



Community Profile

04076 (Shapleigh) 2
 04076 (Shapleigh)
 Geography: ZIP Code

Prepared by Esri

04076 (Shaple...

Population Summary	
2000 Total Population	2,326
2010 Total Population	2,668
2017 Total Population	2,756
2017 Group Quarters	0
2022 Total Population	2,833
2017-2022 Annual Rate	0.55%
2017 Total Daytime Population	1,628
Workers	308
Residents	1,320
Household Summary	
2000 Households	912
2000 Average Household Size	2.54
2010 Households	1,072
2010 Average Household Size	2.49
2017 Households	1,117
2017 Average Household Size	2.47
2022 Households	1,151
2022 Average Household Size	2.46
2017-2022 Annual Rate	0.60%
2010 Families	766
2010 Average Family Size	2.85
2017 Families	788
2017 Average Family Size	2.83
2022 Families	808
2022 Average Family Size	2.83
2017-2022 Annual Rate	0.50%
Housing Unit Summary	
2000 Housing Units	1,813
Owner Occupied Housing Units	44.7%
Renter Occupied Housing Units	5.6%
Vacant Housing Units	49.7%
2010 Housing Units	2,036
Owner Occupied Housing Units	47.0%
Renter Occupied Housing Units	5.6%
Vacant Housing Units	47.3%
2017 Housing Units	2,108
Owner Occupied Housing Units	46.5%
Renter Occupied Housing Units	6.5%
Vacant Housing Units	47.0%
2022 Housing Units	2,176
Owner Occupied Housing Units	46.4%
Renter Occupied Housing Units	6.5%
Vacant Housing Units	47.1%
Median Household Income	
2017	\$57,584
2022	\$65,600
Median Home Value	
2017	\$220,447
2022	\$240,591
Per Capita Income	
2017	\$27,194
2022	\$32,060
Median Age	
2010	43.7
2017	46.8
2022	49.4

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: 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	1,117
<\$15,000	8.0%
\$15,000 - \$24,999	9.9%
\$25,000 - \$34,999	8.1%
\$35,000 - \$49,999	12.1%
\$50,000 - \$74,999	28.3%
\$75,000 - \$99,999	16.3%
\$100,000 - \$149,999	12.1%
\$150,000 - \$199,999	4.4%
\$200,000+	0.8%

Average Household Income \$67,096

2022 Households by Income

Household Income Base	1,151
<\$15,000	5.5%
\$15,000 - \$24,999	7.0%
\$25,000 - \$34,999	5.6%
\$35,000 - \$49,999	9.5%
\$50,000 - \$74,999	30.9%
\$75,000 - \$99,999	20.2%
\$100,000 - \$149,999	15.3%
\$150,000 - \$199,999	5.2%
\$200,000+	1.0%

Average Household Income \$78,911

2017 Owner Occupied Housing Units by Value

Total	980
<\$50,000	1.3%
\$50,000 - \$99,999	6.0%
\$100,000 - \$149,999	13.2%
\$150,000 - \$199,999	17.3%
\$200,000 - \$249,999	29.7%
\$250,000 - \$299,999	11.5%
\$300,000 - \$399,999	6.9%
\$400,000 - \$499,999	10.8%
\$500,000 - \$749,999	3.0%
\$750,000 - \$999,999	0.2%
\$1,000,000 +	0.0%

Average Home Value \$243,418

2022 Owner Occupied Housing Units by Value

Total	1,009
<\$50,000	0.8%
\$50,000 - \$99,999	3.1%
\$100,000 - \$149,999	6.8%
\$150,000 - \$199,999	10.0%
\$200,000 - \$249,999	36.1%
\$250,000 - \$299,999	14.4%
\$300,000 - \$399,999	9.3%
\$400,000 - \$499,999	15.3%
\$500,000 - \$749,999	4.0%
\$750,000 - \$999,999	0.3%
\$1,000,000 +	0.0%

Average Home Value \$277,924

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	2,668
0 - 4	4.5%
5 - 9	5.3%
10 - 14	6.8%
15 - 24	11.4%
25 - 34	10.4%
35 - 44	13.5%
45 - 54	19.2%
55 - 64	16.1%
65 - 74	7.3%
75 - 84	3.9%
85 +	1.6%
18 +	79.0%
2017 Population by Age	
Total	2,756
0 - 4	4.0%
5 - 9	4.6%
10 - 14	5.2%
15 - 24	9.9%
25 - 34	11.7%
35 - 44	12.1%
45 - 54	15.6%
55 - 64	19.2%
65 - 74	11.6%
75 - 84	4.4%
85 +	1.6%
18 +	83.1%
2022 Population by Age	
Total	2,833
0 - 4	3.8%
5 - 9	4.3%
10 - 14	4.9%
15 - 24	8.3%
25 - 34	10.3%
35 - 44	12.8%
45 - 54	13.7%
55 - 64	19.0%
65 - 74	15.9%
75 - 84	5.4%
85 +	1.6%
18 +	84.2%
2010 Population by Sex	
Males	1,344
Females	1,324
2017 Population by Sex	
Males	1,382
Females	1,374
2022 Population by Sex	
Males	1,423
Females	1,410

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 Population by Race/Ethnicity

Total	2,668
White Alone	96.6%
Black Alone	0.3%
American Indian Alone	0.5%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.1%
Two or More Races	1.8%
Hispanic Origin	0.8%
Diversity Index	8.3

2017 Population by Race/Ethnicity

Total	2,756
White Alone	95.6%
Black Alone	0.5%
American Indian Alone	0.5%
Asian Alone	0.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.1%
Two or More Races	2.3%
Hispanic Origin	1.2%
Diversity Index	10.7

2022 Population by Race/Ethnicity

Total	2,833
White Alone	94.8%
Black Alone	0.6%
American Indian Alone	0.5%
Asian Alone	1.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.1%
Two or More Races	2.7%
Hispanic Origin	1.6%
Diversity Index	12.8

2010 Population by Relationship and Household Type

Total	2,668
In Households	100.0%
In Family Households	84.4%
Householder	28.7%
Spouse	23.1%
Child	27.7%
Other relative	2.2%
Nonrelative	2.7%
In Nonfamily Households	15.6%
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	2,102
Less than 9th Grade	2.2%
9th - 12th Grade, No Diploma	5.0%
High School Graduate	37.8%
GED/Alternative Credential	4.8%
Some College, No Degree	19.4%
Associate Degree	16.1%
Bachelor's Degree	11.3%
Graduate/Professional Degree	3.5%
2017 Population 15+ by Marital Status	
Total	2,376
Never Married	23.9%
Married	58.9%
Widowed	3.7%
Divorced	13.5%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	97.7%
Civilian Unemployed (Unemployment Rate)	2.3%
2017 Employed Population 16+ by Industry	
Total	1,455
Agriculture/Mining	0.4%
Construction	12.2%
Manufacturing	15.8%
Wholesale Trade	1.6%
Retail Trade	11.3%
Transportation/Utilities	3.8%
Information	0.9%
Finance/Insurance/Real Estate	8.0%
Services	44.0%
Public Administration	2.1%
2017 Employed Population 16+ by Occupation	
Total	1,455
White Collar	50.8%
Management/Business/Financial	8.4%
Professional	18.2%
Sales	11.8%
Administrative Support	12.4%
Services	19.8%
Blue Collar	29.4%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	7.4%
Installation/Maintenance/Repair	7.3%
Production	8.3%
Transportation/Material Moving	6.4%
2010 Population By Urban/ Rural Status	
Total Population	2,668
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	1,072
Households with 1 Person	19.9%
Households with 2+ People	80.1%
Family Households	71.5%
Husband-wife Families	57.5%
With Related Children	21.0%
Other Family (No Spouse Present)	14.0%
Other Family with Male Householder	5.4%
With Related Children	3.2%
Other Family with Female Householder	8.6%
With Related Children	5.1%
Nonfamily Households	8.7%
All Households with Children	29.4%

2010 Households by Size

Multigenerational Households	2.8%
Unmarried Partner Households	10.2%
Male-female	8.8%
Same-sex	1.4%

2010 Households by Size

Total	1,072
1 Person Household	19.9%
2 Person Household	42.7%
3 Person Household	17.0%
4 Person Household	13.5%
5 Person Household	4.3%
6 Person Household	1.9%
7 + Person Household	0.7%

2010 Households by Tenure and Mortgage Status

Total	1,072
Owner Occupied	89.3%
Owned with a Mortgage/Loan	63.8%
Owned Free and Clear	25.5%
Renter Occupied	10.7%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	2,036
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 \$	\$1,886,547
Average Spent	\$1,688.94
Spending Potential Index	78
Education: Total \$	\$1,120,221
Average Spent	\$1,002.88
Spending Potential Index	69
Entertainment/Recreation: Total \$	\$3,037,196
Average Spent	\$2,719.07
Spending Potential Index	87
Food at Home: Total \$	\$4,706,998
Average Spent	\$4,213.96
Spending Potential Index	84
Food Away from Home: Total \$	\$2,981,961
Average Spent	\$2,669.62
Spending Potential Index	80
Health Care: Total \$	\$5,756,320
Average Spent	\$5,153.38
Spending Potential Index	92
HH Furnishings & Equipment: Total \$	\$1,843,527
Average Spent	\$1,650.43
Spending Potential Index	85
Personal Care Products & Services: Total \$	\$738,070
Average Spent	\$660.76
Spending Potential Index	83
Shelter: Total \$	\$14,462,524
Average Spent	\$12,947.65
Spending Potential Index	80
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,326,331
Average Spent	\$2,082.66
Spending Potential Index	89
Travel: Total \$	\$2,002,413
Average Spent	\$1,792.67
Spending Potential Index	87
Vehicle Maintenance & Repairs: Total \$	\$1,057,716
Average Spent	\$946.93
Spending Potential Index	88

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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