



The **Retail**Coach®

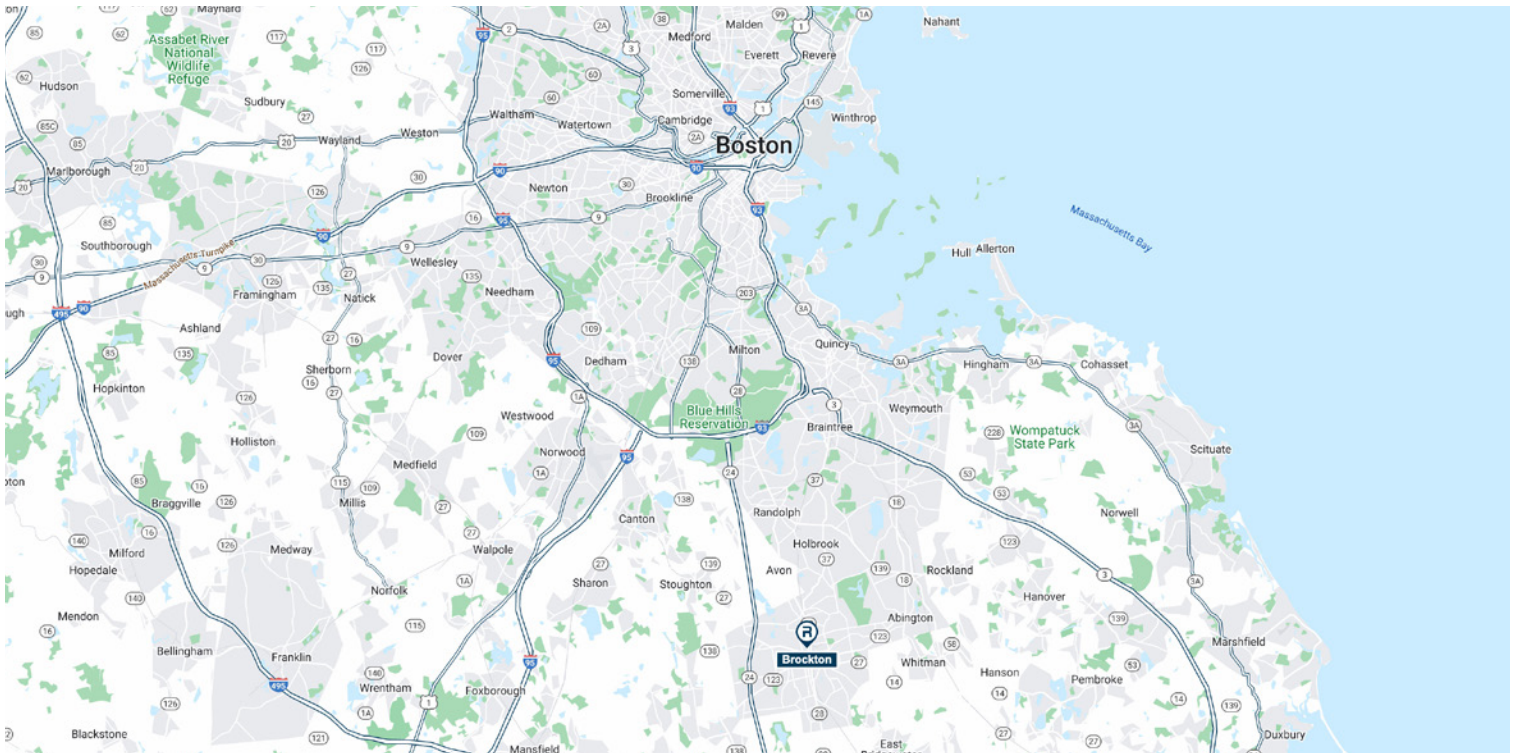
Community Demographic Profile

BROCKTON, MASSACHUSETTS

Prepared for City of Brockton
April 2023

Community • Demographic Snapshot

Brockton, Massachusetts



Population

2020	105,643
2023	106,572
2028	108,593

Educational Attainment (%)

Graduate or Professional Degree	5.55%
Bachelors Degree	13.73%
Associate Degree	7.02%
Some College	19.31%
High School Graduate (GED)	35.04%
Some High School, No Degree	8.27%
Less than 9th Grade	11.09%

Income

Average HH	\$95,672
Median HH	\$72,554
Per Capita	\$33,072

Age

0 - 9 Years	12.38%
10 - 17 Years	10.76%
18 - 24 Years	8.52%
25 - 34 Years	11.71%
35 - 44 Years	14.31%
45 - 54 Years	12.55%
55 - 64 Years	12.82%
65 and Older	16.96%
Median Age	39.69
Average Age	39.80

Race Distribution (%)

White	22.65%
Black/African American	41.79%
American Indian/Alaskan	0.55%
Asian	2.55%
Native Hawaiian/Islander	0.02%
Other Race	11.22%
Two or More Races	21.22%
Hispanic	12.47%



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Community • Demographic Profile

Brockton, Massachusetts

DESCRIPTION	DATA	%
Population		
2028 Projection	108,593	
2023 Estimate	106,572	
2020 Census	105,643	
2010 Census	93,810	
Growth 2023 - 2028		1.90%
Growth 2020 - 2023		0.88%
Growth 2010 - 2020		12.61%
2023 Daytime Population	91,802	
Workers	37,033	
Residents	54,769	
2023 Est. Population by Single-Classification Race	106,572	
White Alone	24,140	22.65%
Black or African American Alone	44,535	41.79%
Amer. Indian and Alaska Native Alone	590	0.55%
Asian Alone	2,716	2.55%
Native Hawaiian and Other Pacific Island Alone	23	0.02%
Some Other Race Alone	11,958	11.22%
Two or More Races	22,610	21.22%
2023 Est. Population by Hispanic or Latino Origin	106,572	
Not Hispanic or Latino	93,283	87.53%
Hispanic or Latino	13,289	12.47%
Mexican	182	1.37%
Puerto Rican	7,301	54.94%
Cuban	93	0.70%
All Other Hispanic or Latino	5,713	42.99%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	13,289	
White Alone	1,594	12.00%
Black or African American Alone	1,380	10.39%
American Indian and Alaska Native Alone	282	2.12%
Asian Alone	36	0.27%
Native Hawaiian and Other Pacific Islander Alone	2	0.02%
Some Other Race Alone	6,101	45.91%
Two or More Races	3,894	29.30%

DESCRIPTION	DATA	%
2023 Est. Pop by Race, Asian Alone, by Category	2,716	
Chinese, except Taiwanese	483	17.78%
Filipino	469	17.27%
Japanese	71	2.61%
Asian Indian	850	31.30%
Korean	75	2.76%
Vietnamese	392	14.43%
Cambodian	248	9.13%
Hmong	34	1.25%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	94	3.46%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	53,296	53.32%
Speak Asian/Pacific Island Language at Home	1,511	1.51%
Speak IndoEuropean Language at Home	34,999	35.01%
Speak Spanish at Home	9,012	9.02%
Speak Other Language at Home	1,141	1.14%

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DESCRIPTION	DATA	%
2023 Est. Population by Age	106,572	
Age 0 - 4	6,613	6.20%
Age 5 - 9	6,575	6.17%
Age 10 - 14	6,904	6.48%
Age 15 - 17	4,566	4.28%
Age 18 - 20	4,029	3.78%
Age 21 - 24	5,045	4.73%
Age 25 - 34	12,476	11.71%
Age 35 - 44	15,251	14.31%
Age 45 - 54	13,370	12.55%
Age 55 - 64	13,667	12.82%
Age 65 - 74	10,971	10.29%
Age 75 - 84	5,048	4.74%
Age 85 and over	2,057	1.93%
Age 16 and over	84,978	79.74%
Age 18 and over	81,914	76.86%
Age 21 and over	77,885	73.08%
Age 65 and over	18,076	16.96%
2023 Est. Median Age		39.69
2023 Est. Average Age		39.80
2023 Est. Population by Sex	106,572	
Male	51,500	48.32%
Female	55,072	51.68%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	51,500	
Age 0 - 4	3,392	6.59%
Age 5 - 9	3,395	6.59%
Age 10 - 14	3,581	6.95%
Age 15 - 17	2,349	4.56%
Age 18 - 20	2,083	4.04%
Age 21 - 24	2,556	4.96%
Age 25 - 34	6,085	11.82%
Age 35 - 44	7,244	14.07%
Age 45 - 54	6,464	12.55%
Age 55 - 64	6,519	12.66%
Age 65 - 74	5,000	9.71%
Age 75 - 84	2,149	4.17%
Age 85 and over	683	1.33%
2023 Est. Median Age, Male		38.26
2023 Est. Average Age, Male		38.50
2023 Est. Female Population by Age	55,072	
Age 0 - 4	3,221	5.85%
Age 5 - 9	3,180	5.77%
Age 10 - 14	3,323	6.03%
Age 15 - 17	2,217	4.03%
Age 18 - 20	1,946	3.53%
Age 21 - 24	2,489	4.52%
Age 25 - 34	6,391	11.61%
Age 35 - 44	8,007	14.54%
Age 45 - 54	6,906	12.54%
Age 55 - 64	7,148	12.98%
Age 65 - 74	5,971	10.84%
Age 75 - 84	2,899	5.26%
Age 85 and over	1,374	2.50%
2023 Est. Median Age, Female		40.96
2023 Est. Average Age, Female		41.10

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DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	36,597	42.32%
Males, Never Married	17,920	20.72%
Females, Never Married	18,677	21.60%
Married, Spouse present	29,637	34.27%
Married, Spouse absent	6,351	7.34%
Widowed	4,655	5.38%
Males Widowed	912	1.05%
Females Widowed	3,743	4.33%
Divorced	9,240	10.69%
Males Divorced	4,209	4.87%
Females Divorced	5,031	5.82%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	8,080	11.09%
Some High School, no diploma	6,022	8.27%
High School Graduate (or GED)	25,520	35.04%
Some College, no degree	14,065	19.31%
Associate Degree	5,111	7.02%
Bachelor's Degree	10,000	13.73%
Master's Degree	3,381	4.64%
Professional School Degree	400	0.55%
Doctorate Degree	261	0.36%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,189	27.92%
High School Graduate	2,400	30.61%
Some College or Associate's Degree	2,428	30.97%
Bachelor's Degree or Higher	823	10.50%
Households		
2028 Projection	36,677	
2023 Estimate	36,026	
2020 Census	35,758	
2010 Census	33,303	
Growth 2023 - 2028		1.81%
Growth 2020 - 2023		0.75%
Growth 2010 - 2020		7.37%
2023 Est. Households by Household Type		
Family Households	24,262	67.35%
Nonfamily Households	11,764	32.65%
2023 Est. Group Quarters Population		
	2,354	
2023 Households by Ethnicity, Hispanic/Latino		
	3,919	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income		
Income < \$15,000	4,041	11.22%
Income \$15,000 - \$24,999	3,116	8.65%
Income \$25,000 - \$34,999	2,729	7.58%
Income \$35,000 - \$49,999	3,241	9.00%
Income \$50,000 - \$74,999	5,391	14.96%
Income \$75,000 - \$99,999	4,703	13.05%
Income \$100,000 - \$124,999	3,760	10.44%
Income \$125,000 - \$149,999	2,751	7.64%
Income \$150,000 - \$199,999	3,062	8.50%
Income \$200,000 - \$249,999	1,548	4.30%
Income \$250,000 - \$499,999	1,149	3.19%
Income \$500,000+	535	1.49%
2023 Est. Average Household Income		
		\$95,672
2023 Est. Median Household Income		
		\$72,554
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$76,950
Black or African American Alone		\$71,609
American Indian and Alaska Native Alone		\$37,191
Asian Alone		\$86,569
Native Hawaiian and Other Pacific Islander Alone		\$131,841
Some Other Race Alone		\$78,870
Two or More Races		\$58,375
Hispanic or Latino		\$59,906
Not Hispanic or Latino		\$74,260
2023 Est. Family HH Type by Presence of Own Child.		
Married-Couple Family, own children	6,057	24.96%
Married-Couple Family, no own children	7,613	31.38%
Male Householder, own children	1,091	4.50%
Male Householder, no own children	1,342	5.53%
Female Householder, own children	4,882	20.12%
Female Householder, no own children	3,277	13.51%
2023 Est. Households by Household Size		
1-person	10,042	27.87%
2-person	8,056	22.36%
3-person	7,081	19.66%
4-person	5,510	15.29%
5-person	2,941	8.16%
6-person	1,104	3.06%
7-or-more-person	1,292	3.59%
2023 Est. Average Household Size		
		2.89

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	36,026	
Households with 1 or More People under Age 18:	13,873	38.51%
Married-Couple Family	6,748	48.64%
Other Family, Male Householder	1,351	9.74%
Other Family, Female Householder	5,668	40.86%
Nonfamily, Male Householder	74	0.53%
Nonfamily, Female Householder	32	0.23%
Households with No People under Age 18:	22,153	
Married-Couple Family	6,920	31.24%
Other Family, Male Householder	1,084	4.89%
Other Family, Female Householder	2,491	11.25%
Nonfamily, Male Householder	5,420	24.47%
Nonfamily, Female Householder	6,238	28.16%
2023 Est. Households by Number of Vehicles	36,026	
No Vehicles	5,850	16.24%
1 Vehicle	12,926	35.88%
2 Vehicles	11,479	31.86%
3 Vehicles	4,333	12.03%
4 Vehicles	981	2.72%
5 or more Vehicles	457	1.27%
2023 Est. Average Number of Vehicles		1.5
Family Households		
2028 Projection	24,666	
2023 Estimate	24,262	
2010 Census	22,479	
Growth 2023 - 2028		1.66%
Growth 2010 - 2023		7.93%
2023 Est. Families by Poverty Status	24,262	
2023 Families at or Above Poverty	21,904	90.28%
2023 Families at or Above Poverty with Children	11,335	46.72%
2023 Families Below Poverty	2,358	9.72%
2023 Families Below Poverty with Children	1,825	7.52%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	53,423	62.87%
Civilian Labor Force, Unemployed	4,304	5.07%
Armed Forces	20	0.02%
Not in Labor Force	27,231	32.05%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	53,166	
For-Profit Private Workers	36,827	69.27%
Non-Profit Private Workers	7,462	14.04%
Local Government Workers	1,287	2.42%
State Government Workers	1,783	3.35%
Federal Government Workers	3,154	5.93%
Self-Employed Workers	2,634	4.95%
Unpaid Family Workers	19	0.04%
2023 Est. Civ. Employed Pop 16+ by Occupation	53,166	
Architect/Engineer	658	1.24%
Arts/Entertainment/Sports	671	1.26%
Building Grounds Maintenance	2,861	5.38%
Business/Financial Operations	1,664	3.13%
Community/Social Services	1,435	2.70%
Computer/Mathematical	750	1.41%
Construction/Extraction	3,024	5.69%
Education/Training/Library	2,184	4.11%
Farming/Fishing/Forestry	112	0.21%
Food Prep/Serving	3,422	6.44%
Health Practitioner/Technician	3,183	5.99%
Healthcare Support	4,734	8.90%
Maintenance Repair	1,566	2.95%
Legal	146	0.28%
Life/Physical/Social Science	256	0.48%
Management	3,418	6.43%
Office/Admin. Support	6,214	11.69%
Production	2,594	4.88%
Protective Services	1,087	2.04%
Sales/Related	4,577	8.61%
Personal Care/Service	1,890	3.56%
Transportation/Moving	6,720	12.64%
2023 Est. Pop 16+ by Occupation Classification	53,166	
White Collar	25,156	47.32%
Blue Collar	13,904	26.15%
Service and Farm	14,106	26.53%
2023 Est. Workers Age 16+ by Transp. to Work	51,648	
Drove Alone	38,856	75.23%
Car Pooled	5,516	10.68%
Public Transportation	3,524	6.82%
Walked	1,001	1.94%
Bicycle	44	0.09%
Other Means	1,555	3.01%
Worked at Home	1,152	2.23%

Community • Demographic Profile

Brockton, Massachusetts

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	11,459	
15 - 29 Minutes	14,018	
30 - 44 Minutes	10,287	
45 - 59 Minutes	5,106	
60 or more Minutes	9,398	
2023 Est. Avg Travel Time to Work in Minutes		36
2023 Est. Occupied Housing Units by Tenure	36,026	
Owner Occupied	20,511	56.93%
Renter Occupied	15,515	43.07%
2023 Owner Occ. HUs: Avg. Length of Residence		16.10 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		7.40 [†]
2023 Est. Owner-Occupied Housing Units by Value	36,026	
Value Less than \$20,000	320	1.56%
Value \$20,000 - \$39,999	110	0.54%
Value \$40,000 - \$59,999	91	0.44%
Value \$60,000 - \$79,999	36	0.18%
Value \$80,000 - \$99,999	101	0.49%
Value \$100,000 - \$149,999	380	1.85%
Value \$150,000 - \$199,999	804	3.92%
Value \$200,000 - \$299,999	4,128	20.13%
Value \$300,000 - \$399,999	5,290	25.79%
Value \$400,000 - \$499,999	5,095	24.84%
Value \$500,000 - \$749,999	2,797	13.64%
Value \$750,000 - \$999,999	975	4.75%
Value \$1,000,000 or \$1,499,999	196	0.96%
Value \$1,500,000 or \$1,999,999	7	0.03%
Value \$2,000,000+	181	0.88%
2023 Est. Median All Owner-Occupied Housing Value		\$381,340
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	17,516	46.57%
1 Unit Attached	1,061	2.82%
2 Units	5,538	14.72%
3 or 4 Units	5,623	14.95%
5 to 19 Units	4,395	11.68%
20 to 49 Units	604	1.61%
50 or More Units	2,785	7.40%
Mobile Home or Trailer	60	0.16%
Boat, RV, Van, etc.	34	0.09%

[†] Years

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	705	1.87%
Housing Units Built 2010 to 2014	343	0.91%
Housing Units Built 2000 to 2009	1,348	3.58%
Housing Units Built 1990 to 1999	1,378	3.66%
Housing Units Built 1980 to 1989	2,603	6.92%
Housing Units Built 1970 to 1979	6,371	16.94%
Housing Units Built 1960 to 1969	5,458	14.51%
Housing Units Built 1950 to 1959	3,840	10.21%
Housing Units Built 1940 to 1949	1,789	4.76%
Housing Unit Built 1939 or Earlier	13,781	36.64%
2023 Est. Median Year Structure Built		1959

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



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ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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