

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2021 Estimates & Q4 2026 Projections



Latitude/Longitude: 42.481697, -70.901572

20-Apr-2022

117330-Vinnin Square Plaza

Swampscott, MA

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius		
POPULATION	2021 Estimated Population	13,272	123,672	231,845	684,267	
	2021 Daytime Population	8,086	115,219	199,278	609,318	
	2026 Population Forecast	13,350	123,403	231,411	687,686	
	2010 Census Population	12,254	116,135	217,332	632,616	
	2000 Census Population	11,932	116,698	215,570	614,491	
	1990 Census Population	11,362	108,016	202,770	577,877	
	Historical Annual Growth, 1990 to 2000	0.49%	0.78%	0.61%	0.62%	
	Historical Annual Growth, 2000 to 2010	0.27%	-0.05%	0.08%	0.29%	
	CY Estimated Annual Growth, 2010 to 2021	0.68%	0.54%	0.55%	0.67%	
	FY Projected Annual Growth, 2021 to 2025	0.12%	-0.04%	-0.04%	0.10%	
	HOUSEHOLDS	2021 Estimated Households	5,324	49,839	93,473	267,898
		2026 Households Forecast	5,359	49,818	93,435	269,434
2010 Census Households		4,893	46,491	87,138	246,734	
2000 Census Households		4,928	47,214	86,701	240,388	
1990 Census Households		4,548	43,581	80,571	224,259	
Historical Annual Growth, 1990 to 2000		0.81%	0.80%	0.74%	0.70%	
Historical Annual Growth, 2000 to 2010		-0.07%	-0.15%	0.05%	0.26%	
CY Estimated Annual Growth, 2010 to 2021		0.72%	0.59%	0.60%	0.70%	
FY Projected Annual Growth, 2021 to 2025		0.13%	-0.01%	-0.01%	0.11%	
2021 % Households With Children		30%	27%	26%	27%	
2021 Persons per Household		2.41	2.43	2.44	2.51	
INCOME 2021		HH Income \$500,000 or more	3.96%	1.91%	1.73%	2.11%
	HH Income \$250,000 to \$499,999	4.72%	2.28%	2.06%	2.52%	
	HH Income \$200,000 to \$249,999	11.08%	5.35%	4.83%	5.90%	
	HH Income \$175,000 to \$199,999	8.81%	4.16%	4.15%	4.67%	
	HH Income \$150,000 to \$174,999	8.90%	5.30%	5.49%	6.44%	
	HH Income \$100,000 to \$149,999	18.50%	15.95%	17.24%	17.50%	
	HH Income \$75,000 to \$99,999	11.22%	12.70%	13.40%	12.72%	
	HH Income \$50,000 to \$74,999	12.56%	15.45%	15.72%	15.06%	
	HH Income \$35,000 to \$49,999	6.43%	9.99%	9.72%	9.92%	
	HH Income \$25,000 to \$34,999	4.63%	7.72%	7.59%	7.18%	
	HH Income \$15,000 to \$24,999	6.05%	8.47%	7.97%	7.18%	
	HH Income \$0 to \$14,999	3.15%	10.74%	10.10%	8.79%	
	CY Average Household Income	\$145,867	\$99,273	\$98,143	\$105,239	
	CY Median Household Income	\$114,107	\$71,003	\$73,109	\$78,335	
	Per Capita Income	\$59,519	\$40,568	\$39,980	\$41,717	
	2000 Average Household Income	\$89,917	\$61,331	\$60,494	\$62,063	
	2000 Median Household Income	\$67,941	\$45,528	\$46,174	\$48,419	
	2026 Projected Average Household Income	\$162,344	\$110,450	\$109,302	\$120,398	
2026 Projected Median Household Income	\$127,804	\$80,117	\$82,100	\$91,269		
WRKPLACE 2021	Workplace Establishments	223	2,951	5,301	15,514	
	Workplace Employees (Full Time Employees)	1,983	32,296	63,844	227,073	

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POPULATION BY AGE 2021	Count of Pop 0 to 4 years	536	6,705	12,823	37,890
	Count of Pop 5 to 14 years	1,146	12,428	23,710	70,481
	Count of Pop 14 to 22 years	1,386	13,084	22,792	66,158
	Count of Pop 22 to 30 years	1,327	12,354	22,525	65,134
	Count of Pop 30 to 45 years	1,654	23,139	44,136	131,463
	Count of Pop 45 to 60 years	2,685	24,129	45,867	139,355
	Count of Pop 60 to 75 years	3,041	22,421	42,528	122,456
	Count of Pop 75+ years	1,496	9,412	17,464	51,329
	Population 0 to 4 Years	4.04%	5.42%	5.53%	5.54%
	Population 5 to 13 Years	8.64%	10.05%	10.23%	10.30%
	Population 14 to 21 Years	10.44%	10.58%	9.83%	9.67%
	Population 22 to 29 Years	10.00%	9.99%	9.72%	9.52%
	Population 30 to 44 Years	12.46%	18.71%	19.04%	19.21%
	Population 45 to 59 Years	20.23%	19.51%	19.78%	20.37%
	Population 60 to 74 Years	22.91%	18.13%	18.34%	17.90%
	Population 74 Years Plus	11.27%	7.61%	7.53%	7.50%
Median Age	49.1	41.0	41.5	41.8	
GENDER 2021	Male Population	6,188	59,412	111,776	333,229
	Female Population	7,085	64,259	120,070	351,038
RACE 2021	2021 Estimated Population	13,272	123,672	231,845	684,267
	White	91.96%	71.37%	73.92%	75.64%
	Black or African American	2.92%	8.41%	7.45%	6.62%
	Asian or Pacific Islander	2.23%	3.96%	4.12%	5.50%
	Other Races	2.90%	16.25%	14.50%	12.24%
HISPANIC	2021 Hispanic Population	602	28,878	48,116	130,015
	2021 Hispanic Population %	4.53%	23.35%	20.75%	19.00%
	2026 Hispanic Population Forecast	610	29,188	48,648	132,644
	2026 Hispanic Population % Forecast	4.57%	23.65%	21.02%	19.29%
	2000 Hispanic Population %	1.20%	12.66%	10.67%	9.97%
1990 Hispanic Population %	0.97%	6.30%	5.49%	4.89%	
EDUCATION (AGE 25+) 2021	Adult Population (25 Years or Older)	9,675	86,798	164,119	484,983
	Elementary	1.15%	8.30%	8.07%	7.66%
	Some High School	1.53%	5.95%	5.52%	5.04%
	High School Graduate	18.05%	25.26%	27.45%	28.01%
	Some College	11.73%	15.88%	16.34%	15.51%
	Associates Degree	6.39%	7.19%	7.60%	7.32%
	Bachelors Degree	32.72%	22.36%	21.35%	21.77%
	Graduate Degree	28.43%	15.06%	13.67%	14.69%
% College (4+)	61.15%	37.43%	35.02%	36.46%	
HOUSING 2021	Total Housing Units	5,667	53,151	99,194	283,343
	Owner Occupied Percent	72.41%	51.50%	52.93%	53.08%
	Renter Occupied Percent	21.54%	42.27%	41.31%	41.47%
	Vacant Housing Percent	6.05%	6.23%	5.77%	5.45%

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HOMES BUILT BY YEAR 2021	Homes Built 2010 or later	0.00%	0.01%	0.04%	0.11%
	Homes Built 2000 to 2009	4.63%	2.95%	3.80%	5.77%
	Homes Built 1990 to 1999	4.60%	3.16%	3.41%	3.97%
	Homes Built 1980 to 1989	16.00%	7.83%	7.90%	8.16%
	Homes Built 1970 to 1979	14.96%	7.14%	6.50%	8.13%
	Homes Built 1960 to 1979	6.21%	7.93%	7.56%	9.00%
	Homes Built 1950 to 1959	12.70%	8.61%	11.08%	11.11%
	Homes Built 1940 to 1949	7.33%	5.11%	5.74%	5.78%
	Homes Built 1939 or earlier	33.57%	57.27%	53.98%	47.96%
HOME VALUE (OWNER OCCUPIED) 2021	Property Value \$1,000,000 or more	19.89%	12.16%	10.36%	10.85%
	Property Value \$750,000 to \$999,999	17.07%	13.08%	11.57%	16.73%
	Property Value \$500,000 to \$749,999	31.40%	33.12%	36.33%	35.25%
	Property Value \$400,000 to \$499,999	11.77%	16.96%	18.63%	16.92%
	Property Value \$300,000 to \$399,999	8.66%	12.29%	12.22%	10.01%
	Property Value \$200,000 to \$299,999	3.43%	5.01%	4.77%	4.40%
	Property Value \$150,000 to \$199,999	0.22%	1.22%	0.91%	0.80%
	Property Value \$100,000 to \$149,999	0.07%	0.28%	0.25%	0.40%
	Property Value \$60,000 to \$99,999	1.07%	0.58%	0.39%	0.50%
	Property Value \$40,000 to \$59,999	0.00%	0.26%	0.21%	0.29%
	Property Value \$0 to \$39,999	0.62%	0.81%	0.61%	0.83%
	CY Median Home Value	\$669,254	\$579,037	\$569,740	\$601,639
CY Median Rent per Month (Census 2000)	\$873	\$659	\$671	\$716	
OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2021	Employed Civilian Population 16+ by Occupation	7,410	64,799	121,626	364,748
	Managerial/Executive	25.70%	16.59%	15.65%	16.68%
	Professional Specialty	32.96%	22.66%	22.78%	23.41%
	Healthcare Support	1.85%	5.02%	5.06%	3.63%
	Sales	11.72%	10.30%	10.13%	9.76%
	Office & Administrative Support	9.11%	10.60%	10.68%	10.57%
	Protective Service	1.43%	1.62%	1.74%	1.93%
	Food Preparation	2.16%	7.47%	7.16%	7.52%
	Building Maintenance & Cleaning	1.35%	4.23%	4.48%	5.09%
	Personal Care	2.43%	3.13%	3.37%	3.44%
	Farming, Fishing, & Forestry	0.68%	0.19%	0.17%	0.13%
	Construction	4.45%	6.57%	7.08%	7.20%
	Production & Transportation	6.15%	11.62%	11.71%	10.63%
	Percent White Collar	81.34%	65.17%	64.30%	64.05%
	Percent Blue Collar	18.66%	34.83%	35.70%	35.95%
CY Median Employee Salary	\$52,812	\$52,834	\$52,654	\$53,289	
CY Average Employee Salary	\$62,725	\$63,516	\$62,379	\$63,643	
UNEMPLOYMENT	2000 Census Unemployed (Age 16 and Up)	113	2,865	5,137	15,459
	2021 Estimated Unemployed (Age 16 and Up)	320	4,547	7,290	19,011
	2021 Estimated Unemployed Rate (Age 16 and Up)	4.00%	6.54%	5.64%	4.97%

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TRANSPORTATION TO WORK 2021	Drive to Work Alone	74.79%	69.36%	72.58%	67.37%
	Drive to Work Carpool	6.32%	8.50%	8.64%	8.90%
	Travel to Work by Public Transportation	10.58%	9.81%	8.10%	14.94%
	Drive to Work on Motorcycle	0.00%	0.03%	0.04%	0.05%
	Drive to Work on Bicycle	0.49%	0.68%	0.57%	0.47%
	Walk to Work	2.62%	5.53%	4.49%	3.60%
	Other Means	2.17%	1.83%	1.53%	1.04%
	Work at Home	3.03%	3.96%	3.83%	3.43%
TRAVEL TIME TO WORK 2021	Travel Time in Less than 5 minutes	4.04%	2.46%	2.33%	2.31%
	Travel to Work in 5 to 9 minutes	9.14%	8.96%	9.19%	8.15%
	Travel to Work in 10 to 14 minutes	13.20%	14.52%	15.25%	12.42%
	Travel to Work in 15 to 19 minutes	10.02%	12.81%	14.11%	12.49%
	Travel to Work in 20 to 29 minutes	18.60%	17.70%	17.46%	17.77%
	Travel to Work in 30 to 44 minutes	18.89%	20.44%	20.30%	24.21%
	Travel to Work in 45 to 59 minutes	11.01%	9.26%	8.73%	10.57%
	Travel to Work in 60 minutes or more	15.10%	13.85%	12.63%	12.09%
Average Travel Time to Work	29.0	27.6	26.8	27.8	
SPENDING PATTERNS 2021	Grocery Store Market Basket Weekly Per Capita Spending	\$62.36	\$60.92	\$60.89	\$61.51
	Apparel and Related Services	\$16.96	\$15.32	\$15.33	\$15.62
	Transportation	\$101.45	\$91.38	\$91.49	\$94.33
	Healthcare	\$63.86	\$58.28	\$58.48	\$60.90
	Entertainment	\$28.00	\$24.97	\$24.95	\$25.07
SPENDING 2021	Med Disposable Inc-Inc minus taxes	\$93,897	\$59,972	\$61,752	\$66,178
	Avg Disposable Inc-Inc minus taxes	\$106,358	\$75,556	\$75,448	\$80,757
	Med Discretionary-Disp less food/shelter/clothing	\$70,539	\$40,348	\$41,503	\$44,961
	Avg Discretionary-Disp less food/shelter/clothing	\$75,751	\$50,899	\$51,010	\$54,969
LIFESTYLE SEGMENTATION 2021	Category A - Crème de la Crème	8,077	30,873	51,576	172,772
	Category B - Urban Cliff Climbers	0	0	0	2,886
	Category C - Urban Cliff Dwellers	0	7,439	15,071	56,125
	Category D - Seasoned Urban Dwellers	0	2,632	7,163	22,608
	Category E - Thriving Alone	2,408	15,887	35,643	77,068
	Category F - Going it Alone	377	28,981	64,374	195,521
	Category G - Struggling Alone	0	13,604	19,091	32,016
	Category H - Single in the Suburbs	0	0	0	0
	Category I - Married in the Suburbs	9	3,565	3,565	16,144
	Category J - Retired in the Suburbs	0	0	1,840	8,856
	Category K - Living with Nature	0	0	0	0
	Category M - Harlem Gateway	0	0	0	0
	Category N - Espaniola	0	15,111	25,145	72,272
Category O - Specialties	1,979	2,849	4,889	13,296	

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