Drive time demographics around 65 Great Rd, Acton, Massachusetts 01720, United States

COLDWELL BANKER COMMERCIAL REALTY

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2023 Q4

Population
2023 Population
2028 Projected Population
2028 Projected Population (High Estimate)
2028 Projected Population (Low Estimate)
  % Projected Annual Change (2023 - 2028)
  % Projected Annual Change (High Estimate)
  % Projected Annual Change (Low Estimate)

2000 Census Population
2010 Census Population
  % Annual Change (2010 - 2023)
Population Density
Land Area (Square Miles)

Households
2023 Households
2028 Projected Households
  % Projected Annual Change (2023 - 2028)

2000 Households
2010 Households
  % Annual Change (2010 - 2023)

Growth Stability Indicator (-1 to +1)

Daytime Population
Daytime Population
Children at Home
Students
Work at Home
Homemakers
Retired/Disabled Population
Unemployed

Demographic Detail Report

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Total Population by Age

Average Age (2023)

Children (2023)

0 - 4 Years
5 - 9 Years
10 - 13 Years
14 - 17 Years

Adults (2023)

18 - 21 Years
22 - 24 Years
25 - 34 Years
35 - 44 Years
45 - 54 Years
55 - 64 Years
65 - 74 Years
75 - 84 Years
85+ Years

Age, Female (2023)

0 - 4 Years
5 - 9 Years
10 - 13 Years
14 - 17 Years
18 - 21 Years
22 - 24 Years
25 - 34 Years
35 - 44 Years
45 - 54 Years
55 - 64 Years
65 - 74 Years
75 - 84 Years
85+ Years

% of Population, Female

Average Age, Female

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Age, Male

0 - 4 Years
5 - 9 Years
10 - 13 Years
14 - 17 Years
18 - 21 Years
22 - 24 Years
25 - 34 Years
35 - 44 Years
45 - 54 Years
55 - 64 Years
65 - 74 Years
75 - 84 Years
85+ Years
% of Population, Male
Average Age, Male

Income (2023)

Per Capita Income
Average Household Income
Median Household Income
Less than $15,000
$15,000 - $19,999
$20,000 - $24,999
$25,000 - $29,999
$30,000 - $34,999
$35,000 - $39,999
$40,000 - $44,999
$45,000 - $49,999
$50,000 - $54,999
$55,000 - $59,999
$60,000 - $64,999
$65,000 - $69,999
$70,000 - $79,999

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$80,000 - $89,999
$90,000 - $99,999
$100,000 - $125,000
$125,000 - $149,999
$150,000 - $199,999
$200,000 - $249,999
$250,000 - $499,999
$500,000+

Income (2028 Projected)

Per Capita Income
Average Household Income
Median Household Income

Education (2023)

Less than 9th Grade
Some High School
High School Grad
Some College
Associate Degree
Bachelors Degree
Masters Degree
Doctorate or Professional Degree

Population by Race/Ethnicity (2023)

Race Excluding Hispanic Ethnic Group
White
Black
Asian
Other
Race Including Hispanic Ethnic Group
White, Non-Hispanic
Hispanic
Black, Non-Hispanic
Asian, Non-Hispanic
Other, Non-Hispanic

Demographic Detail Report

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Population by Race/Ethnicity (2028 Projected)

Race Including Hispanic Ethnic Group
- White, Non-Hispanic
- Hispanic
- Black, Non-Hispanic
- Asian, Non-Hispanic
- Other, Non-Hispanic

Language at Home (2023)
- Spanish
- Asian/Pacific Language
- European/Indo-European
- Arabic
- Other Non-English

Family Structure (2023)
- Male Householder, No Children
- Female Householder, No Children
- Single Parent - Male
- Single Parent - Female
- Married w/ Children
- Married w/out Children
- Non-family Households

Household Size (2023)
- 1 Person
- 2 Persons
- 3 Persons
- 4 Persons
- 5 Persons
- 6 Persons
- 7+ Persons

Demographic Detail Report

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Housing (2023)
- Owner-Occupied
- Renter-Occupied
- Vacant

Components of Change (2023)
- Births
- Deaths
- Migration

Other Population (2023)

Seasonal Population

Transient Population

Group Quarters Population
- Institutionalized
- College
- Military
- Other

Home Value (2023)

Median Home Value

Average Home Value
- Under $20,000
- $20,000 to $40,000
- $40,000 to $60,000
- $60,000 to $80,000
- $80,000 to $100,000
- $100,000 to $125,000
- $125,000 to $150,000
- $150,000 to $200,000
- $200,000 to $250,000
- $250,000 to $300,000
- $300,000 to $400,000
- $400,000 to $500,000
- $500,000 to $750,000
- $750,000 to $1,000,000
- $1,000,000 or more

Demographic Detail Report

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Vehicles Per Household (2023)
No Vehicle
1 Vehicle
2 Vehicles
3 Vehicles
4 Vehicles
5 or more Vehicles

Economic Indicators (2023)
Gross Domestic Product (GDP) - in 1,000s
Economic Viability
Economic Viability, Indexed
Average Salary
Average Mortgage-Risk

Businesses (2023)
Establishments
Employees (FTEs)

Employment, Pop 16+ (2023)
Armed Forces
Civilian
Employed
Unemployed
Not in Labor Force

Unemployment Rate (2023)

Employment by Industry (2023)
Agriculture, Mining and Construction
Manufacturing
Transportation
Information

Demographic Detail Report

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Wholesale-Retail
Finance, Insurance, and Real Estate
Professional Services
Management Services
Administration and Waste Services
Educational Services
Entertainment Services
Other Professional Services
Public Administration

Employment by Occupation (2023)

White Collar
- Managerial and Executive
- Professional Specialty
- Healthcare and Support
- Sales
- Office and Administration

Blue Collar
- Protective Services
- Food Preparation and Serving
- Building Maintenance and Cleaning
- Personal Care Services
- Farming, Fishing & Forestry
- Construction
- Production & Transportation

School Enrollment (2023)

Nursery School/Pre-school
Kindergarten/Elementary School
High School
College/Graduate/Professional School
Not Enrolled

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2023 Q4

Travel Time to Work

Less than 10 minutes
10 to 14 minutes
15 to 19 minutes
20 to 24 minutes
25 to 29 minutes
30 to 34 minutes
35 to 44 minutes
45 to 59 minutes
60 or more minutes
Average travel time to work in minutes

Population by LandScape Segment

A1: Empire Builders
A2: Grand Masters
A3: Marquis Class
A4: American Knights
A5: Urban Squires
A6: Regents
B1: Charmed Life
B2: Sitting Pretty
B3: Kindred Spirit
B4: Middle of the Road
B5: White Collar Starts
B6: Blue Collar Starts
C1: Social Whirls
C2: Managing Business
C3: Nest Builders
C4: Gainfully Employed
C5: Strapped
D1: Gray Eminence
D2: Fall Years
D3: Still in the Game
E1: Gurus

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2023 Q4

E2: Wizards
E3: Apprentices
F1: Hard Act to Follow
F2: SM Seeks SF
F3: Solo Acts
F4: Down But Not Out
G1: Urban Moms/Dads
G2: Apron Strings
G3: Solemn Widows/ers
H1: Educated Earners
H2: Suburban Singles
H3: Hard Hats/Hair Nets
I1: Bonds and Babies
I2: Great Generations
I3: Couples with Capital
I4: Kith and Kin
I5: Sublime Suburbia
J1: Stocks and Scholars
J2: Marmalade & Money
J3: Stately Suburbs
K1: Country Villas
K2: Pastoral Vistas
K3: Terra Firma
K4: Stock in Trade
K5: Rough and Ready
K6: The Outback
K7: Cornucopia
L1: Land Barons
L2: Fertile Acres
L3: Bread Basket
L4: Farmers Circle
L5: Crops and Tractors
M1: Harlem Gentry
M2: East Side
M3: Upper East Side

Demographic Detail Report

STI: PopStats/WorkPlace/Spending Patterns/LandScape, 2023 Q4

M4: Lower East Side
M5: Between Jobs
N1: Anos de Quincenera
N2: Los Padres
N3: Los Novios
N4: Los Padrinos
N5: Los Solteros
N6: Los Trabajadores
O1: Golden Heritage
O2: East Meets West
O3: Group Quarters
O4: Doublewides
O5: Centurions
O6: Legacy Years
O7: Collegians

Weekly Consumer Spending Patterns
Alcoholic beverages
Total Apparel and services
Cash contributions
Total Education
Total Entertainment
Total Food
Total Health care
Total Housing
Total Personal care products and services
Personal insurance
Total Reading
Total Tobacco products and smoking supplies
Total Transportation
Cash gifts

Drive time demographics around 65 Great Rd, Acton, Massachusetts 01720, United States

LandScape Descriptions (Trade Area 1 Only)

O6: Legacy Years

There are two images of that come to mind when you say "senior citizen" in the United States. One is of a very well off retired person living out their golden years in comfort. A second image is of an older person who is struggling to make ends meet and suffering the indignities of a combination of old- age and low- income. Legacy Years are areas representing households that are fully retired with residents on very tight budgets. The median age in these neighborhoods is the 50s and low- 60s, but they also have a nearly three- times- the- national- average number of people over 65- years- old. The median income of these households is the low- $30,000s or less. While many residents are drawing on social security and retirement income, they also have a 75- percent- above- average ranking in public- assistance. This group of senior citizens also ranks above- average on several occupational categories, which is either a reflection of the employment of the younger members of the neighborhood or the need for some seniors to continue working. They show above- average levels of employment in both blue- and white- collar jobs in these areas: healthcare support, building maintenance, farming/fishing/forestry, protective services, and food preparation. An above- average percent have high- school degrees, but a higher percent have less- than- high- school educations. These areas have an average level of married- couples and few children, but above- average levels of single- households (over 50- percent- above- average), widows (well over two- times- average), and widowers (over two- and- a- half- times- average).

O5: Centurions

It would come as no surprise to most people that military personnel living across the country have their own unique demographics and lifestyle segmentation characteristics from non- military people. Just one example of this, and reason for this fact, is that this population tends to retire at a considerably younger age than workers in civilian sectors. Among the explanations for this pattern is that many military tasks require the physical stamina of youth. Market segmentation bears out this fact, as the population of Centurions segments are in their 20s and low- 30s. Centurions neighborhoods are classified as highly urban areas with households dominated by military personnel. Other commonalties of the residents include salary ranges in the high- $30,000s and the $40,000s, and a two- times- the- national- average percentage of married- couple- with- children households. Their income is generated largely from salaries; and this segment has a very low level of income from public- assistance. No doubt owing to their younger age, there is a significantly above- average level of children under six- years- old. This group also has a nearly two- times- the- average number of people with some years of college under their military belts. Their occupational ranking is a mix of white- collar and blue- collar jobs in areas such as healthcare support, protective services, personal care, and farming.

O4: Doublewides

In America there tends to be a particular stigma attached to living in mobile homes and mobile home parks, but in fact, many people chose this lifestyle as a preference for several reasons, including mobility and low- cost housing. In fact, the median income of residents of Doublewides neighborhoods is a very respectable high- $30,000s and $40,000s. Doublewides are areas were mobile homes dictate the lifestyles of the residents, who share a median age in the 30s. While residents in Doublewides do have a higher- than- average level of income from public- assistance, many others are hardworking Americas, with a higher- than- average representation in several manual- labor blue- collar occupations, including farming/fishing/forestry (nearly three- times- average), construction (75% above average), repair services (50% above- average), transportation (50% above- average), and production (nearly 50% above- average). These occupations are a reflection of the residents' low educational achievements: There is an over- 50% average number of people with less- than- high- school educations. However, 25% above- average have high- school degrees. Also owing to their residents' ages, these areas have slightly more younger children than older. They tend to have married- couple households, but also have a nearly 50% higher- than- average number of single- fathers.

O3: Group Quarters

Group Quarters is the name of the neighborhoods identified as home to people living predominately in apartments or other group housing quarters. The residents of multifamily rental housing are different from both homeowners and single- family home renters. It's logical to imagine this group being much more transient than home- owning citizens, and not investing as much in their home purchases. Apartment renters account for 15% of all U.S. households by a narrow definition that restricts the count to residence in structures with at least five apartments. A broader definition of two to four apartments per quarters increases this percentage to 22%. Among the shared demographics of the highly urban Group Quarters residents are a median- age in the 30s, very few children, more singles than married- couples, and a two- times- the- national- average level of people with less- than- high- school educations. Income for these rental- housing residents ranks 50- percent- higher- than- average on public- assistance. However, many of the residents are employed in blue- collar jobs, such as farming/fishing/forestry (nearly four- times- average), protective services (nearly two- and- a- half- times- average), and healthcare support, building maintenance, and transportation (all about 25- percent- above- average). Incomes are in the high- $30,000s and $40,000s ranges.

O2: East Meets West

When most Americans think of people from the "East" then tend to think of Asians. And while many Asians moved to the United States in the past century, immigration trends of recent decades have brought many other citizens of other Eastern countries to the U.S shores. You'll find many of them living together in East Meets West neighborhoods, which are areas comprised mainly of Asians, but also contain other groups for whom English or Spanish is not the primary language spoken at home. Among the shared demographics of these areas are a very interesting correlation to "national- average" measurements - which, interestingly, points to the fact that these groups of people have done a great job of assimilating into America culture. They rank at near- average levels inmarried- couple- with- children household compositions, and have averages standings in all age ranges for kids. Some differences- from- the- average include: over 25- percent- average number of people with less- than- high- school educations, nearly 25- percent- average number of single- males- without- children, and nearly two- times- average level of public- assistance income. However, the median income range for East Meets West is quite high at $50,000s and $60,000s, which speaks to the fact that many residents are hard-working citizens. They show average levels of employment in a wide range of occupational categories, where they hold both blue- and white- collar jobs.

O1: Golden Heritage

When you think of senior citizens in America there are typically two images that come to mind. One is of very well off older citizens living comfortably, usually by the ocean, having the money both for a nice primary residence and for frequent vacations (perhaps in a comfortable recreational vehicle), playing shuffleboard or cards, and basically enjoying their post- working years to the hilt. The other image is less appealing: of older Americas struggling to make ends meet and waiting each month for their social security checks to arrive. Market segmentation analytics bear out the reality of both of these images. And Golden Heritage segments are neighborhoods that are home to the former: in other words, the senior citizens living the good life in places like Florida, Arizona, and other appealing climates. The media age of these residents is 50s to low- 60s. But they also show a nearly four- times- average number of people over 65- years- old. These seniors are living comfortably on incomes in the median- range of the $50,000s and $60,000s. Much of their income is from social security and retirement (two- and- a- half- times- above- average). However, they also have a 75- percent- above- average level of interest/dividend income. Some of these seniors are still working at white- collar jobs in areas like management, professional and sales positions. There are many married- couples, but few children living in Golden Heritage neighborhoods. Obviously due to the residents' advanced years, these neighborhoods have a 50- percent- above- average level of widows and widowers.

N6: Los Trabajadores

The Spanish- language name for this category should not be misconstrued to mean that everyone is generating income from jobs. While an average level of Los Trabajadores ("workers") residents are generating income from their occupations, these neighborhoods ranks the highest among the primarily Hispanic Espaniola areas for public- assistance income: over four- and- a- half- times- above- average. But nonetheless these areas are among the three segments within this category with the highest income levels: the high- $30,000s to $40,000s. As a result, those who work are in all likelihood hard workers. It helps that they are young: They are one of two segments with a median- age in the 20s. The dominant areas of employment for these workers are blue- collar jobs in farming/fishing/forestry (nearly four- times- average); building maintenance (over two- and- a- half- times- average); and transportation, construction, and food preparation (all at or above 50- percent- higher- than- national- averages). Like other Espaniola segments, Trabajadores have a higher- than- average- level of people with less- than- high- school educations (nearly three- times- average). Los Trabajadores areas have the highest percent of children of all the segments, especially kids under six (over 50- percent- above- average). They are also predominately single- parent homes, with about two- and- a- half- above- average levels of both single- male- parents and single- female- parents.

N4: Los Padrinos

#N/A

Drive time demographics around 65 Great Rd, Acton, Massachusetts 01720, United States

N4: Los Padrinos
#N/A

N3: Los Novios
#N/A

N2: Los Padres
#N/A

N1: Anos de Quincenera
#N/A