Community Profile

Colony Place
174 Colony Pl, Plymouth, Massachusetts, 02360
Rings: 1, 3, 5 mile radii

Population Summary	1 mile	3 miles	5 miles
2010 Total Population	2,066	27,658	48,166
2020 Total Population	2,475	29,600	51,364
2020 Group Quarters	13	408	1,811
2026 Total Population	3,005	32,795	54,879
2026 Group Quarters	13	696	1,815
2031 Total Population	3,173	33,799	56,177
2026-2031 Annual Rate	1.09%	0.60%	0.47%
2026 Total Daytime Population	7,390	35,648	57,185
Workers	5,867	20,749	31,913
Residents	1,523	14,899	25,272

Household Summary			
2010 Total Households	852	11,064	18,364
2010 Average Household Size	2.42	2.46	2.52
2020 Total Households	1,115	12,267	20,203
2020 Average Household Size	2.21	2.38	2.45
2026 Total Households	1,448	13,950	22,223
2026 Average Household Size	2.07	2.30	2.39
2031 Total Households	1,565	14,625	23,131
2031 Average Household Size	2.02	2.26	2.35
2026-2031 Annual Rate	1.57%	0.95%	0.80%
2026 Families	882	8,594	14,332
2026 Average Family Size	2.57	2.93	2.96
2031 Families	948	8,969	14,847
2031 Average Family Size	2.53	2.89	2.93
2026-2031 Growth Rate	1.45%	0.86%	0.71%

Median Household Income			
2026	$105,037	$109,394	$114,769
2031	$113,237	$121,681	$127,925

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	1 mile	3 miles	5 miles
2026	$61,964	$60,638	$63,028
2031	$67,531	$68,145	$70,908

2026 Households by Income			
Household Income Base	1,445	13,951	22,220
<$10,000	3.7%	2.9%	3.5%
$10,000-14,999	1.9%	3.4%	2.5%
$15,000-19,999	1.5%	1.3%	1.2%
$20,000-24,999	2.6%	2.2%	2.1%
$25,000-29,999	2.1%	2.1%	1.9%
$30,000-34,999	6.0%	4.3%	3.7%
$35,000-39,999	1.0%	1.6%	1.7%
$40,000-44,999	2.3%	2.3%	2.0%
$45,000-49,999	2.2%	1.9%	1.8%
$50,000-59,999	3.1%	4.2%	4.5%
$60,000-74,999	7.3%	7.0%	6.8%
$75000-99999	14.5%	12.4%	11.6%
$100,000-124,999	7.5%	10.4%	10.8%
$125,000-149,999	18.6%	11.1%	9.8%
$150000-199999	11.9%	12.3%	12.5%
$200,000-249,999	4.0%	6.5%	7.3%
$250,000-299,999	3.2%	5.3%	6.1%
$300,000-399,999	2.8%	4.4%	5.1%
$400,000-499,999	0.6%	0.9%	1.4%
$500,000+	3.2%	3.6%	3.9%
Average Household Income	$132,176	$143,531	$154,707

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	69	69	68
Percent of Income for Mortgage	33.1%	32.9%	33.2%
Wealth Index	126	123	139

Median Home Value			
2026	$590,375	$611,754	$647,535
2031	$639,766	$696,215	$742,172

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	915	9,021	15,924
<$50,000	0.7%	1.9%	1.6%
$50,000 - $99,999	1.6%	0.9%	0.9%
$100,000 - $149,999	0.4%	0.3%	0.3%
$150,000 - $199,999	0.9%	0.4%	0.3%
$200,000 - $249,999	0.9%	0.6%	0.6%
$250,000 - $299,999	1.3%	1.1%	0.9%
$300,000 - $399,999	6.8%	6.4%	5.6%
$400,000 - $499,999	14.6%	18.1%	16.1%
$500,000 - $749,999	62.7%	45.7%	40.0%
$750,000 - $999,999	6.7%	18.7%	21.4%
$1,000,000 - $1,499,999	2.2%	4.2%	7.1%
$1,500,000 - $1,999,999	0.2%	1.6%	3.1%
$2,000,000 +	0.9%	0.2%	2.1%
Average Home Value	$600,036	$645,045	$724,020

Housing Unit Summary			
2010 Total Housing Units	926	11,865	19,735
Owner Occupied Housing Units	76.3%	67.8%	74.3%
Renter Occupied Housing Units	23.7%	32.2%	25.7%
Vacant Housing Units	8.0%	6.8%	7.0%
2020 Housing Units	1,194	13,011	21,455
Owner Occupied Housing Units	75.3%	68.9%	74.5%
Renter Occupied Housing Units	24.7%	31.1%	25.5%
Vacant Housing Units	5.9%	5.6%	6.2%
2026 Housing Units	1,516	14,609	23,352
Owner Occupied Housing Units	63.1%	64.7%	71.7%
Renter Occupied Housing Units	36.9%	35.4%	28.4%
Vacant Housing Units	4.5%	4.5%	4.8%
2031 Total Housing Units	1,640	15,314	24,304
Owner Occupied Housing Units	65.6%	66.0%	72.8%
Renter Occupied Housing Units	34.5%	34.0%	27.2%
Vacant Housing Units	4.6%	4.5%	4.8%

2026 Population by Sex	1 mile	3 miles	5 miles
Males	1,381	16,158	27,178
Females	1,624	16,637	27,701

Median Age			
2010	38.4	40.9	42.0
2020	47.8	44.9	45.5
2026	48.3	44.7	45.4
2031	48.4	45.5	46.0

2026 Population by Age			
Total	3,006	32,796	54,879
0 - 4	4.6%	4.6%	4.5%
5 - 9	4.8%	5.4%	5.3%
10 - 14	5.3%	5.0%	5.3%
15 - 24	10.1%	10.2%	10.2%
25 - 34	11.0%	11.8%	11.4%
35 - 44	11.4%	13.4%	12.7%
45 - 54	8.6%	11.7%	11.5%
55 - 64	12.4%	14.1%	14.2%
65 - 74	15.0%	12.6%	12.8%
75 - 84	12.7%	8.2%	8.7%
85 +	3.2%	2.3%	2.6%
18 +	81.6%	81.8%	81.5%

2026 Population 15+ by Marital Status			
Total	2,564	27,885	46,525
Never Married	27.5%	31.0%	29.7%
Married	61.5%	53.7%	55.0%
Widowed	3.5%	5.7%	6.2%
Divorced	7.4%	9.6%	9.1%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	2,260	24,539	40,926
Less than 9th Grade	0.6%	1.1%	1.0%
9th - 12th Grade, No Diploma	3.6%	3.3%	3.2%
High School Graduate	22.5%	24.1%	23.1%
GED/Alternative Credential	1.5%	2.5%	2.9%
Some College, No Degree	18.0%	14.1%	14.2%
Associate Degree	13.5%	10.5%	9.6%
Bachelor's Degree	29.4%	28.5%	28.8%
Graduate/Professional Degree	10.9%	16.0%	17.3%

2020 Population by Race/Ethnicity			
Total	2,475	29,600	51,364
White Alone	83.4%	87.5%	88.9%
Black Alone	4.7%	1.9%	1.9%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	1.3%	1.3%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.6%	2.4%	2.0%
Two or More Races	3.6%	2.4%	2.0%
Hispanic Origin	5.3%	3.0%	2.9%
Diversity Index	36.7	27.4	24.9

2026 Population by Race/Ethnicity			
Total	3,005	32,796	54,877
White Alone	79.4%	84.7%	86.5%
Black Alone	6.3%	3.0%	2.8%
American Indian Alone	0.5%	0.3%	0.2%
Asian Alone	1.5%	1.4%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.6%	3.0%	2.5%
Two or More Races	7.6%	7.5%	6.6%
Hispanic Origin	6.9%	4.1%	3.8%
Diversity Index	43.9	33.2	30.0

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	1,575	19,022	30,333
White Collar	68.8%	61.7%	64.1%
Management/Business/Financial	19.7%	19.9%	21.1%
Professional	20.8%	24.1%	24.1%
Sales	17.1%	9.1%	10.1%
Administrative Support	11.2%	8.6%	8.8%
Services	17.8%	21.4%	19.1%

2026 Employed Pop 16+ by Occupation			
Total	1,575	19,022	30,333
Blue Collar	13.4%	16.9%	16.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	4.8%	5.7%	5.8%
Installation/Maintenance/Repair	2.8%	3.3%	3.2%
Production	3.6%	3.5%	3.3%
Transportation/Material Moving	2.1%	4.3%	4.5%
White Collar	68.8%	61.7%	64.1%
Management/Business/Financial	19.7%	19.9%	21.1%
Professional	20.8%	24.1%	24.1%
Sales	17.1%	9.1%	10.1%
Administrative Support	11.2%	8.6%	8.8%
Services	17.8%	21.4%	19.1%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,575	19,022	30,333
Population 16+ Employed	95.6%	95.3%	96.0%
Population 16+ Unemployment rate	4.4%	4.7%	4.0%
Population 16-24 Employed	11.8%	10.4%	10.5%
Population 16-24 Unemployment rate	7.9%	8.9%	8.0%
Population 25-54 Employed	53.8%	55.3%	54.5%
Population 25-54 Unemployment rate	4.4%	3.9%	3.5%
Population 55-64 Employed	19%	20%	20%
Population 55-64 Unemployment rate	3.5%	3.2%	2.9%
Population 65+ Employed	11%	10%	11%
Population 65+ Unemployment rate	1.7%	7.2%	4.6%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Population 16+ by Industry	1 mile	3 miles	5 miles
Total	1,506	18,134	29,112
Agriculture/Mining	0.0%	0.0%	0.6%
Construction	6.6%	9.7%	9.8%
Manufacturing	9.8%	6.3%	6.2%
Wholesale Trade	1.9%	1.1%	1.4%
Retail Trade	11.7%	9.3%	9.7%
Transportation/Utilities	2.6%	3.5%	3.6%
Information	5%	2%	2%
Finance/Insurance/Real Estate	12.3%	8.7%	9.0%
Services	46.0%	54.1%	52.9%
Public Administration	4.4%	5.3%	5.0%

2026 Consumer Spending			
Apparel & Services: Total $	$3,877,424	$40,565,503	$68,745,366
Average Spent	$2,677.78	$2,907.92	$3,093.43
Spending Potential Index	105	114	121
Education: Total $	$3,270,426	$35,020,433	$60,603,290
Average Spent	$2,258.58	$2,510.43	$2,727.05
Spending Potential Index	113	125	136
Entertainment/Recreation: Total $	$6,697,250	$70,781,658	$121,000,926
Average Spent	$4,625.17	$5,073.95	$5,444.85
Spending Potential Index	107	118	127
Food at Home: Total $	$12,060,543	$125,058,702	$211,473,492
Average Spent	$8,329.10	$8,964.78	$9,515.97
Spending Potential Index	106	114	121
Food Away from Home: Total $	$6,750,671	$70,593,602	$120,305,748
Average Spent	$4,662.07	$5,060.47	$5,413.57
Spending Potential Index	104	113	121
Health Care: Total $	$12,546,821	$129,613,959	$220,471,763
Average Spent	$8,664.93	$9,291.32	$9,920.88
Spending Potential Index	108	116	124
HH Furnishings & Equipment: Total $	$4,409,033	$46,454,876	$79,537,535
Average Spent	$3,044.91	$3,330.10	$3,579.06
Spending Potential Index	107	117	126
Personal Care Products & Services: Total $	$1,798,570	$18,621,840	$31,802,552
Average Spent	$1,242.11	$1,334.90	$1,431.06
Spending Potential Index	109	117	125

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total $	$43,850,024	$448,968,302	$770,951,898
Average Spent	$30,283.17	$32,184.11	$34,691.62
Spending Potential Index	110	117	126
Support Payments/Gifts in Kind: Total $	$5,029,645	$51,752,730	$88,545,695
Average Spent	$3,473.51	$3,709.87	$3,984.42
Spending Potential Index	114	122	131
Travel: Total $	$5,978,478	$62,338,172	$108,244,680
Average Spent	$4,128.78	$4,468.69	$4,870.84
Spending Potential Index	113	122	133
Vehicle Maintenance & Repairs: Total $	$1,871,466	$19,871,739	$33,759,487
Average Spent	$1,292.45	$1,424.50	$1,519.12
Spending Potential Index	104	115	123

Top Tapestry Segment

1 mile

Retirement Communities (J3):

This segment is characterized by elderly professional suburbanites with high rental costs.

Learn more about this segment...

3 miles

Savvy Suburbanites (L1):

This segment is characterized by affluent New England and Mid-Atlantic suburbanites in major metropolises.

Learn more about this segment...

5 miles

Savvy Suburbanites (L1):

This segment is characterized by affluent New England and Mid-Atlantic suburbanites in major metropolises.

Learn more about this segment...

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.

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.

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.

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: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.