

Kings Plaza
 1024 Kings Highway, New Bedford, Massachusetts, 02745
 Rings: 1, 3, 5 mile radii

Prepared by WHLR
 Latitude: 41.67576
 Longitude: -70.94057

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	13,845	74,139	137,480
2020 Total Population	14,879	78,712	143,064
2020 Group Quarters	51	1,689	4,958
2022 Total Population	14,826	78,790	143,343
2022 Group Quarters	51	1,689	4,958
2027 Total Population	14,775	78,503	143,199
2022-2027 Annual Rate	-0.07%	-0.07%	-0.02%
2022 Total Daytime Population	12,125	71,910	135,095
Workers	4,234	29,521	57,430
Residents	7,891	42,389	77,665
Household Summary			
2010 Households	5,886	29,996	53,636
2010 Average Household Size	2.35	2.40	2.43
2020 Total Households	6,399	32,502	57,526
2020 Average Household Size	2.32	2.37	2.40
2022 Total Households	6,401	32,527	57,662
2022 Average Household Size	2.31	2.37	2.40
2027 Total Households	6,395	32,514	57,787
2027 Average Household Size	2.30	2.36	2.39
2022-2027 Annual Rate	-0.02%	-0.01%	0.04%
2010 Families	3,632	18,019	33,528
2010 Average Family Size	2.92	3.03	3.03
2022 Total Families	3,870	19,071	35,281
2022 Average Family Size	2.89	3.03	3.02
2027 Total Families	3,868	19,064	35,355
2027 Average Family Size	2.88	3.01	3.00
2022-2027 Annual Rate	-0.01%	-0.01%	0.04%
Housing Unit Summary			
2000 Housing Units	6,285	31,622	56,238
Owner Occupied Housing Units	42.4%	44.5%	49.5%
Renter Occupied Housing Units	50.9%	48.3%	43.7%
Vacant Housing Units	6.7%	7.1%	6.8%
2010 Housing Units	6,393	32,964	58,675
Owner Occupied Housing Units	40.2%	42.4%	47.3%
Renter Occupied Housing Units	51.8%	48.6%	44.1%
Vacant Housing Units	7.9%	9.0%	8.6%
2020 Housing Units	6,783	34,576	61,160
Vacant Housing Units	5.7%	6.0%	5.9%
2022 Housing Units	6,793	34,658	61,445
Owner Occupied Housing Units	40.1%	42.4%	47.8%
Renter Occupied Housing Units	54.2%	51.5%	46.0%
Vacant Housing Units	5.8%	6.1%	6.2%
2027 Housing Units	6,807	34,768	61,694
Owner Occupied Housing Units	41.3%	43.4%	48.9%
Renter Occupied Housing Units	52.6%	50.1%	44.8%
Vacant Housing Units	6.1%	6.5%	6.3%
Median Household Income			
2022	\$59,656	\$54,010	\$58,586
2027	\$72,198	\$63,837	\$71,922
Median Home Value			
2022	\$257,570	\$290,895	\$319,639
2027	\$357,574	\$392,868	\$422,737
Per Capita Income			
2022	\$33,862	\$31,627	\$33,049
2027	\$40,670	\$37,844	\$39,552
Median Age			
2010	37.6	37.8	37.9
2022	39.2	39.5	40.0
2027	40.1	40.1	40.6

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Households by Income			
Household Income Base	6,401	32,527	57,662
<\$15,000	13.1%	15.7%	14.1%
\$15,000 - \$24,999	8.6%	10.6%	10.0%
\$25,000 - \$34,999	7.9%	8.4%	8.3%
\$35,000 - \$49,999	11.7%	11.8%	11.2%
\$50,000 - \$74,999	18.1%	15.7%	15.0%
\$75,000 - \$99,999	12.6%	11.3%	12.2%
\$100,000 - \$149,999	17.7%	15.7%	17.0%
\$150,000 - \$199,999	7.8%	7.5%	8.1%
\$200,000+	2.5%	3.3%	4.1%
Average Household Income	\$78,093	\$75,960	\$81,422
2027 Households by Income			
Household Income Base	6,395	32,514	57,787
<\$15,000	10.4%	13.1%	11.7%
\$15,000 - \$24,999	6.4%	8.3%	7.9%
\$25,000 - \$34,999	5.8%	7.3%	6.9%
\$35,000 - \$49,999	11.3%	11.7%	10.6%
\$50,000 - \$74,999	17.5%	15.1%	14.2%
\$75,000 - \$99,999	12.5%	11.0%	12.3%
\$100,000 - \$149,999	20.8%	18.2%	19.4%
\$150,000 - \$199,999	12.0%	10.8%	11.3%
\$200,000+	3.4%	4.5%	5.6%
Average Household Income	\$93,543	\$90,619	\$97,227
2022 Owner Occupied Housing Units by Value			
Total	2,721	14,663	29,379
<\$50,000	3.8%	3.5%	2.8%
\$50,000 - \$99,999	0.4%	1.3%	1.2%
\$100,000 - \$149,999	4.3%	4.6%	3.3%
\$150,000 - \$199,999	12.3%	9.5%	7.5%
\$200,000 - \$249,999	26.5%	17.7%	15.0%
\$250,000 - \$299,999	18.4%	16.5%	14.9%
\$300,000 - \$399,999	23.0%	25.5%	27.3%
\$400,000 - \$499,999	6.4%	11.3%	14.9%
\$500,000 - \$749,999	1.6%	6.1%	9.0%
\$750,000 - \$999,999	0.7%	1.6%	1.8%
\$1,000,000 - \$1,499,999	0.5%	0.4%	0.7%
\$1,500,000 - \$1,999,999	0.2%	0.6%	0.4%
\$2,000,000 +	1.9%	1.5%	1.2%
Average Home Value	\$316,706	\$350,278	\$371,138
2027 Owner Occupied Housing Units by Value			
Total	2,814	15,061	30,135
<\$50,000	5.4%	4.3%	3.1%
\$50,000 - \$99,999	0.2%	0.7%	0.6%
\$100,000 - \$149,999	1.4%	1.4%	0.9%
\$150,000 - \$199,999	3.5%	3.2%	2.5%
\$200,000 - \$249,999	10.8%	6.9%	5.5%
\$250,000 - \$299,999	11.3%	9.0%	7.6%
\$300,000 - \$399,999	30.0%	26.5%	24.5%
\$400,000 - \$499,999	15.3%	19.9%	23.0%
\$500,000 - \$749,999	7.2%	16.6%	21.8%
\$750,000 - \$999,999	6.6%	5.3%	4.6%
\$1,000,000 - \$1,499,999	3.7%	1.9%	2.5%
\$1,500,000 - \$1,999,999	0.6%	1.1%	0.9%
\$2,000,000 +	3.8%	3.3%	2.4%
Average Home Value	\$484,003	\$498,571	\$507,435

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Age			
Total	13,846	74,137	137,480
0 - 4	6.9%	6.3%	6.0%
5 - 9	5.7%	5.8%	5.7%
10 - 14	5.9%	6.2%	6.1%
15 - 24	13.1%	14.0%	15.5%
25 - 34	15.1%	14.1%	13.1%
35 - 44	13.4%	13.2%	12.9%
45 - 54	14.0%	14.2%	14.1%
55 - 64	10.8%	11.1%	11.5%
65 - 74	6.5%	6.9%	7.0%
75 - 84	5.7%	5.3%	5.2%
85 +	2.9%	2.9%	2.9%
18 +	77.8%	77.6%	78.4%
2022 Population by Age			
Total	14,824	78,790	143,346
0 - 4	6.1%	5.7%	5.4%
5 - 9	5.9%	5.6%	5.5%
10 - 14	6.1%	5.7%	5.6%
15 - 24	11.0%	11.9%	12.8%
25 - 34	14.9%	15.2%	14.4%
35 - 44	13.9%	12.8%	12.5%
45 - 54	11.8%	11.7%	11.9%
55 - 64	12.4%	12.7%	12.9%
65 - 74	9.3%	9.9%	10.3%
75 - 84	5.8%	5.8%	5.8%
85 +	2.9%	2.9%	2.8%
18 +	78.7%	79.7%	80.3%
2027 Population by Age			
Total	14,777	78,503	143,199
0 - 4	6.1%	5.7%	5.4%
5 - 9	5.7%	5.5%	5.3%
10 - 14	5.9%	5.6%	5.5%
15 - 24	11.0%	11.2%	12.1%
25 - 34	13.7%	14.6%	13.6%
35 - 44	14.4%	13.7%	13.6%
45 - 54	11.9%	11.5%	11.7%
55 - 64	11.6%	11.8%	12.1%
65 - 74	9.9%	10.6%	10.9%
75 - 84	6.9%	6.9%	6.9%
85 +	2.8%	2.9%	2.8%
18 +	78.9%	79.9%	80.6%
2010 Population by Sex			
Males	6,572	35,852	66,735
Females	7,274	38,287	70,745
2022 Population by Sex			
Males	7,086	38,321	69,822
Females	7,740	40,469	73,521
2027 Population by Sex			
Males	7,072	38,293	69,990
Females	7,704	40,210	73,210

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Race/Ethnicity			
Total	13,844	74,139	137,481
White Alone	86.9%	77.1%	80.4%
Black Alone	3.1%	6.0%	5.0%
American Indian Alone	0.5%	1.3%	0.9%
Asian Alone	0.8%	1.1%	1.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	5.0%	9.5%	8.1%
Two or More Races	3.6%	4.9%	4.4%
Hispanic Origin	9.1%	14.3%	12.2%
Diversity Index	36.6	53.9	48.3
2020 Population by Race/Ethnicity			
Total	14,879	78,712	143,064
White Alone	71.7%	64.8%	68.8%
Black Alone	4.3%	5.3%	4.7%
American Indian Alone	0.6%	1.3%	1.0%
Asian Alone	0.7%	1.2%	1.3%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	10.4%	13.1%	11.1%
Two or More Races	12.3%	14.4%	13.0%
Hispanic Origin	16.8%	21.3%	18.2%
Diversity Index	61.0	69.4	64.5
2022 Population by Race/Ethnicity			
Total	14,827	78,791	143,343
White Alone	70.7%	64.2%	68.1%
Black Alone	4.4%	5.3%	4.7%
American Indian Alone	0.6%	1.3%	1.0%
Asian Alone	0.7%	1.2%	1.3%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	10.7%	13.2%	11.3%
Two or More Races	12.9%	14.8%	13.5%
Hispanic Origin	17.2%	21.5%	18.4%
Diversity Index	62.1	69.9	65.2
2027 Population by Race/Ethnicity			
Total	14,776	78,503	143,199
White Alone	68.2%	61.8%	65.8%
Black Alone	4.7%	5.5%	4.9%
American Indian Alone	0.6%	1.3%	1.1%
Asian Alone	0.7%	1.3%	1.4%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	11.8%	14.2%	12.2%
Two or More Races	14.1%	15.9%	14.6%
Hispanic Origin	18.5%	22.6%	19.5%
Diversity Index	65.0	72.0	67.6
2010 Population by Relationship and Household Type			
Total	13,845	74,140	137,480
In Households	99.9%	97.1%	95.0%
In Family Households	79.7%	77.1%	76.9%
Householder	26.3%	24.4%	24.4%
Spouse	15.7%	14.6%	15.4%
Child	30.6%	30.8%	30.2%
Other relative	3.9%	4.0%	3.8%
Nonrelative	3.2%	3.3%	3.0%
In Nonfamily Households	20.1%	20.0%	18.0%
In Group Quarters	0.1%	2.9%	5.0%
Institutionalized Population	0.1%	2.3%	2.2%
Noninstitutionalized Population	0.1%	0.6%	2.9%

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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2022 Population 25+ by Educational Attainment			
Total	10,519	56,011	101,467
Less than 9th Grade	10.8%	9.9%	9.8%
9th - 12th Grade, No Diploma	6.5%	7.6%	7.4%
High School Graduate	33.1%	31.8%	30.6%
GED/Alternative Credential	5.7%	6.4%	5.8%
Some College, No Degree	16.1%	16.0%	15.4%
Associate Degree	10.9%	9.2%	9.1%
Bachelor's Degree	12.6%	13.1%	14.9%
Graduate/Professional Degree	4.3%	5.9%	7.1%
2022 Population 15+ by Marital Status			
Total	12,146	65,386	119,780
Never Married	40.2%	42.1%	41.2%
Married	43.8%	40.3%	41.1%
Widowed	5.4%	7.0%	7.3%
Divorced	10.6%	10.6%	10.4%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,461	38,411	69,906
Population 16+ Employed	94.5%	94.9%	94.7%
Population 16+ Unemployment rate	5.5%	5.1%	5.3%
Population 16-24 Employed	13.4%	13.9%	14.9%
Population 16-24 Unemployment rate	12.0%	10.3%	9.9%
Population 25-54 Employed	65.2%	63.0%	61.8%
Population 25-54 Unemployment rate	4.6%	4.9%	5.2%
Population 55-64 Employed	13.9%	16.1%	16.4%
Population 55-64 Unemployment rate	3.5%	2.2%	2.1%
Population 65+ Employed	7.5%	7.1%	6.9%
Population 65+ Unemployment rate	4.8%	3.0%	3.1%
2022 Employed Population 16+ by Industry			
Total	7,049	36,439	66,195
Agriculture/Mining	2.6%	1.5%	1.6%
Construction	11.1%	9.6%	9.3%
Manufacturing	11.6%	11.2%	10.7%
Wholesale Trade	3.1%	2.8%	3.2%
Retail Trade	11.8%	13.0%	12.3%
Transportation/Utilities	4.3%	5.3%	5.1%
Information	1.3%	1.8%	1.7%
Finance/Insurance/Real Estate	4.2%	4.3%	4.1%
Services	45.1%	46.2%	47.6%
Public Administration	5.0%	4.5%	4.5%
2022 Employed Population 16+ by Occupation			
Total	7,048	36,437	66,194
White Collar	46.7%	49.9%	51.6%
Management/Business/Financial	10.0%	11.3%	12.2%
Professional	19.4%	19.4%	20.6%
Sales	7.3%	7.9%	8.2%
Administrative Support	10.0%	11.3%	10.6%
Services	21.8%	20.8%	20.4%
Blue Collar	31.5%	29.3%	27.9%
Farming/Forestry/Fishing	1.5%	1.2%	1.3%
Construction/Extraction	9.0%	7.8%	7.6%
Installation/Maintenance/Repair	3.5%	2.6%	2.6%
Production	6.9%	8.1%	7.6%
Transportation/Material Moving	10.7%	9.7%	8.9%

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2010 Households by Type			
Total	5,886	29,996	53,636
Households with 1 Person	30.8%	32.7%	30.6%
Households with 2+ People	69.2%	67.3%	69.4%
Family Households	61.7%	60.1%	62.5%
Husband-wife Families	36.7%	35.8%	39.5%
With Related Children	14.5%	14.6%	16.1%
Other Family (No Spouse Present)	25.0%	24.2%	23.0%
Other Family with Male Householder	6.4%	5.6%	5.5%
With Related Children	3.3%	3.1%	3.0%
Other Family with Female Householder	18.7%	18.6%	17.5%
With Related Children	12.4%	12.7%	11.7%
Nonfamily Households	7.5%	7.3%	6.9%
All Households with Children	30.8%	30.9%	31.3%
Multigenerational Households	3.2%	3.7%	3.9%
Unmarried Partner Households	10.2%	9.6%	9.2%
Male-female	9.4%	8.7%	8.4%
Same-sex	0.8%	0.8%	0.9%
2010 Households by Size			
Total	5,886	29,996	53,635
1 Person Household	30.8%	32.7%	30.6%
2 Person Household	32.1%	29.8%	30.5%
3 Person Household	18.6%	16.7%	17.3%
4 Person Household	12.1%	12.5%	13.2%
5 Person Household	4.6%	5.4%	5.4%
6 Person Household	1.2%	1.9%	1.9%
7 + Person Household	0.6%	1.1%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	5,885	29,996	53,637
Owner Occupied	43.7%	46.5%	51.7%
Owned with a Mortgage/Loan	28.5%	32.9%	36.2%
Owned Free and Clear	15.2%	13.6%	15.5%
Renter Occupied	56.3%	53.5%	48.3%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	96	78	78
Percent of Income for Mortgage	22.8%	28.4%	28.8%
Wealth Index	54	57	67
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,393	32,964	58,675
Housing Units Inside Urbanized Area	98.6%	97.6%	95.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.4%	2.4%	4.8%
2010 Population By Urban/ Rural Status			
Total Population	13,845	74,139	137,480
Population Inside Urbanized Area	99.3%	97.3%	94.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.7%	2.7%	5.5%

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.	Front Porches (8E)	Front Porches (8E)	Parks and Rec (5C)
2.	Parks and Rec (5C)	Parks and Rec (5C)	Front Porches (8E)
3.	Hometown Heritage (8G)	Fresh Ambitions (13D)	Fresh Ambitions (13D)
2022 Consumer Spending			
Apparel & Services: Total \$	\$11,760,868	\$58,767,002	\$110,811,422
Average Spent	\$1,837.35	\$1,806.71	\$1,921.74
Spending Potential Index	76	75	80
Education: Total \$	\$10,595,507	\$52,181,894	\$97,922,476
Average Spent	\$1,655.29	\$1,604.26	\$1,698.22
Spending Potential Index	84	82	87
Entertainment/Recreation: Total \$	\$17,132,901	\$84,788,044	\$161,817,613
Average Spent	\$2,676.60	\$2,606.70	\$2,806.31
Spending Potential Index	73	71	76
Food at Home: Total \$	\$30,051,798	\$150,100,574	\$283,071,351
Average Spent	\$4,694.86	\$4,614.65	\$4,909.15
Spending Potential Index	76	75	79
Food Away from Home: Total \$	\$20,848,660	\$103,630,646	\$195,093,669
Average Spent	\$3,257.09	\$3,185.99	\$3,383.40
Spending Potential Index	76	74	78
Health Care: Total \$	\$32,082,232	\$160,322,564	\$307,633,639
Average Spent	\$5,012.07	\$4,928.91	\$5,335.12
Spending Potential Index	71	70	75
HH Furnishings & Equipment: Total \$	\$11,886,740	\$58,829,668	\$112,410,580
Average Spent	\$1,857.01	\$1,808.64	\$1,949.47
Spending Potential Index	72	71	76
Personal Care Products & Services: Total \$	\$4,910,359	\$24,575,151	\$46,474,432
Average Spent	\$767.12	\$755.53	\$805.98
Spending Potential Index	75	74	79
Shelter: Total \$	\$115,587,067	\$572,877,319	\$1,074,217,467
Average Spent	\$18,057.66	\$17,612.36	\$18,629.56
Spending Potential Index	79	77	81
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,708,523	\$58,024,615	\$111,591,889
Average Spent	\$1,829.17	\$1,783.89	\$1,935.28
Spending Potential Index	67	66	71
Travel: Total \$	\$13,321,351	\$65,230,238	\$124,965,795
Average Spent	\$2,081.14	\$2,005.42	\$2,167.21
Spending Potential Index	72	70	75
Vehicle Maintenance & Repairs: Total \$	\$5,874,264	\$29,143,125	\$55,355,398
Average Spent	\$917.71	\$895.97	\$960.00
Spending Potential Index	73	71	76

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.