information	0.8%	0.8%	1.2%
Finance/Insurance/Real Estate	4.3%	6.7%	7.1%
Services	59.3%	53.4%	50.3%
Public Administration	4.1%	4.3%	4.8%
2024 Employed Population 16+ by Occupation			
Total	5,566	17,535	34,397
White Collar	63.8%	65.7%	64.4%
Management/Business/Financial	10.4%	18.6%	18.7%
Professional	28.4%	27.0%	26.2%
Sales	11.9%	8.8%	8.6%
Administrative Support	13.1%	11.2%	11.0%
Services	19.7%	17.5%	17.3%
Blue Collar	16.4%	16.8%	18.3%
Farming/Forestry/Fishing	0.0%	0.3%	0.4%
Construction/Extraction	3.6%	5.5%	6.2%
Installation/Maintenance/Repair	5.9%	3.5%	2.8%
Production	1.3%	2.0%	2.7%
Transportation/Material Moving	5.7%	5.5%	6.3%
2020 Households by Type			
Total	3,014	10,709	22,144
Married Couple Households	35.7%	53.0%	53.8%
With Own Children <18	14.8%	20.5%	20.1%
Without Own Children <18	20.9%	32.5%	33.7%
Cohabiting Couple Households	9.4%	7.2%	6.6%
With Own Children <18	3.0%	2.1%	2.0%
Without Own Children <18	6.4%	5.1%	4.7%
Male Householder, No Spouse/Partner	22.7%	15.3%	14.9%
Living Alone	15.1%	9.7%	9.5%
65 Years and over	3.9%	3.5%	3.8%
With Own Children <18	1.4%	1.1%	1.3%
Without Own Children <18, With Relatives	3.1%	3.0%	2.9%
No Relatives Present	3.2%	1.5%	1.1%
Female Householder, No Spouse/Partner	32.2%	24.4%	24.7%
Living Alone	16.5%	13.0%	13.1%
65 Years and over	7.6%	7.6%	8.0%
With Own Children <18	5.2%	3.5%	3.9%
Without Own Children <18, With Relatives	8.3%	6.9%	6.9%
No Relatives Present	2.3%	1.1%	0.9%
2020 Households by Size			
Total	3,014	10,709	22,144
1 Person Household	31.6%	22.6%	22.6%
2 Person Household	29.1%	31.9%	31.6%
3 Person Household	17.8%	17.6%	17.4%
4 Person Household	13.1%	16.9%	16.8%
5 Person Household	5.1%	7.1%	7.3%
6 Person Household	2.5%	2.6%	2.8%
7 + Person Household	1.0%	1.2%	1.4%

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2020 Households by Tenure and Mortgage Status			
Total	3,014	10,709	22,144
Owner Occupied	48.7%	75.1%	77.9%
Owned with a Mortgage/Loan	37.4%	55.2%	57.2%
Owned Free and Clear	11.3%	19.9%	20.7%
Renter Occupied	51.3%	24.9%	22.1%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	64	73	74
Percent of Income for Mortgage	37.1%	32.4%	32.0%
Wealth Index	104	140	146
2020 Housing Units By Urban/ Rural Status			
Total	3,162	11,059	22,881
Urban Housing Units	99.9%	97.8%	89.8%
Rural Housing Units	0.1%	2.2%	10.2%
2020 Population By Urban/ Rural Status			
Total	9,973	31,612	64,197
Urban Population	99.9%	97.5%	91.1%
Rural Population	0.1%	2.5%	8.9%

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.

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Top 3 Tapestry Segments			
1.	Set to Impress (11D)	Workday Drive (4A)	Workday Drive (4A)
2.	Trendsetters (3C)	Savvy Suburbanites (1D)	Pleasantville (2B)
3.	Workday Drive (4A)	Comfortable Empty Nesters	Savvy Suburbanites (1D)
2024 Consumer Spending			
Apparel & Services: Total \$	\$7,753,576	\$30,945,719	\$65,426,584
Average Spent	\$2,533.85	\$2,832.04	\$2,872.99
Spending Potential Index	106	119	121
Education: Total \$	\$6,031,921	\$25,075,730	\$52,537,961
Average Spent	\$1,971.22	\$2,294.84	\$2,307.03
Spending Potential Index	114	133	134
Entertainment/Recreation: Total \$	\$13,440,177	\$55,848,783	\$117,934,217
Average Spent	\$4,392.21	\$5,111.08	\$5,178.69
Spending Potential Index	107	125	127
Food at Home: Total \$	\$23,751,739	\$95,131,790	\$202,138,733
Average Spent	\$7,762.01	\$8,706.12	\$8,876.25
Spending Potential Index	106	119	122
Food Away from Home: Total \$	\$13,080,794	\$52,570,164	\$110,643,698
Average Spent	\$4,274.77	\$4,811.03	\$4,858.55
Spending Potential Index	110	124	125
Health Care: Total \$	\$23,876,093	\$101,020,070	\$215,567,524
Average Spent	\$7,802.64	\$9,245.00	\$9,465.93
Spending Potential Index	101	120	123
HH Furnishings & Equipment: Total \$	\$10,282,593	\$42,594,872	\$89,827,594
Average Spent	\$3,360.32	\$3,898.13	\$3,944.48
Spending Potential Index	106	123	125
Personal Care Products & Services: Total \$	\$3,362,804	\$13,516,611	\$28,593,384
Average Spent	\$1,098.96	\$1,236.99	\$1,255.58
Spending Potential Index	110	124	126
Shelter: Total \$	\$91,302,047	\$364,466,837	\$767,786,468
Average Spent	\$29,837.27	\$33,354.70	\$33,714.77
Spending Potential Index	112	125	126
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,666,247	\$47,540,448	\$101,616,502
Average Spent	\$3,485.70	\$4,350.73	\$4,462.15
Spending Potential Index	99	124	127
Travel: Total \$	\$10,303,732	\$42,633,357	\$89,544,934
Average Spent	\$3,367.23	\$3,901.65	\$3,932.07
Spending Potential Index	111	129	130
Vehicle Maintenance & Repairs: Total \$	\$4,701,426	\$19,332,309	\$41,044,305
Average Spent	\$1,536.41	\$1,769.22	\$1,802.32
Spending Potential Index	104	119	122

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 23, 2024