

FULL PROFILE

2000-2010 Census, 2018 Estimates with 2023 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 43.9727/-75.9615

RF1

21872 Towne Center Dr

Watertown, NY 13601

3 mi radius 5 mi radius 10 mi radius

	3 mi radius	5 mi radius	10 mi radius	
POPULATION	2018 Estimated Population	19,571	35,838	65,539
	2023 Projected Population	16,974	31,017	56,522
	2010 Census Population	20,368	36,641	66,861
	2000 Census Population	19,907	35,957	63,782
	Projected Annual Growth 2018 to 2023	-2.7%	-2.7%	-2.8%
	Historical Annual Growth 2000 to 2018	-0.1%	-	0.2%
HOUSEHOLDS	2018 Estimated Households	8,736	15,325	26,118
	2023 Projected Households	8,800	15,407	26,146
	2010 Census Households	8,702	14,994	25,476
	2000 Census Households	8,337	14,313	23,232
	Projected Annual Growth 2018 to 2023	0.1%	0.1%	-
	Historical Annual Growth 2000 to 2018	0.3%	0.4%	0.7%
AGE	2018 Est. Population Under 10 Years	13.7%	14.7%	16.2%
	2018 Est. Population 10 to 19 Years	10.1%	11.0%	11.7%
	2018 Est. Population 20 to 29 Years	18.2%	18.4%	20.0%
	2018 Est. Population 30 to 44 Years	19.0%	19.4%	20.3%
	2018 Est. Population 45 to 59 Years	16.5%	16.5%	15.1%
	2018 Est. Population 60 to 74 Years	13.6%	12.9%	11.3%
	2018 Est. Population 75 Years or Over	9.0%	7.1%	5.4%
	2018 Est. Median Age	36.1	34.4	32.6
MARITAL STATUS & GENDER	2018 Est. Male Population	50.1%	50.8%	51.8%
	2018 Est. Female Population	49.9%	49.2%	48.2%
	2018 Est. Never Married	33.7%	33.7%	31.4%
	2018 Est. Now Married	39.3%	41.2%	47.0%
	2018 Est. Separated or Divorced	19.4%	18.5%	16.3%
	2018 Est. Widowed	7.7%	6.6%	5.3%
INCOME	2018 Est. HH Income \$200,000 or More	1.5%	2.1%	2.5%
	2018 Est. HH Income \$150,000 to \$199,999	2.1%	2.3%	2.8%
	2018 Est. HH Income \$100,000 to \$149,999	9.4%	11.1%	12.1%
	2018 Est. HH Income \$75,000 to \$99,999	11.1%	11.5%	12.2%
	2018 Est. HH Income \$50,000 to \$74,999	19.8%	20.1%	20.9%
	2018 Est. HH Income \$35,000 to \$49,999	13.9%	15.1%	16.9%
	2018 Est. HH Income \$25,000 to \$34,999	11.3%	10.6%	10.4%
	2018 Est. HH Income \$15,000 to \$24,999	12.5%	11.5%	9.4%
	2018 Est. HH Income Under \$15,000	18.3%	15.6%	12.7%
	2018 Est. Average Household Income	\$56,164	\$60,911	\$65,772
	2018 Est. Median Household Income	\$45,027	\$49,155	\$53,309
	2018 Est. Per Capita Income	\$25,394	\$26,369	\$26,875
	2018 Est. Total Businesses	1,709	2,260	2,877
2018 Est. Total Employees	23,257	28,970	34,195	

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RACE	2018 Est. White	84.5%	84.2%	81.7%
	2018 Est. Black	7.3%	7.6%	8.9%
	2018 Est. Asian or Pacific Islander	2.7%	2.4%	2.6%
	2018 Est. American Indian or Alaska Native	0.6%	0.5%	0.6%
	2018 Est. Other Races	4.8%	5.3%	6.2%
HISPANIC	2018 Est. Hispanic Population	1,267	2,510	5,832
	2018 Est. Hispanic Population	6.5%	7.0%	8.9%
	2023 Proj. Hispanic Population	7.7%	8.2%	10.4%
	2010 Hispanic Population	4.3%	4.9%	6.6%
EDUCATION (Adults 25 or Older)	2018 Est. Adult Population (25 Years or Over)	13,293	23,664	40,997
	2018 Est. Elementary (Grade Level 0 to 8)	3.8%	3.4%	2.5%
	2018 Est. Some High School (Grade Level 9 to 11)	8.2%	7.5%	6.7%
	2018 Est. High School Graduate	32.5%	33.2%	31.2%
	2018 Est. Some College	22.0%	22.6%	23.6%
	2018 Est. Associate Degree Only	13.1%	12.7%	13.1%
	2018 Est. Bachelor Degree Only	11.9%	11.1%	12.8%
	2018 Est. Graduate Degree	8.6%	9.5%	10.0%
HOUSING	2018 Est. Total Housing Units	9,571	16,813	29,298
	2018 Est. Owner-Occupied	42.7%	46.4%	44.8%
	2018 Est. Renter-Occupied	48.6%	44.8%	44.3%
	2018 Est. Vacant Housing	8.7%	8.9%	10.9%
HOMES BUILT BY YEAR	2010 Homes Built 2005 or later	0.8%	1.2%	1.3%
	2010 Homes Built 2000 to 2004	5.9%	6.4%	13.1%
	2010 Homes Built 1990 to 1999	6.3%	6.5%	8.5%
	2010 Homes Built 1980 to 1989	9.7%	11.4%	13.1%
	2010 Homes Built 1970 to 1979	9.7%	9.4%	9.9%
	2010 Homes Built 1960 to 1969	7.3%	7.1%	6.1%
	2010 Homes Built 1950 to 1959	9.0%	9.1%	7.1%
	2010 Homes Built Before 1949	49.6%	48.0%	37.8%
HOME VALUES	2010 Home Value \$1,000,000 or More	0.4%	0.6%	0.5%
	2010 Home Value \$500,000 to \$999,999	1.1%	1.3%	1.6%
	2010 Home Value \$400,000 to \$499,999	1.7%	2.1%	2.1%
	2010 Home Value \$300,000 to \$399,999	6.4%	6.0%	7.0%
	2010 Home Value \$200,000 to \$299,999	17.9%	18.1%	23.1%
	2010 Home Value \$150,000 to \$199,999	21.0%	19.9%	20.7%
	2010 Home Value \$100,000 to \$149,999	27.5%	28.3%	24.5%
	2010 Home Value \$50,000 to \$99,999	17.4%	18.1%	17.9%
	2010 Home Value \$25,000 to \$49,999	5.1%	5.2%	5.6%
	2010 Home Value Under \$25,000	2.5%	2.4%	2.5%
	2010 Median Home Value	\$145,074	\$145,765	\$155,681
	2010 Median Rent	\$670	\$713	\$908

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LABOR FORCE	2018 Est. Labor Population Age 16 Years or Over	15,721	28,192	50,215
	2018 Est. Civilian Employed	53.7%	55.7%	50.2%
	2018 Est. Civilian Unemployed	2.9%	2.8%	2.7%
	2018 Est. in Armed Forces	5.0%	5.8%	13.6%
	2018 Est. not in Labor Force	38.3%	35.7%	33.4%
	2018 Labor Force Males	49.4%	50.1%	51.5%
	2018 Labor Force Females	50.6%	49.9%	48.5%
OCCUPATION	2010 Occupation: Population Age 16 Years or Over	8,455	15,611	25,203
	2010 Mgmt, Business, & Financial Operations	9.6%	9.6%	10.5%
	2010 Professional, Related	18.1%	18.3%	18.4%
	2010 Service	25.9%	26.1%	24.9%
	2010 Sales, Office	25.6%	24.7%	25.0%
	2010 Farming, Fishing, Forestry	0.6%	0.8%	0.9%
	2010 Construction, Extraction, Maintenance	7.2%	7.8%	8.1%
	2010 Production, Transport, Material Moving	13.0%	12.6%	12.2%
	2010 White Collar Workers	53.3%	52.7%	53.9%
	2010 Blue Collar Workers	46.7%	47.3%	46.1%
	TRANSPORTATION TO WORK	2010 Drive to Work Alone	73.4%	74.4%
2010 Drive to Work in Carpool		10.4%	11.0%	10.4%
2010 Travel to Work by Public Transportation		3.4%	3.3%	1.9%
2010 Drive to Work on Motorcycle		0.1%	0.1%	0.1%
2010 Walk or Bicycle to Work		10.0%	8.1%	7.6%
2010 Other Means		0.5%	0.6%	0.7%
2010 Work at Home		2.3%	2.4%	3.5%
TRAVEL TIME		2010 Travel to Work in 14 Minutes or Less	66.3%	62.3%
	2010 Travel to Work in 15 to 29 Minutes	29.0%	34.8%	33.6%
	2010 Travel to Work in 30 to 59 Minutes	7.7%	8.3%	8.6%
	2010 Travel to Work in 60 Minutes or More	2.4%	1.9%	1.5%
	2010 Average Travel Time to Work	11.1	12.3	12.5
CONSUMER EXPENDITURE	2018 Est. Total Household Expenditure	\$412 M	\$764 M	\$1.37 B
	2018 Est. Apparel	\$14.3 M	\$26.5 M	\$47.8 M
	2018 Est. Contributions, Gifts	\$25.4 M	\$47.8 M	\$86.7 M
	2018 Est. Education, Reading	\$14.8 M	\$27.8 M	\$50.2 M
	2018 Est. Entertainment	\$22.7 M	\$42.3 M	\$76.3 M
	2018 Est. Food, Beverages, Tobacco	\$64.9 M	\$120 M	\$214 M
	2018 Est. Furnishings, Equipment	\$13.6 M	\$25.5 M	\$46.2 M
	2018 Est. Health Care, Insurance	\$37.4 M	\$68.8 M	\$123 M
	2018 Est. Household Operations, Shelter, Utilities	\$128 M	\$237 M	\$426 M
	2018 Est. Miscellaneous Expenses	\$6.25 M	\$11.5 M	\$20.7 M
	2018 Est. Personal Care	\$5.40 M	\$9.99 M	\$17.9 M
	2018 Est. Transportation	\$78.8 M	\$147 M	\$265 M

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