



Community Profile

04010 (Brownfield)
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Geography: ZIP Code

Prepared by Esri

04010 (Brownf...

Population Summary	
2000 Total Population	1,246
2010 Total Population	1,587
2017 Total Population	1,846
2017 Group Quarters	0
2022 Total Population	1,982
2017-2022 Annual Rate	1.43%
2017 Total Daytime Population	1,055
Workers	184
Residents	871
Household Summary	
2000 Households	506
2000 Average Household Size	2.46
2010 Households	653
2010 Average Household Size	2.43
2017 Households	764
2017 Average Household Size	2.42
2022 Households	822
2022 Average Household Size	2.41
2017-2022 Annual Rate	1.47%
2010 Families	447
2010 Average Family Size	2.88
2017 Families	516
2017 Average Family Size	2.87
2022 Families	551
2022 Average Family Size	2.88
2017-2022 Annual Rate	1.32%
Housing Unit Summary	
2000 Housing Units	776
Owner Occupied Housing Units	58.1%
Renter Occupied Housing Units	7.1%
Vacant Housing Units	34.8%
2010 Housing Units	958
Owner Occupied Housing Units	60.2%
Renter Occupied Housing Units	7.9%
Vacant Housing Units	31.8%
2017 Housing Units	1,115
Owner Occupied Housing Units	59.3%
Renter Occupied Housing Units	9.2%
Vacant Housing Units	31.5%
2022 Housing Units	1,209
Owner Occupied Housing Units	58.7%
Renter Occupied Housing Units	9.3%
Vacant Housing Units	32.0%
Median Household Income	
2017	\$47,352
2022	\$51,091
Median Home Value	
2017	\$187,595
2022	\$204,897
Per Capita Income	
2017	\$25,153
2022	\$28,421
Median Age	
2010	44.6
2017	46.9
2022	49.0

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income

Household Income Base	764
<\$15,000	8.9%
\$15,000 - \$24,999	16.1%
\$25,000 - \$34,999	14.4%
\$35,000 - \$49,999	12.3%
\$50,000 - \$74,999	20.8%
\$75,000 - \$99,999	14.1%
\$100,000 - \$149,999	10.1%
\$150,000 - \$199,999	0.9%
\$200,000+	2.4%

Average Household Income \$60,776

2022 Households by Income

Household Income Base	822
<\$15,000	9.1%
\$15,000 - \$24,999	15.6%
\$25,000 - \$34,999	13.0%
\$35,000 - \$49,999	10.9%
\$50,000 - \$74,999	20.1%
\$75,000 - \$99,999	15.6%
\$100,000 - \$149,999	11.3%
\$150,000 - \$199,999	1.2%
\$200,000+	3.2%

Average Household Income \$68,529

2017 Owner Occupied Housing Units by Value

Total	661
<\$50,000	3.3%
\$50,000 - \$99,999	9.8%
\$100,000 - \$149,999	21.9%
\$150,000 - \$199,999	19.8%
\$200,000 - \$249,999	23.4%
\$250,000 - \$299,999	12.9%
\$300,000 - \$399,999	5.3%
\$400,000 - \$499,999	2.3%
\$500,000 - \$749,999	1.2%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.0%

Average Home Value \$194,743

2022 Owner Occupied Housing Units by Value

Total	710
<\$50,000	2.4%
\$50,000 - \$99,999	6.8%
\$100,000 - \$149,999	15.8%
\$150,000 - \$199,999	22.4%
\$200,000 - \$249,999	27.3%
\$250,000 - \$299,999	14.9%
\$300,000 - \$399,999	6.2%
\$400,000 - \$499,999	2.8%
\$500,000 - \$749,999	1.4%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.0%

Average Home Value \$210,282

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.

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2010 Population by Age

Total	1,594
0 - 4	5.5%
5 - 9	5.8%
10 - 14	6.0%
15 - 24	10.4%
25 - 34	10.0%
35 - 44	13.0%
45 - 54	17.8%
55 - 64	17.5%
65 - 74	8.8%
75 - 84	4.0%
85 +	1.3%
18 +	78.9%

2017 Population by Age

Total	1,846
0 - 4	4.8%
5 - 9	5.4%
10 - 14	5.8%
15 - 24	9.6%
25 - 34	10.3%
35 - 44	11.4%
45 - 54	15.2%
55 - 64	17.9%
65 - 74	12.9%
75 - 84	5.1%
85 +	1.4%
18 +	80.8%

2022 Population by Age

Total	1,982
0 - 4	4.5%
5 - 9	5.0%
10 - 14	5.8%
15 - 24	8.7%
25 - 34	9.4%
35 - 44	11.8%
45 - 54	13.1%
55 - 64	17.6%
65 - 74	16.1%
75 - 84	6.4%
85 +	1.6%
18 +	81.3%

2010 Population by Sex

Males	799
Females	788

2017 Population by Sex

Males	948
Females	898

2022 Population by Sex

Males	1,033
Females	949

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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		04010 (Brownf...
2010 Population by Race/Ethnicity		
Total		1,587
White Alone		97.7%
Black Alone		0.3%
American Indian Alone		0.0%
Asian Alone		0.4%
Pacific Islander Alone		0.1%
Some Other Race Alone		0.4%
Two or More Races		1.3%
Hispanic Origin		0.3%
Diversity Index		5.1
2017 Population by Race/Ethnicity		
Total		1,846
White Alone		97.1%
Black Alone		0.3%
American Indian Alone		0.0%
Asian Alone		0.5%
Pacific Islander Alone		0.1%
Some Other Race Alone		0.4%
Two or More Races		1.6%
Hispanic Origin		0.3%
Diversity Index		6.3
2022 Population by Race/Ethnicity		
Total		1,982
White Alone		96.5%
Black Alone		0.4%
American Indian Alone		0.0%
Asian Alone		0.6%
Pacific Islander Alone		0.2%
Some Other Race Alone		0.5%
Two or More Races		1.9%
Hispanic Origin		0.5%
Diversity Index		7.7
2010 Population by Relationship and Household Type		
Total		1,587
In Households		100.0%
In Family Households		83.7%
Householder		28.4%
Spouse		23.0%
Child		27.9%
Other relative		1.9%
Nonrelative		2.6%
In Nonfamily Households		16.3%
In Group Quarters		0.0%
Institutionalized Population		0.0%
Noninstitutionalized Population		0.0%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2017 Population 25+ by Educational Attainment	
Total	1,372
Less than 9th Grade	1.2%
9th - 12th Grade, No Diploma	7.8%
High School Graduate	35.7%
GED/Alternative Credential	5.1%
Some College, No Degree	19.1%
Associate Degree	6.6%
Bachelor's Degree	19.2%
Graduate/Professional Degree	5.2%
2017 Population 15+ by Marital Status	
Total	1,550
Never Married	24.0%
Married	56.3%
Widowed	7.7%
Divorced	11.9%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	97.0%
Civilian Unemployed (Unemployment Rate)	3.0%
2017 Employed Population 16+ by Industry	
Total	991
Agriculture/Mining	5.0%
Construction	13.8%
Manufacturing	8.4%
Wholesale Trade	2.0%
Retail Trade	15.3%
Transportation/Utilities	3.7%
Information	0.3%
Finance/Insurance/Real Estate	4.5%
Services	41.1%
Public Administration	5.8%
2017 Employed Population 16+ by Occupation	
Total	991
White Collar	58.6%
Management/Business/Financial	12.4%
Professional	21.4%
Sales	9.0%
Administrative Support	15.8%
Services	14.4%
Blue Collar	26.9%
Farming/Forestry/Fishing	2.2%
Construction/Extraction	7.7%
Installation/Maintenance/Repair	4.3%
Production	7.2%
Transportation/Material Moving	5.5%
2010 Population By Urban/ Rural Status	
Total Population	1,587
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type

Total	654
Households with 1 Person	24.8%
Households with 2+ People	75.2%
Family Households	68.3%
Husband-wife Families	55.4%
With Related Children	19.6%
Other Family (No Spouse Present)	13.0%
Other Family with Male Householder	5.7%
With Related Children	3.4%
Other Family with Female Householder	7.2%
With Related Children	4.7%
Nonfamily Households	6.9%
All Households with Children	28.5%
Multigenerational Households	3.2%
Unmarried Partner Households	9.5%
Male-female	8.7%
Same-sex	0.8%

2010 Households by Size

Total	653
1 Person Household	24.8%
2 Person Household	40.3%
3 Person Household	16.1%
4 Person Household	11.0%
5 Person Household	4.9%
6 Person Household	1.8%
7 + Person Household	1.1%

2010 Households by Tenure and Mortgage Status

Total	653
Owner Occupied	88.4%
Owned with a Mortgage/Loan	54.7%
Owned Free and Clear	33.7%
Renter Occupied	11.6%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	958
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. The Great Outdoors (6C)
2. Top Tier (1A)
3. Professional Pride (1B)

2017 Consumer Spending

Apparel & Services: Total \$	\$1,168,808
Average Spent	\$1,529.85
Spending Potential Index	71
Education: Total \$	\$694,032
Average Spent	\$908.42
Spending Potential Index	62
Entertainment/Recreation: Total \$	\$1,881,692
Average Spent	\$2,462.95
Spending Potential Index	79
Food at Home: Total \$	\$2,916,216
Average Spent	\$3,817.04
Spending Potential Index	76
Food Away from Home: Total \$	\$1,847,471
Average Spent	\$2,418.16
Spending Potential Index	73
Health Care: Total \$	\$3,566,323
Average Spent	\$4,667.96
Spending Potential Index	83
HH Furnishings & Equipment: Total \$	\$1,142,156
Average Spent	\$1,494.97
Spending Potential Index	77
Personal Care Products & Services: Total \$	\$457,271
Average Spent	\$598.52
Spending Potential Index	75
Shelter: Total \$	\$8,960,243
Average Spent	\$11,728.07
Spending Potential Index	72
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,441,276
Average Spent	\$1,886.49
Spending Potential Index	81
Travel: Total \$	\$1,240,593
Average Spent	\$1,623.81
Spending Potential Index	78
Vehicle Maintenance & Repairs: Total \$	\$655,307
Average Spent	\$857.73
Spending Potential Index	80

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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