

Timpany Plaza  
360 Timpany Boulevard, Gardner, Massachusetts, 01440  
Rings: 3, 5, 10 mile radii

Prepared by WHLR  
Latitude: 42.55896  
Longitude: -71.98912

	3 miles	5 miles	10 miles
<b>Population Summary</b>			
2010 Total Population	21,739	32,395	83,287
2020 Total Population	22,850	34,037	87,741
2020 Group Quarters	1,119	1,333	1,945
2022 Total Population	23,019	34,267	88,791
2022 Group Quarters	1,119	1,333	1,945
2027 Total Population	23,135	34,432	89,932
2022-2027 Annual Rate	0.10%	0.10%	0.26%
2022 Total Daytime Population	20,131	30,601	75,791
Workers	8,623	13,952	31,917
Residents	11,508	16,649	43,874
<b>Household Summary</b>			
2010 Households	8,829	12,662	31,935
2010 Average Household Size	2.33	2.45	2.54
2020 Total Households	9,365	13,505	34,259
2020 Average Household Size	2.32	2.42	2.50
2022 Total Households	9,435	13,605	34,714
2022 Average Household Size	2.32	2.42	2.50
2027 Total Households	9,501	13,696	35,250
2027 Average Household Size	2.32	2.42	2.50
2022-2027 Annual Rate	0.14%	0.13%	0.31%
2010 Families	5,509	8,374	21,649
2010 Average Family Size	2.90	2.97	3.04
2022 Total Families	5,790	8,876	23,218
2022 Average Family Size	2.90	2.95	3.01
2027 Total Families	5,825	8,929	23,575
2027 Average Family Size	2.89	2.94	3.00
2022-2027 Annual Rate	0.12%	0.12%	0.31%
<b>Housing Unit Summary</b>			
2000 Housing Units	9,414	13,016	32,158
Owner Occupied Housing Units	53.7%	60.6%	62.6%
Renter Occupied Housing Units	39.8%	33.2%	30.6%
Vacant Housing Units	6.6%	6.2%	6.8%
2010 Housing Units	9,789	13,905	35,619
Owner Occupied Housing Units	52.3%	59.8%	61.8%
Renter Occupied Housing Units	37.9%	31.3%	27.9%
Vacant Housing Units	9.8%	8.9%	10.3%
2020 Housing Units	10,102	14,510	37,082
Vacant Housing Units	7.3%	6.9%	7.6%
2022 Housing Units	10,234	14,684	37,671
Owner Occupied Housing Units	51.3%	60.0%	62.7%
Renter Occupied Housing Units	40.9%	32.6%	29.4%
Vacant Housing Units	7.8%	7.3%	7.8%
2027 Housing Units	10,320	14,811	38,277
Owner Occupied Housing Units	52.7%	61.2%	63.7%
Renter Occupied Housing Units	39.4%	31.3%	28.4%
Vacant Housing Units	7.9%	7.5%	7.9%
<b>Median Household Income</b>			
2022	\$66,360	\$76,659	\$80,434
2027	\$77,619	\$87,391	\$93,443
<b>Median Home Value</b>			
2022	\$262,744	\$294,982	\$307,357
2027	\$398,126	\$417,486	\$449,726
<b>Per Capita Income</b>			
2022	\$36,517	\$39,342	\$40,699
2027	\$43,986	\$47,059	\$48,261
<b>Median Age</b>			
2010	40.9	41.0	40.0
2022	42.2	42.8	41.9
2027	42.7	43.3	42.4

**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.

## Market Profile

Timpany Plaza  
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<b>2022 Households by Income</b>			
Household Income Base	9,435	13,605	34,714
<\$15,000	9.9%	7.8%	7.3%
\$15,000 - \$24,999	7.1%	6.1%	5.6%
\$25,000 - \$34,999	8.2%	7.1%	6.4%
\$35,000 - \$49,999	12.6%	11.2%	10.8%
\$50,000 - \$74,999	16.6%	16.3%	15.6%
\$75,000 - \$99,999	16.3%	16.6%	15.5%
\$100,000 - \$149,999	16.0%	18.6%	20.6%
\$150,000 - \$199,999	7.6%	9.2%	10.4%
\$200,000+	5.7%	7.0%	7.8%
Average Household Income	\$89,330	\$98,869	\$103,956
<b>2027 Households by Income</b>			
Household Income Base	9,501	13,696	35,250
<\$15,000	7.9%	6.1%	5.8%
\$15,000 - \$24,999	5.1%	4.3%	4.3%
\$25,000 - \$34,999	7.9%	6.6%	5.4%
\$35,000 - \$49,999	13.8%	11.5%	9.5%
\$50,000 - \$74,999	13.5%	13.3%	13.6%
\$75,000 - \$99,999	13.3%	14.4%	14.4%
\$100,000 - \$149,999	18.9%	20.9%	22.3%
\$150,000 - \$199,999	11.5%	13.0%	14.2%
\$200,000+	8.2%	9.9%	10.5%
Average Household Income	\$107,297	\$118,087	\$122,959
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	5,248	8,812	23,629
<\$50,000	3.3%	2.4%	2.3%
\$50,000 - \$99,999	3.3%	2.4%	1.5%
\$100,000 - \$149,999	6.9%	4.9%	3.7%
\$150,000 - \$199,999	14.2%	11.6%	10.5%
\$200,000 - \$249,999	18.3%	14.8%	14.3%
\$250,000 - \$299,999	15.6%	15.4%	16.0%
\$300,000 - \$399,999	17.3%	24.1%	22.0%
\$400,000 - \$499,999	9.0%	12.2%	15.8%
\$500,000 - \$749,999	5.0%	6.0%	8.3%
\$750,000 - \$999,999	4.3%	3.5%	3.1%
\$1,000,000 - \$1,499,999	0.3%	0.3%	0.9%
\$1,500,000 - \$1,999,999	0.7%	0.5%	0.6%
\$2,000,000 +	1.8%	1.8%	1.1%
Average Home Value	\$347,904	\$364,576	\$371,968
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	5,435	9,057	24,393
<\$50,000	4.1%	2.9%	2.7%
\$50,000 - \$99,999	1.5%	1.0%	0.6%
\$100,000 - \$149,999	1.6%	1.1%	0.7%
\$150,000 - \$199,999	4.7%	3.3%	2.4%
\$200,000 - \$249,999	8.2%	5.9%	4.7%
\$250,000 - \$299,999	10.1%	7.9%	7.4%
\$300,000 - \$399,999	20.1%	24.0%	18.8%
\$400,000 - \$499,999	19.8%	22.2%	25.5%
\$500,000 - \$749,999	17.7%	20.0%	23.0%
\$750,000 - \$999,999	5.1%	5.1%	7.8%
\$1,000,000 - \$1,499,999	1.0%	1.0%	2.1%
\$1,500,000 - \$1,999,999	2.0%	1.6%	1.8%
\$2,000,000 +	4.1%	4.0%	2.5%
Average Home Value	\$512,912	\$528,102	\$544,007

**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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<b>2010 Population by Age</b>			
Total	21,736	32,396	83,284
0 - 4	5.9%	5.6%	5.9%
5 - 9	5.5%	5.7%	6.1%
10 - 14	6.0%	6.5%	6.8%
15 - 24	12.5%	12.6%	13.3%
25 - 34	12.3%	11.5%	11.3%
35 - 44	13.8%	14.1%	14.1%
45 - 54	16.8%	17.5%	17.2%
55 - 64	12.7%	13.1%	12.8%
65 - 74	6.4%	6.5%	6.5%
75 - 84	5.3%	4.7%	4.2%
85 +	2.7%	2.3%	1.9%
18 +	78.7%	77.9%	76.5%
<b>2022 Population by Age</b>			
Total	23,018	34,270	88,791
0 - 4	5.1%	4.9%	5.2%
5 - 9	5.2%	5.1%	5.6%
10 - 14	5.3%	5.5%	6.0%
15 - 24	11.0%	11.0%	11.4%
25 - 34	14.3%	13.9%	13.3%
35 - 44	12.4%	12.2%	12.4%
45 - 54	12.8%	13.3%	13.7%
55 - 64	14.4%	15.1%	14.8%
65 - 74	10.8%	10.9%	10.6%
75 - 84	5.8%	5.5%	5.0%
85 +	3.0%	2.5%	2.1%
18 +	81.2%	81.1%	79.6%
<b>2027 Population by Age</b>			
Total	23,135	34,433	89,931
0 - 4	5.2%	4.9%	5.2%
5 - 9	5.0%	4.9%	5.4%
10 - 14	5.2%	5.3%	5.9%
15 - 24	10.5%	10.3%	10.8%
25 - 34	13.8%	13.3%	12.7%
35 - 44	13.2%	13.3%	13.5%
45 - 54	12.0%	12.3%	12.7%
55 - 64	13.1%	13.8%	13.6%
65 - 74	11.7%	12.0%	11.8%
75 - 84	7.5%	7.2%	6.4%
85 +	2.9%	2.5%	2.2%
18 +	81.5%	81.5%	80.0%
<b>2010 Population by Sex</b>			
Males	11,054	16,488	41,736
Females	10,684	15,907	41,551
<b>2022 Population by Sex</b>			
Males	11,594	17,309	44,334
Females	11,424	16,958	44,457
<b>2027 Population by Sex</b>			
Males	11,662	17,407	44,986
Females	11,473	17,025	44,946

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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<b>2010 Population by Race/Ethnicity</b>			
Total	21,740	32,394	83,288
White Alone	92.1%	93.3%	90.4%
Black Alone	2.5%	2.0%	2.4%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.4%	1.2%	1.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	1.2%	3.1%
Two or More Races	2.1%	1.9%	2.2%
Hispanic Origin	6.5%	5.2%	8.5%
Diversity Index	25.3	21.3	30.9
<b>2020 Population by Race/Ethnicity</b>			
Total	22,850	34,037	87,741
White Alone	82.5%	85.0%	80.4%
Black Alone	3.3%	2.7%	3.3%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	1.8%	1.5%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.9%	3.1%	5.4%
Two or More Races	8.2%	7.3%	8.6%
Hispanic Origin	10.2%	8.3%	12.6%
Diversity Index	43.5	38.0	48.6
<b>2022 Population by Race/Ethnicity</b>			
Total	23,019	34,268	88,790
White Alone	81.9%	84.5%	79.7%
Black Alone	3.4%	2.8%	3.4%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	1.9%	1.6%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.0%	3.3%	5.6%
Two or More Races	8.5%	7.6%	9.0%
Hispanic Origin	10.4%	8.4%	12.9%
Diversity Index	44.5	39.0	49.7
<b>2027 Population by Race/Ethnicity</b>			
Total	23,135	34,432	89,931
White Alone	80.0%	82.7%	77.8%
Black Alone	3.7%	3.1%	3.7%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	2.0%	1.8%	2.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.6%	3.7%	6.3%
Two or More Races	9.4%	8.5%	9.9%
Hispanic Origin	11.0%	9.0%	13.6%
Diversity Index	47.6	42.0	52.5
<b>2010 Population by Relationship and Household Type</b>			
Total	21,738	32,395	83,287
In Households	94.7%	95.8%	97.4%
In Family Households	76.0%	79.2%	81.7%
Householder	25.2%	25.8%	26.0%
Spouse	17.6%	19.1%	19.3%
Child	28.3%	29.5%	30.9%
Other relative	2.3%	2.4%	2.9%
Nonrelative	2.6%	2.5%	2.7%
In Nonfamily Households	18.7%	16.6%	15.7%
In Group Quarters	5.3%	4.2%	2.6%
Institutionalized Population	5.0%	3.8%	1.7%
Noninstitutionalized Population	0.3%	0.4%	0.8%

**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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<b>2022 Population 25+ by Educational Attainment</b>			
Total	16,887	25,175	63,765
Less than 9th Grade	2.4%	2.0%	2.4%
9th - 12th Grade, No Diploma	6.3%	5.6%	5.7%
High School Graduate	27.4%	26.2%	27.5%
GED/Alternative Credential	6.8%	5.6%	5.2%
Some College, No Degree	20.3%	21.1%	19.3%
Associate Degree	14.6%	14.3%	12.3%
Bachelor's Degree	14.1%	16.6%	17.5%
Graduate/Professional Degree	8.1%	8.6%	10.1%
<b>2022 Population 15+ by Marital Status</b>			
Total	19,419	28,936	73,905
Never Married	34.4%	33.1%	33.5%
Married	47.7%	50.5%	50.3%
Widowed	6.5%	6.0%	5.6%
Divorced	11.4%	10.4%	10.6%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	11,626	18,032	47,090
Population 16+ Employed	95.8%	96.0%	95.4%
Population 16+ Unemployment rate	4.2%	4.0%	4.6%
Population 16-24 Employed	13.9%	12.6%	12.5%
Population 16-24 Unemployment rate	4.5%	5.2%	9.4%
Population 25-54 Employed	59.7%	60.1%	61.5%
Population 25-54 Unemployment rate	3.8%	3.3%	3.7%
Population 55-64 Employed	18.2%	19.4%	19.0%
Population 55-64 Unemployment rate	6.7%	5.9%	4.6%
Population 65+ Employed	8.2%	7.9%	7.0%
Population 65+ Unemployment rate	0.9%	2.5%	3.7%
<b>2022 Employed Population 16+ by Industry</b>			
Total	11,135	17,313	44,925
Agriculture/Mining	0.7%	0.6%	0.4%
Construction	5.8%	6.7%	7.1%
Manufacturing	16.0%	16.0%	14.7%
Wholesale Trade	1.5%	1.4%	1.5%
Retail Trade	11.1%	10.6%	11.3%
Transportation/Utilities	4.3%	4.3%	5.3%
Information	0.5%	0.8%	1.2%
Finance/Insurance/Real Estate	3.8%	3.7%	4.6%
Services	52.1%	51.6%	48.8%
Public Administration	4.2%	4.4%	5.0%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	11,134	17,315	44,922
White Collar	57.4%	59.6%	59.8%
Management/Business/Financial	16.8%	18.0%	16.9%
Professional	22.3%	23.4%	24.1%
Sales	7.1%	6.8%	7.5%
Administrative Support	11.2%	11.4%	11.3%
Services	19.0%	17.2%	17.1%
Blue Collar	23.5%	23.2%	23.2%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	4.7%	5.1%	5.8%
Installation/Maintenance/Repair	2.2%	3.1%	3.1%
Production	9.4%	7.9%	6.7%
Transportation/Material Moving	7.1%	6.9%	7.5%

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<b>2010 Households by Type</b>			
Total	8,828	12,662	31,935
Households with 1 Person	30.7%	27.3%	25.3%
Households with 2+ People	69.3%	72.7%	74.7%
Family Households	62.4%	66.1%	67.8%
Husband-wife Families	43.8%	48.8%	50.3%
With Related Children	17.1%	19.9%	21.2%
Other Family (No Spouse Present)	18.6%	17.3%	17.5%
Other Family with Male Householder	5.3%	5.1%	5.2%
With Related Children	3.1%	2.9%	3.0%
Other Family with Female Householder	13.4%	12.2%	12.3%
With Related Children	9.5%	8.4%	8.5%
Nonfamily Households	6.9%	6.6%	6.9%
All Households with Children	30.2%	31.8%	33.3%
Multigenerational Households	2.4%	2.6%	3.3%
Unmarried Partner Households	8.7%	8.5%	8.8%
Male-female	8.0%	7.7%	8.0%
Same-sex	0.7%	0.7%	0.8%
<b>2010 Households by Size</b>			
Total	8,831	12,664	31,934
1 Person Household	30.7%	27.3%	25.3%
2 Person Household	33.5%	34.1%	33.7%
3 Person Household	16.4%	16.7%	17.2%
4 Person Household	12.5%	13.9%	14.5%
5 Person Household	4.6%	5.3%	6.0%
6 Person Household	1.7%	1.9%	2.2%
7 + Person Household	0.6%	0.8%	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	8,829	12,663	31,935
Owner Occupied	57.9%	65.7%	68.9%
Owned with a Mortgage/Loan	42.5%	49.3%	53.0%
Owned Free and Clear	15.5%	16.3%	15.9%
Renter Occupied	42.1%	34.3%	31.1%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	102	105	106
Percent of Income for Mortgage	20.9%	20.3%	20.1%
Wealth Index	77	93	103
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	9,789	13,905	35,619
Housing Units Inside Urbanized Area	86.9%	75.6%	67.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Housing Units	13.1%	24.4%	32.9%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	21,739	32,395	83,287
Population Inside Urbanized Area	86.2%	73.4%	64.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Population	13.8%	26.6%	35.4%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Parks and Rec (5C)	Parks and Rec (5C)	Green Acres (6A)
2.	Set to Impress (11D)	Green Acres (6A)	Parks and Rec (5C)
3.	Midlife Constants (5E)	Set to Impress (11D)	Front Porches (8E)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$19,468,920	\$30,756,627	\$82,276,750
Average Spent	\$2,063.48	\$2,260.69	\$2,370.13
Spending Potential Index	86	94	98
Education: Total \$	\$16,772,126	\$26,539,976	\$72,226,384
Average Spent	\$1,777.65	\$1,950.75	\$2,080.61
Spending Potential Index	91	99	106
Entertainment/Recreation: Total \$	\$29,536,979	\$47,134,037	\$125,833,208
Average Spent	\$3,130.58	\$3,464.46	\$3,624.85
Spending Potential Index	85	94	99
Food at Home: Total \$	\$49,998,838	\$78,776,099	\$210,321,984
Average Spent	\$5,299.29	\$5,790.23	\$6,058.71
Spending Potential Index	86	94	98
Food Away from Home: Total \$	\$34,318,863	\$54,202,731	\$145,133,675
Average Spent	\$3,637.40	\$3,984.03	\$4,180.84
Spending Potential Index	84	92	97
Health Care: Total \$	\$57,245,719	\$91,551,034	\$243,205,759
Average Spent	\$6,067.38	\$6,729.22	\$7,005.98
Spending Potential Index	86	95	99
HH Furnishings & Equipment: Total \$	\$20,585,127	\$32,968,378	\$88,094,788
Average Spent	\$2,181.78	\$2,423.25	\$2,537.73
Spending Potential Index	85	95	99
Personal Care Products & Services: Total \$	\$8,296,923	\$13,164,614	\$35,188,866
Average Spent	\$879.38	\$967.63	\$1,013.68
Spending Potential Index	86	95	99
Shelter: Total \$	\$186,438,329	\$294,102,799	\$791,629,778
Average Spent	\$19,760.29	\$21,617.26	\$22,804.34
Spending Potential Index	86	94	100
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$21,279,455	\$34,279,593	\$91,134,121
Average Spent	\$2,255.37	\$2,519.63	\$2,625.28
Spending Potential Index	83	93	97
Travel: Total \$	\$22,891,813	\$36,970,834	\$99,510,393
Average Spent	\$2,426.27	\$2,717.44	\$2,866.58
Spending Potential Index	84	95	100
Vehicle Maintenance & Repairs: Total \$	\$10,175,822	\$16,115,279	\$42,799,286
Average Spent	\$1,078.52	\$1,184.51	\$1,232.91
Spending Potential Index	86	94	98

**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.