



The **Retail** Coach.®

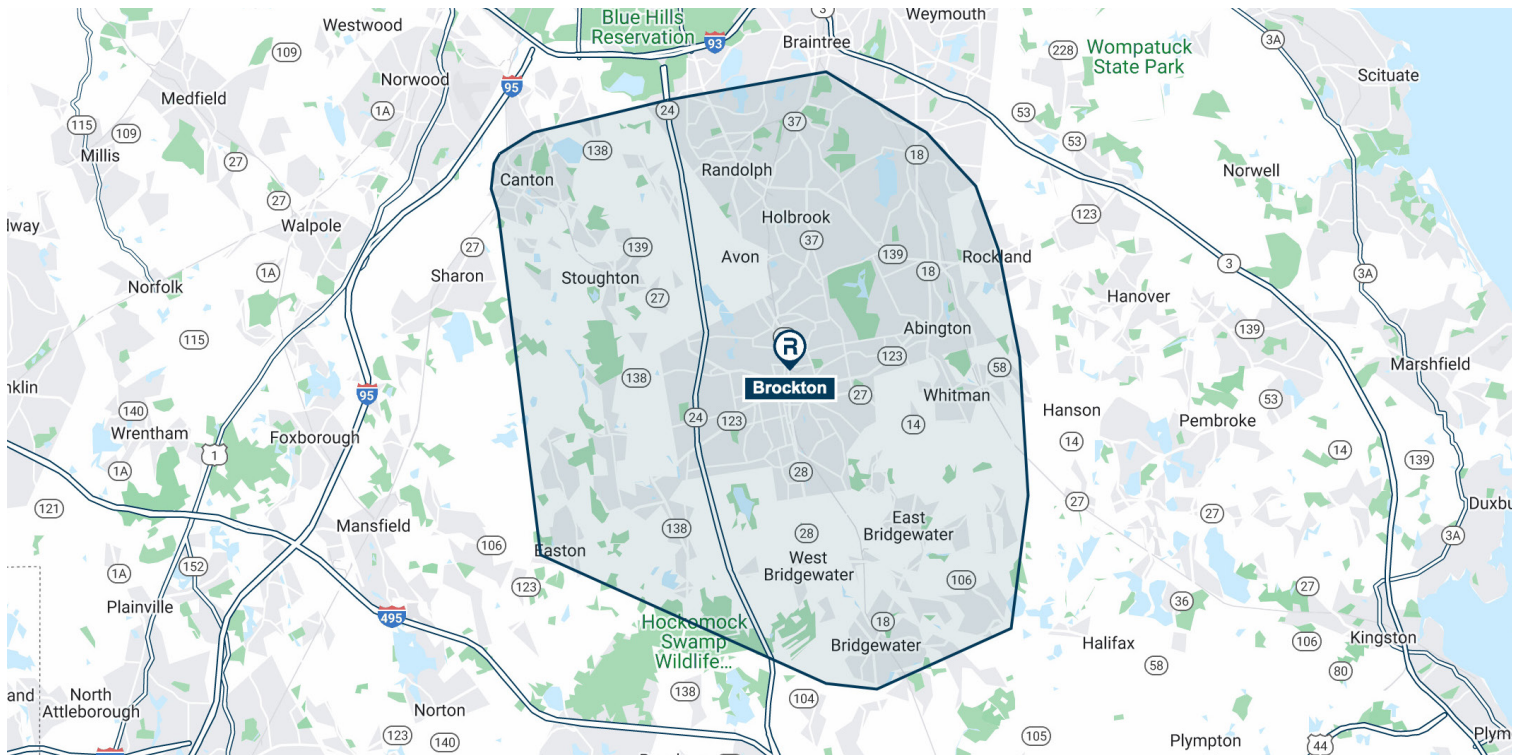
# Primary Retail Trade Area Demographic Profile

BROCKTON, MASSACHUSETTS

Prepared for City of Brockton  
April 2023

# Primary Retail Trade Area • Demographic Snapshot

## Brockton, Massachusetts



### Population

2020	317,105
2023	320,091
2028	326,860

### Educational Attainment (%)

Graduate or Professional Degree	12.03%
Bachelors Degree	20.63%
Associate Degree	8.79%
Some College	18.18%
High School Graduate (GED)	29.38%
Some High School, No Degree	5.37%
Less than 9th Grade	5.63%

### Income

Average HH	\$122,926
Median HH	\$94,202
Per Capita	\$45,746

### Age

0 - 9 Years	10.94%
10 - 17 Years	9.65%
18 - 24 Years	9.43%
25 - 34 Years	11.70%
35 - 44 Years	13.48%
45 - 54 Years	12.58%
55 - 64 Years	13.82%
65 and Older	18.41%
Median Age	41.16
Average Age	41.18

### Race Distribution (%)

White	51.92%
Black/African American	23.64%
American Indian/Alaskan	0.35%
Asian	5.24%
Native Hawaiian/Islander	0.03%
Other Race	6.23%
Two or More Races	12.60%
Hispanic	8.32%



### Rob May, CEcD

City of Brockton  
Director of Planning and Economic Development

45 School Street  
Brockton, Massachusetts 02301

Phone 508.580.7113  
RMay@cobma.us  
www.Brockton.MA.us

### Charles R. Parker

The Retail Coach, LLC  
Project Director

Office 662.844.2155  
Cell 662.231.9078  
CParker@TheRetailCoach.net  
www.TheRetailCoach.net



# Primary Retail Trade Area • Demographic Profile

Brockton, Massachusetts

DESCRIPTION	DATA	%
<b>Population</b>		
2028 Projection	326,860	
2023 Estimate	320,091	
2020 Census	317,105	
2010 Census	288,570	
Growth 2023 - 2028		2.12%
Growth 2020 - 2023		0.94%
Growth 2010 - 2020		9.89%
<b>2023 Est. Population by Single-Classification Race</b>	<b>320,091</b>	
White Alone	166,177	51.92%
Black or African American Alone	75,657	23.64%
Amer. Indian and Alaska Native Alone	1,127	0.35%
Asian Alone	16,771	5.24%
Native Hawaiian and Other Pacific Island Alone	93	0.03%
Some Other Race Alone	19,933	6.23%
Two or More Races	40,334	12.60%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>320,091</b>	
Not Hispanic or Latino	293,456	91.68%
Hispanic or Latino	26,636	8.32%
Mexican	914	3.43%
Puerto Rican	11,121	41.75%
Cuban	638	2.39%
All Other Hispanic or Latino	13,962	52.42%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>26,636</b>	
White Alone	3,881	14.57%
Black or African American Alone	2,406	9.03%
American Indian and Alaska Native Alone	440	1.65%
Asian Alone	95	0.36%
Native Hawaiian and Other Pacific Islander Alone	13	0.05%
Some Other Race Alone	10,778	40.46%
Two or More Races	9,024	33.88%

DESCRIPTION	DATA	%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>16,771</b>	
Chinese, except Taiwanese	4,610	27.49%
Filipino	1,502	8.96%
Japanese	224	1.34%
Asian Indian	3,971	23.68%
Korean	576	3.43%
Vietnamese	4,106	24.48%
Cambodian	328	1.96%
Hmong	36	0.22%
Laotian	224	1.34%
Thai	40	0.24%
All Other Asian Races Including 2+ Category	1,154	6.88%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	219,612	72.58%
Speak Asian/Pacific Island Language at Home	9,318	3.08%
Speak IndoEuropean Language at Home	54,670	18.07%
Speak Spanish at Home	15,199	5.02%
Speak Other Language at Home	3,784	1.25%

# Primary Retail Trade Area • Demographic Profile

Brockton, Massachusetts

DESCRIPTION	DATA	%
<b>2023 Est. Population by Age</b>	<b>320,091</b>	
Age 0 - 4	17,509	5.47%
Age 5 - 9	17,497	5.47%
Age 10 - 14	18,544	5.79%
Age 15 - 17	12,334	3.85%
Age 18 - 20	14,029	4.38%
Age 21 - 24	16,168	5.05%
Age 25 - 34	37,464	11.70%
Age 35 - 44	43,147	13.48%
Age 45 - 54	40,253	12.58%
Age 55 - 64	44,223	13.82%
Age 65 - 74	35,153	10.98%
Age 75 - 84	16,813	5.25%
Age 85 and over	6,957	2.17%
Age 16 and over	262,506	82.01%
Age 18 and over	254,207	79.42%
Age 21 and over	240,178	75.03%
Age 65 and over	58,924	18.41%
2023 Est. Median Age		41.16
2023 Est. Average Age		41.18
<b>2023 Est. Population by Sex</b>	<b>320,091</b>	
Male	154,215	48.18%
Female	165,877	51.82%

DESCRIPTION	DATA	%
<b>2023 Est. Male Population by Age</b>	<b>154,215</b>	
Age 0 - 4	8,935	5.79%
Age 5 - 9	8,953	5.81%
Age 10 - 14	9,524	6.18%
Age 15 - 17	6,248	4.05%
Age 18 - 20	6,880	4.46%
Age 21 - 24	8,132	5.27%
Age 25 - 34	18,572	12.04%
Age 35 - 44	20,933	13.57%
Age 45 - 54	19,355	12.55%
Age 55 - 64	21,046	13.65%
Age 65 - 74	16,094	10.44%
Age 75 - 84	7,162	4.64%
Age 85 and over	2,380	1.54%
2023 Est. Median Age, Male		39.74
2023 Est. Average Age, Male		39.90
<b>2023 Est. Female Population by Age</b>	<b>165,877</b>	
Age 0 - 4	8,574	5.17%
Age 5 - 9	8,544	5.15%
Age 10 - 14	9,020	5.44%
Age 15 - 17	6,086	3.67%
Age 18 - 20	7,149	4.31%
Age 21 - 24	8,037	4.84%
Age 25 - 34	18,892	11.39%
Age 35 - 44	22,214	13.39%
Age 45 - 54	20,898	12.60%
Age 55 - 64	23,176	13.97%
Age 65 - 74	19,059	11.49%
Age 75 - 84	9,652	5.82%
Age 85 and over	4,577	2.76%
2023 Est. Median Age, Female		42.50
2023 Est. Average Age, Female		42.36

# Primary Retail Trade Area • Demographic Profile

Brockton, Massachusetts

DESCRIPTION	DATA	%
<b>2023 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	99,652	37.39%
Males, Never Married	49,312	18.50%
Females, Never Married	50,339	18.89%
Married, Spouse present	113,330	42.52%
Married, Spouse absent	12,689	4.76%
Widowed	14,982	5.62%
Males Widowed	2,921	1.10%
Females Widowed	12,061	4.53%
Divorced	25,889	9.71%
Males Divorced	10,936	4.10%
Females Divorced	14,953	5.61%
<b>2023 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	12,602	5.63%
Some High School, no diploma	12,026	5.37%
High School Graduate (or GED)	65,811	29.38%
Some College, no degree	40,725	18.18%
Associate Degree	19,682	8.79%
Bachelor's Degree	46,211	20.63%
Master's Degree	21,215	9.47%
Professional School Degree	3,641	1.62%
Doctorate Degree	2,097	0.94%
<b>2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	2,992	19.52%
High School Graduate	4,505	29.39%
Some College or Associate's Degree	4,453	29.05%
Bachelor's Degree or Higher	3,376	22.03%
<b>Households</b>		
2028 Projection	118,261	
2023 Estimate	115,610	
2020 Census	114,444	
2010 Census	105,380	
Growth 2023 - 2028		2.29%
Growth 2020 - 2023		1.02%
Growth 2010 - 2020		8.60%
<b>2023 Est. Households by Household Type</b>	<b>115,610</b>	
Family Households	78,832	68.19%
Nonfamily Households	36,777	31.81%
2023 Est. Group Quarters Population	9,428	
2023 Households by Ethnicity, Hispanic/Latino	7,942	

DESCRIPTION	DATA	%
<b>2023 Est. Households by Household Income</b>	<b>115,610</b>	
Income < \$15,000	8,474	7.33%
Income \$15,000 - \$24,999	6,899	5.97%
Income \$25,000 - \$34,999	6,373	5.51%
Income \$35,000 - \$49,999	9,299	8.04%
Income \$50,000 - \$74,999	15,667	13.55%
Income \$75,000 - \$99,999	14,278	12.35%
Income \$100,000 - \$124,999	12,849	11.11%
Income \$125,000 - \$149,999	10,828	9.37%
Income \$150,000 - \$199,999	13,488	11.67%
Income \$200,000 - \$249,999	7,220	6.25%
Income \$250,000 - \$499,999	6,805	5.89%
Income \$500,000+	3,430	2.97%
2023 Est. Average Household Income		\$122,926
2023 Est. Median Household Income		\$94,202
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$101,115
Black or African American Alone		\$84,262
American Indian and Alaska Native Alone		\$40,875
Asian Alone		\$118,368
Native Hawaiian and Other Pacific Islander Alone		\$123,382
Some Other Race Alone		\$78,303
Two or More Races		\$79,994
Hispanic or Latino		\$79,149
Not Hispanic or Latino		\$95,202
<b>2023 Est. Family HH Type by Presence of Own Child.</b>	<b>78,832</b>	
Married-Couple Family, own children	24,021	30.47%
Married-Couple Family, no own children	30,747	39.00%
Male Householder, own children	2,350	2.98%
Male Householder, no own children	3,387	4.30%
Female Householder, own children	9,905	12.57%
Female Householder, no own children	8,422	10.68%
<b>2023 Est. Households by Household Size</b>	<b>115,610</b>	
1-person	30,294	26.20%
2-person	33,495	28.97%
3-person	20,670	17.88%
4-person	17,662	15.28%
5-person	8,250	7.14%
6-person	3,031	2.62%
7-or-more-person	2,206	1.91%
2023 Est. Average Household Size		2.69

# Primary Retail Trade Area • Demographic Profile

Brockton, Massachusetts

DESCRIPTION	DATA	%
<b>2023 Est. Households by Presence of People Under 18</b>	<b>115,610</b>	
Households with 1 or More People under Age 18:	40,511	35.04%
Married-Couple Family	25,813	63.72%
Other Family, Male Householder	2,919	7.21%
Other Family, Female Householder	11,494	28.37%
Nonfamily, Male Householder	218	0.54%
Nonfamily, Female Householder	69	0.17%
<b>Households with No People under Age 18:</b>	<b>75,099</b>	
Married-Couple Family	28,935	38.53%
Other Family, Male Householder	2,827	3.76%
Other Family, Female Householder	6,837	9.10%
Nonfamily, Male Householder	16,043	21.36%
Nonfamily, Female Householder	20,456	27.24%
<b>2023 Est. Households by Number of Vehicles</b>	<b>115,610</b>	
No Vehicles	10,218	8.84%
1 Vehicle	38,934	33.68%
2 Vehicles	44,640	38.61%
3 Vehicles	15,014	12.99%
4 Vehicles	5,097	4.41%
5 or more Vehicles	1,708	1.48%
2023 Est. Average Number of Vehicles		1.8
<b>Family Households</b>		
2028 Projection	80,665	
2023 Estimate	78,832	
2010 Census	71,687	
Growth 2023 - 2028		2.33%
Growth 2010 - 2023		9.97%
<b>2023 Est. Families by Poverty Status</b>	<b>78,832</b>	
2023 Families at or Above Poverty	74,345	94.31%
2023 Families at or Above Poverty with Children	35,063	44.48%
2023 Families Below Poverty	4,488	5.69%
2023 Families Below Poverty with Children	3,037	3.85%
<b>2023 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	170,828	65.08%
Civilian Labor Force, Unemployed	8,845	3.37%
Armed Forces	71	0.03%
Not in Labor Force	82,762	31.53%

DESCRIPTION	DATA	%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>169,696</b>	
For-Profit Private Workers	115,471	68.05%
Non-Profit Private Workers	21,202	12.49%
Local Government Workers	3,978	2.34%
State Government Workers	6,742	3.97%
Federal Government Workers	10,979	6.47%
Self-Employed Workers	11,123	6.55%
Unpaid Family Workers	203	0.12%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>169,696</b>	
Architect/Engineer	3,341	1.97%
Arts/Entertainment/Sports	2,816	1.66%
Building Grounds Maintenance	6,113	3.60%
Business/Financial Operations	9,158	5.40%
Community/Social Services	4,108	2.42%
Computer/Mathematical	5,462	3.22%
Construction/Extraction	9,341	5.50%
Education/Training/Library	9,769	5.76%
Farming/Fishing/Forestry	310	0.18%
Food Prep/Serving	9,845	5.80%
Health Practitioner/Technician	12,091	7.12%
Healthcare Support	8,751	5.16%
Maintenance Repair	5,074	2.99%
Legal	1,231	0.73%
Life/Physical/Social Science	1,598	0.94%
Management	17,086	10.07%
Office/Admin. Support	19,512	11.50%
Production	5,858	3.45%
Protective Services	4,117	2.43%
Sales/Related	14,744	8.69%
Personal Care/Service	5,098	3.00%
Transportation/Moving	14,273	8.41%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>169,696</b>	
White Collar	100,916	59.47%
Blue Collar	34,546	20.36%
Service and Farm	34,234	20.17%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>165,445</b>	
Drove Alone	125,694	75.97%
Car Pooled	13,953	8.43%
Public Transportation	12,423	7.51%
Walked	3,621	2.19%
Bicycle	160	0.10%
Other Means	2,407	1.45%
Worked at Home	7,187	4.34%

# Primary Retail Trade Area • Demographic Profile

Brockton, Massachusetts

DESCRIPTION	DATA	%
<b>2023 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	31,054	
15 - 29 Minutes	43,268	
30 - 44 Minutes	33,577	
45 - 59 Minutes	18,050	
60 or more Minutes	30,729	
2023 Est. Avg Travel Time to Work in Minutes		38
<b>2023 Est. Occupied Housing Units by Tenure</b>	115,610	
Owner Occupied	78,985	68.32%
Renter Occupied	36,624	31.68%
2023 Owner Occ. HUs: Avg. Length of Residence		16.67 <sup>†</sup>
2023 Renter Occ. HUs: Avg. Length of Residence		7.46 <sup>†</sup>
<b>2023 Est. Owner-Occupied Housing Units by Value</b>	<b>115,610</b>	
Value Less than \$20,000	620	0.79%
Value \$20,000 - \$39,999	297	0.38%
Value \$40,000 - \$59,999	347	0.44%
Value \$60,000 - \$79,999	225	0.28%
Value \$80,000 - \$99,999	364	0.46%
Value \$100,000 - \$149,999	885	1.12%
Value \$150,000 - \$199,999	1,477	1.87%
Value \$200,000 - \$299,999	7,932	10.04%
Value \$300,000 - \$399,999	13,697	17.34%
Value \$400,000 - \$499,999	19,140	24.23%
Value \$500,000 - \$749,999	21,491	27.21%
Value \$750,000 - \$999,999	9,288	11.76%
Value \$1,000,000 or \$1,499,999	2,083	2.64%
Value \$1,500,000 or \$1,999,999	477	0.60%
Value \$2,000,000+	665	0.84%
2023 Est. Median All Owner-Occupied Housing Value		\$470,170
<b>2023 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	69,090	57.28%
1 Unit Attached	7,128	5.91%
2 Units	9,978	8.27%
3 or 4 Units	10,035	8.32%
5 to 19 Units	13,206	10.95%
20 to 49 Units	3,822	3.17%
50 or More Units	6,113	5.07%
Mobile Home or Trailer	1,172	0.97%
Boat, RV, Van, etc.	62	0.05%

DESCRIPTION	DATA	%
<b>2023 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	4,155	3.44%
Housing Units Built 2010 to 2014	2,456	2.04%
Housing Units Built 2000 to 2009	6,994	5.80%
Housing Units Built 1990 to 1999	7,747	6.42%
Housing Units Built 1980 to 1989	11,672	9.68%
Housing Units Built 1970 to 1979	18,572	15.40%
Housing Units Built 1960 to 1969	16,265	13.49%
Housing Units Built 1950 to 1959	16,013	13.28%
Housing Units Built 1940 to 1949	5,677	4.71%
Housing Unit Built 1939 or Earlier	31,059	25.75%
2023 Est. Median Year Structure Built		1965

<sup>†</sup> Years

# 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.





The**RetailCoach**.®

## 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.

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