



Market Profile

Rhode Island Mall
 650 Bald Hill Rd, Warwick, RI, 02886
 Rings: 3, 5, 10 mile radii

Latitude: 41.72021
 Longitude: -71.48358

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	66,152	177,028	533,297
2000 Group Quarters	4,721	5,543	22,436
2010 Total Population	66,830	177,940	541,452
2015 Total Population	66,178	175,900	536,352
2010-2015 Annual Rate	-0.20%	-0.23%	-0.19%
Household Summary			
2000 Households	26,731	71,531	206,606
2000 Average Household Size	2.30	2.40	2.47
2010 Households	27,220	72,230	208,829
2010 Average Household Size	2.28	2.39	2.49
2015 Households	27,002	71,500	206,740
2015 Average Household Size	2.28	2.38	2.49
2010-2015 Annual Rate	-0.16%	-0.20%	-0.20%
2000 Families	16,467	46,597	131,547
2000 Average Family Size	2.93	2.99	3.10
2010 Families	16,159	45,591	128,683
2010 Average Family Size	2.99	3.04	3.18
2015 Families	15,760	44,467	125,482
2015 Average Family Size	3.01	3.06	3.21
2010-2015 Annual Rate	-0.50%	-0.50%	-0.50%
Housing Unit Summary			
2000 Housing Units	27,854	74,448	217,948
Owner Occupied Housing Units	59.4%	65.6%	55.4%
Renter Occupied Housing Units	36.6%	30.5%	39.4%
Vacant Housing Units	4.0%	3.9%	5.2%
2010 Housing Units	28,984	76,887	226,627
Owner Occupied Housing Units	56.8%	63.0%	53.0%
Renter Occupied Housing Units	37.2%	30.9%	39.2%
Vacant Housing Units	6.1%	6.1%	7.9%
2015 Housing Units	29,144	77,189	227,887
Owner Occupied Housing Units	55.9%	62.0%	52.1%
Renter Occupied Housing Units	36.8%	30.6%	38.6%
Vacant Housing Units	7.4%	7.4%	9.3%
Median Household Income			
2000	\$42,945	\$45,123	\$39,774
2010	\$55,099	\$58,096	\$50,814
2015	\$62,283	\$65,365	\$58,320
Median Home Value			
2000	\$117,221	\$116,605	\$118,999
2010	\$231,538	\$228,997	\$228,499
2015	\$294,779	\$292,366	\$291,389
Per Capita Income			
2000	\$21,588	\$22,622	\$20,670
2010	\$26,826	\$27,666	\$25,205
2015	\$30,614	\$31,583	\$28,811
Median Age			
2000	39.1	39.1	35.9
2010	41.8	42.0	37.5
2015	42.5	42.5	37.4

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. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2000 Households by Income			
Household Income Base	26,665	71,569	206,467
<\$15,000	15.3%	13.7%	19.7%
\$15,000 - \$24,999	12.3%	11.9%	13.1%
\$25,000 - \$34,999	12.9%	12.3%	12.0%
\$35,000 - \$49,999	16.8%	17.2%	15.5%
\$50,000 - \$74,999	22.4%	22.8%	19.4%
\$75,000 - \$99,999	11.3%	11.9%	10.1%
\$100,000 - \$149,999	6.4%	7.0%	6.5%
\$150,000 - \$199,999	1.4%	1.7%	1.8%
\$200,000+	1.2%	1.5%	1.9%
Average Household Income	\$52,198	\$55,209	\$52,421
2010 Households by Income			
Household Income Base	27,220	72,231	208,828
<\$15,000	10.4%	9.0%	13.9%
\$15,000 - \$24,999	9.4%	9.0%	10.8%
\$25,000 - \$34,999	8.8%	8.5%	9.3%
\$35,000 - \$49,999	16.5%	16.5%	15.2%
\$50,000 - \$74,999	23.5%	22.5%	19.9%
\$75,000 - \$99,999	18.2%	19.9%	16.1%
\$100,000 - \$149,999	9.5%	10.1%	9.6%
\$150,000 - \$199,999	1.9%	2.4%	2.6%
\$200,000+	1.8%	2.2%	2.7%
Average Household Income	\$63,601	\$67,091	\$63,941
2015 Households by Income			
Household Income Base	27,002	71,500	206,739
<\$15,000	9.1%	7.8%	12.3%
\$15,000 - \$24,999	7.4%	7.0%	8.6%
\$25,000 - \$34,999	7.3%	6.9%	7.9%
\$35,000 - \$49,999	12.3%	12.2%	11.7%
\$50,000 - \$74,999	24.1%	23.1%	21.7%
\$75,000 - \$99,999	19.5%	20.9%	16.5%
\$100,000 - \$149,999	14.7%	15.4%	13.9%
\$150,000 - \$199,999	3.1%	3.7%	3.9%
\$200,000+	2.5%	3.0%	3.6%
Average Household Income	\$72,441	\$76,478	\$73,129
2000 Owner Occupied Housing Units by Value			
Total	16,512	48,908	120,608
<\$50,000	1.9%	1.5%	2.1%
\$50,000 - \$99,999	28.0%	27.9%	27.8%
\$100,000 - \$149,999	48.3%	48.5%	43.4%
\$150,000 - \$199,999	12.7%	12.2%	13.5%
\$200,000 - \$299,999	7.1%	6.9%	8.0%
\$300,000 - \$499,999	1.8%	2.4%	3.9%
\$500,000 - \$999,999	0.3%	0.5%	1.0%
\$1,000,000 +	0.0%	0.1%	0.3%
Average Home Value	\$131,913	\$134,773	\$145,034
2000 Specified Renter Occupied Housing Units by Contract Rent			
Total	10,179	22,566	85,893
With Cash Rent	97.5%	96.8%	96.9%
No Cash Rent	2.5%	3.2%	3.1%
Median Rent	\$532	\$543	\$479
Average Rent	\$541	\$554	\$492

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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2000 Population by Age			
Total	66,147	177,028	533,296
0 - 4	5.3%	5.6%	6.1%
5 - 9	5.6%	6.2%	6.9%
10 - 14	5.6%	6.4%	6.8%
15 - 24	11.8%	11.2%	14.8%
25 - 34	14.8%	13.7%	13.9%
35 - 44	17.0%	17.3%	15.8%
45 - 54	13.7%	14.2%	13.0%
55 - 64	9.0%	8.9%	8.1%
65 - 74	8.4%	8.1%	7.0%
75 - 84	6.7%	6.5%	5.6%
85 +	2.1%	2.1%	2.0%
18 +	80.0%	78.1%	76.3%
2010 Population by Age			
Total	66,831	177,938	541,451
0 - 4	5.2%	5.5%	6.2%
5 - 9	5.2%	5.6%	6.1%
10 - 14	5.4%	5.8%	5.9%
15 - 24	11.7%	11.7%	15.9%
25 - 34	12.7%	11.9%	12.9%
35 - 44	14.6%	14.0%	12.9%
45 - 54	15.5%	16.3%	14.6%
55 - 64	12.3%	12.7%	11.4%
65 - 74	7.7%	7.4%	6.6%
75 - 84	6.4%	5.9%	4.9%
85 +	3.4%	3.1%	2.7%
18 +	80.6%	79.3%	77.8%
2015 Population by Age			
Total	66,177	175,903	536,349
0 - 4	5.0%	5.4%	6.2%
5 - 9	5.2%	5.6%	6.1%
10 - 14	5.5%	5.9%	6.0%
15 - 24	11.6%	11.3%	15.0%
25 - 34	12.6%	12.4%	13.8%
35 - 44	13.6%	12.7%	11.8%
45 - 54	14.5%	15.1%	13.3%
55 - 64	13.3%	13.9%	12.4%
65 - 74	9.6%	9.5%	8.3%
75 - 84	5.6%	5.2%	4.5%
85 +	3.5%	3.1%	2.6%
18 +	80.8%	79.6%	78.2%
2000 Population by Sex			
Males	49.8%	48.4%	47.9%
Females	50.2%	51.6%	52.1%
2010 Population by Sex			
Males	49.9%	48.7%	48.3%
Females	50.1%	51.3%	51.7%
2015 Population by Sex			
Males	50.1%	48.9%	48.5%
Females	49.9%	51.1%	51.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

August 06, 2012

Made with Esri Business Analyst



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2000 Population by Race/Ethnicity			
Total	66,152	177,026	533,296
White Alone	92.8%	93.9%	80.5%
Black Alone	2.9%	1.8%	6.1%
American Indian Alone	0.3%	0.2%	0.6%
Asian or Pacific Islander Alone	1.8%	1.8%	3.2%
Some Other Race Alone	1.0%	0.9%	6.5%
Two or More Races	1.3%	1.3%	3.1%
Hispanic Origin	3.0%	2.4%	11.4%
Diversity Index	18.8	15.9	47.9
2010 Population by Race/Ethnicity			
Total	66,829	177,941	541,453
White Alone	89.7%	91.1%	76.1%
Black Alone	3.8%	2.7%	7.0%
American Indian Alone	0.3%	0.3%	0.6%
Asian or Pacific Islander Alone	2.6%	2.6%	3.6%
Some Other Race Alone	1.7%	1.5%	8.8%
Two or More Races	1.9%	1.9%	3.9%
Hispanic Origin	5.1%	4.2%	15.9%
Diversity Index	27.1	23.6	57.1
2015 Population by Race/Ethnicity			
Total	66,179	175,902	536,352
White Alone	88.1%	89.7%	74.4%
Black Alone	4.3%	3.1%	7.3%
American Indian Alone	0.3%	0.3%	0.6%
Asian or Pacific Islander Alone	3.1%	3.0%	3.8%
Some Other Race Alone	2.0%	1.8%	9.8%
Two or More Races	2.2%	2.2%	4.2%
Hispanic Origin	6.3%	5.3%	18.0%
Diversity Index	31.2	27.6	60.6
2000 Population 3+ by School Enrollment			
Total	64,071	171,242	513,940
Enrolled in Nursery/Preschool	1.5%	1.6%	1.6%
Enrolled in Kindergarten	1.1%	1.2%	1.4%
Enrolled in Grade 1-8	9.4%	10.5%	11.8%
Enrolled in Grade 9-12	5.6%	5.6%	5.7%
Enrolled in College	4.7%	4.5%	7.6%
Enrolled in Grad/Prof School	1.0%	1.0%	1.4%
Not Enrolled in School	76.7%	75.6%	70.5%
2010 Population 25+ by Educational Attainment			
Total	48,467	127,057	356,918
Less Than 9th Grade	5.6%	4.4%	7.6%
9th to 12th Grade, No Diploma	8.3%	7.6%	9.4%
High School Graduate	31.5%	31.8%	29.5%
Some College, No Degree	18.0%	18.5%	16.8%
Associate Degree	8.4%	8.5%	7.3%
Bachelor's Degree	18.9%	19.5%	18.5%
Graduate/Professional Degree	9.4%	9.7%	10.9%

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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2010 Population 15+ by Marital Status			
Total	56,269	147,872	443,077
Never Married	29.2%	29.1%	36.4%
Married	50.7%	51.1%	45.3%
Widowed	8.0%	7.8%	6.9%
Divorced	12.1%	12.0%	11.3%
2000 Population 16+ by Employment Status			
Total	54,283	142,689	420,646
In Labor Force	60.5%	64.6%	62.5%
Civilian Employed	57.6%	61.5%	58.6%
Civilian Unemployed	2.8%	2.9%	3.8%
In Armed Forces	0.1%	0.1%	0.1%
Not In Labor Force	39.5%	35.4%	37.5%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	86.9%	87.5%	85.6%
Civilian Unemployed	13.1%	12.5%	14.4%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	89.2%	89.7%	88.2%
Civilian Unemployed	10.8%	10.3%	11.8%
2000 Females 16+ by Employment Status and Age of Children			
Total	27,883	75,128	224,281
Own Children < 6 Only	6.8%	6.6%	6.6%
Employed/in Armed Forces	4.4%	4.4%	4.1%
Unemployed	0.1%	0.2%	0.3%
Not in Labor Force	2.2%	2.0%	2.2%
Own Children <6 and 6-17 Only	4.9%	4.9%	5.7%
Employed/in Armed Forces	3.0%	3.0%	3.1%
Unemployed	0.1%	0.2%	0.3%
Not in Labor Force	1.8%	1.7%	2.3%
Own Children 6-17 Only	13.8%	15.7%	15.7%
Employed/in Armed Forces	11.1%	12.4%	11.2%
Unemployed	0.4%	0.5%	0.7%
Not in Labor Force	2.3%	2.8%	3.8%
No Own Children < 18	74.5%	72.9%	72.0%
Employed/in Armed Forces	35.8%	37.3%	34.9%
Unemployed	1.9%	1.6%	2.3%
Not in Labor Force	36.8%	34.0%	34.8%
2010 Employed Population 16+ by Industry			
Total	30,750	86,728	247,141
Agriculture/Mining	0.2%	0.2%	0.3%
Construction	4.3%	4.4%	4.0%
Manufacturing	11.1%	10.5%	10.9%
Wholesale Trade	2.9%	3.1%	2.9%
Retail Trade	13.1%	12.3%	10.8%
Transportation/Utilities	5.0%	4.9%	4.0%
Information	1.7%	1.8%	1.8%
Finance/Insurance/Real Estate	9.3%	8.9%	7.9%
Services	47.3%	48.6%	52.8%
Public Administration	5.0%	5.3%	4.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2010 Employed Population 16+ by Occupation			
Total	30,751	86,728	247,138
White Collar	65.2%	65.3%	63.5%
Management/Business/Financial	13.5%	14.1%	13.1%
Professional	24.0%	24.0%	25.4%
Sales	12.6%	12.3%	11.1%
Administrative Support	15.2%	14.9%	14.0%
Services	17.3%	17.6%	18.4%
Blue Collar	17.5%	17.2%	18.0%
Farming/Forestry/Fishing	0.1%	0.1%	0.2%
Construction/Extraction	3.5%	3.6%	3.4%
Installation/Maintenance/Repair	2.7%	2.8%	2.5%
Production	6.3%	5.7%	6.9%
Transportation/Material Moving	4.8%	5.0%	5.1%
2000 Workers 16+ by Means of Transportation to Work			
Total	30,452	85,568	239,782
Drove Alone - Car, Truck, or Van	85.7%	86.3%	78.5%
Carpooled - Car, Truck, or Van	9.6%	9.0%	10.8%
Public Transportation	1.1%	1.2%	3.2%
Walked	1.4%	1.3%	4.3%
Other Means	0.6%	0.5%	1.0%
Worked at Home	1.6%	1.7%	2.1%
2000 Workers 16+ by Travel Time to Work			
Total	30,451	85,567	239,781
Did not Work at Home	98.4%	98.3%	97.9%
Less than 5 minutes	3.1%	2.7%	3.0%
5 to 9 minutes	10.7%	10.4%	11.5%
10 to 19 minutes	40.2%	39.2%	38.1%
20 to 24 minutes	17.3%	18.3%	16.9%
25 to 34 minutes	15.8%	16.1%	16.0%
35 to 44 minutes	3.4%	3.7%	3.7%
45 to 59 minutes	3.6%	3.6%	3.9%
60 to 89 minutes	2.8%	2.9%	3.0%
90 or more minutes	1.5%	1.5%	1.9%
Worked at Home	1.6%	1.7%	2.1%
Average Travel Time to Work (in min)	20.5	21.0	21.4
2000 Households by Vehicles Available			
Total	26,693	71,489	206,634
None	9.3%	8.2%	12.8%
1	39.0%	35.8%	37.8%
2	39.0%	41.5%	36.6%
3	9.7%	11.2%	9.6%
4	2.4%	2.6%	2.4%
5+	0.6%	0.7%	0.8%
Average Number of Vehicles Available	1.6	1.7	1.5

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2000 Households by Type			
Total	26,730	71,530	206,606
Family Households	61.6%	65.1%	63.7%
Married-couple Family	47.5%	50.6%	45.6%
With Related Children	19.4%	22.0%	20.9%
Other Family (No Spouse)	14.1%	14.5%	18.1%
With Related Children	8.0%	8.2%	11.5%
Nonfamily Households	38.4%	34.9%	36.3%
Householder Living Alone	32.6%	29.4%	29.6%
Householder Not Living Alone	5.8%	5.4%	6.7%
Households with Related Children	27.5%	30.1%	32.4%
Households with Persons 65+	30.0%	29.3%	26.7%
2000 Households by Size			
Total	26,731	71,531	206,606
1 Person Household	32.6%	29.4%	29.6%
2 Person Household	33.1%	33.1%	31.0%
3 Person Household	15.1%	16.2%	16.4%
4 Person Household	12.7%	14.0%	13.8%
5 Person Household	4.6%	5.1%	6.0%
6 Person Household	1.3%	1.5%	2.1%
7 + Person Household	0.6%	0.7%	1.2%
2000 Households by Year Householder Moved In			
Total	26,694	71,489	206,633
Moved in 1999 to March 2000	17.2%	15.1%	18.1%
Moved in 1995 to 1998	26.4%	24.6%	27.2%
Moved in 1990 to 1994	14.9%	15.5%	15.1%
Moved in 1980 to 1989	16.7%	17.6%	15.7%
Moved in 1970 to 1979	10.2%	11.0%	10.1%
Moved in 1969 or Earlier	14.5%	16.1%	13.8%
Median Year Householder Moved In	1993	1992	1993
2000 Housing Units by Units in Structure			
Total	27,820	74,395	217,989
1, Detached	54.9%	64.7%	52.0%
1, Attached	3.7%	2.6%	2.7%
2	9.6%	8.5%	13.3%
3 or 4	7.2%	5.4%	13.0%
5 to 9	4.9%	3.8%	4.5%
10 to 19	5.9%	5.0%	4.1%
20 +	13.3%	9.5%	9.6%
Mobile Home	0.5%	0.4%	0.8%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	27,821	74,395	217,989
1999 to March 2000	0.7%	1.0%	0.8%
1995 to 1998	3.1%	3.1%	2.6%
1990 to 1994	5.1%	4.6%	4.1%
1980 to 1989	14.6%	12.4%	10.5%
1970 to 1979	17.8%	14.5%	13.2%
1969 or Earlier	58.7%	64.4%	68.9%
Median Year Structure Built	1964	1960	1956

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Top 3 Tapestry Segments			
1.	Main Street, USA	Main Street, USA	Main Street, USA
2.	Cozy and Comfortable	Cozy and Comfortable	Cozy and Comfortable
3.	Retirement Communities	Retirement Communities	Pleasant-Ville
2010 Consumer Spending			
Apparel & Services: Total \$	\$41,825,097	\$116,938,694	\$330,781,731
Average Spent	\$1,536.55	\$1,618.97	\$1,583.98
Spending Potential Index	64	68	66
Computers & Accessories: Total \$	\$5,379,808	\$15,072,248	\$42,723,514
Average Spent	\$197.64	\$208.67	\$204.59
Spending Potential Index	90	95	93
Education: Total \$	\$31,926,079	\$89,651,258	\$248,500,080
Average Spent	\$1,172.89	\$1,241.19	\$1,189.97
Spending Potential Index	96	102	98
Entertainment/Recreation: Total \$	\$81,158,882	\$227,800,268	\$621,820,199
Average Spent	\$2,981.58	\$3,153.81	\$2,977.65
Spending Potential Index	92	98	92
Food at Home: Total \$	\$110,910,134	\$307,420,274	\$868,503,266
Average Spent	\$4,074.57	\$4,256.12	\$4,158.91
Spending Potential Index	91	95	93
Food Away from Home: Total \$	\$79,883,343	\$222,655,629	\$625,859,593
Average Spent	\$2,934.72	\$3,082.58	\$2,996.99
Spending Potential Index	91	96	93
Health Care: Total \$	\$94,852,988	\$261,114,576	\$694,834,222
Average Spent	\$3,484.67	\$3,615.03	\$3,327.28
Spending Potential Index	94	97	89
HH Furnishings & Equipment: Total \$	\$44,807,152	\$126,171,454	\$345,464,917
Average Spent	\$1,646.11	\$1,746.80	\$1,654.29
Spending Potential Index	80	85	80
Investments: Total \$	\$43,560,172	\$123,834,052	\$326,982,740
Average Spent	\$1,600.29	\$1,714.44	\$1,565.79
Spending Potential Index	92	99	90
Retail Goods: Total \$	\$584,380,192	\$1,630,748,480	\$4,492,091,125
Average Spent	\$21,468.70	\$22,577.09	\$21,510.81
Spending Potential Index	86	91	87
Shelter: Total \$	\$403,441,594	\$1,135,899,840	\$3,177,365,995
Average Spent	\$14,821.46	\$15,726.10	\$15,215.13
Spending Potential Index	94	100	96
TV/Video/Audio: Total \$	\$30,596,916	\$84,828,073	\$237,201,441
Average Spent	\$1,124.06	\$1,174.41	\$1,135.86
Spending Potential Index	91	95	91
Travel: Total \$	\$48,537,487	\$138,155,600	\$371,276,923
Average Spent	\$1,783.15	\$1,912.71	\$1,777.90
Spending Potential Index	94	101	94
Vehicle Maintenance & Repairs: Total \$	\$23,181,940	\$64,677,140	\$178,930,263
Average Spent	\$851.65	\$895.43	\$856.83
Spending Potential Index	90	95	91

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 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.