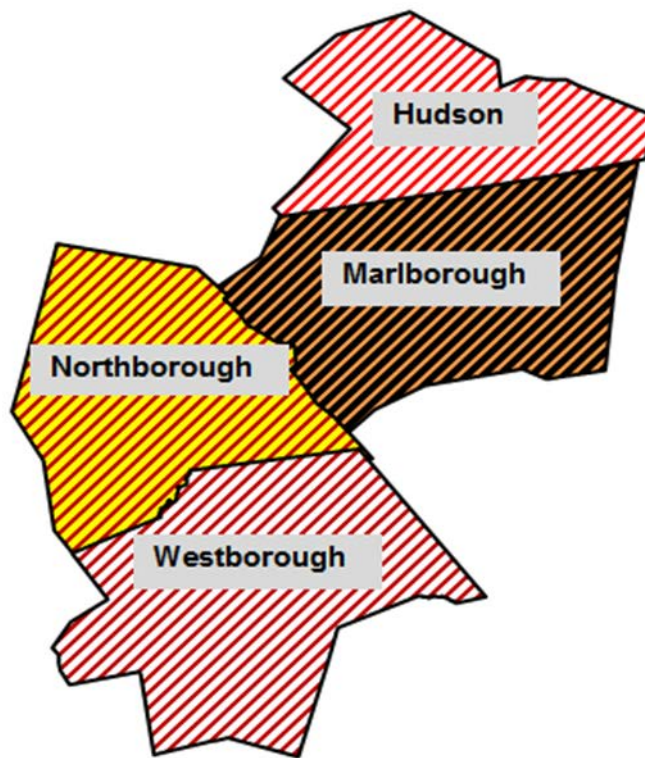


# **CENSUS 2010 PRELIMINARY REPORT GREATER MARLBOROUGH REGION**



**By: Martha Meaney, M.A.**

*With the Assistance of MERC™ Interns:*

**Oyama Legela, Intern III and Zachary Walsh, B.A. '12 Economics**

**MARCH 2013**



**Framingham**  
State University

MetroWest Economic  
Research Center



# FRAMINGHAM STATE UNIVERSITY

***Copyright 2013 Framingham State University***

*No material from this publication may be reproduced in whole or in part without the express written permission of the MetroWest Economic Research Center, Framingham State University.*

*MERC™ provides regional economic data and analysis.  
MERC™ takes no position on policy issues at any level.*



**Framingham**  
State University

MetroWest Economic  
Research Center

## **METROWEST ECONOMIC RESEARCH CENTER**

at Framingham State University

Towers Hall, 100 State Street, Framingham, MA 01701-9101

508-626-4033 FAX: 508-626-4018

[www.merc-online.org](http://www.merc-online.org)

**MERC Co-Directors:**

Donald MacRitchie, M.A.

Martha Meaney, M.A.

**MERC Executive Board:**

Maureen Dunne, MBA

Donald MacRitchie, M.A.

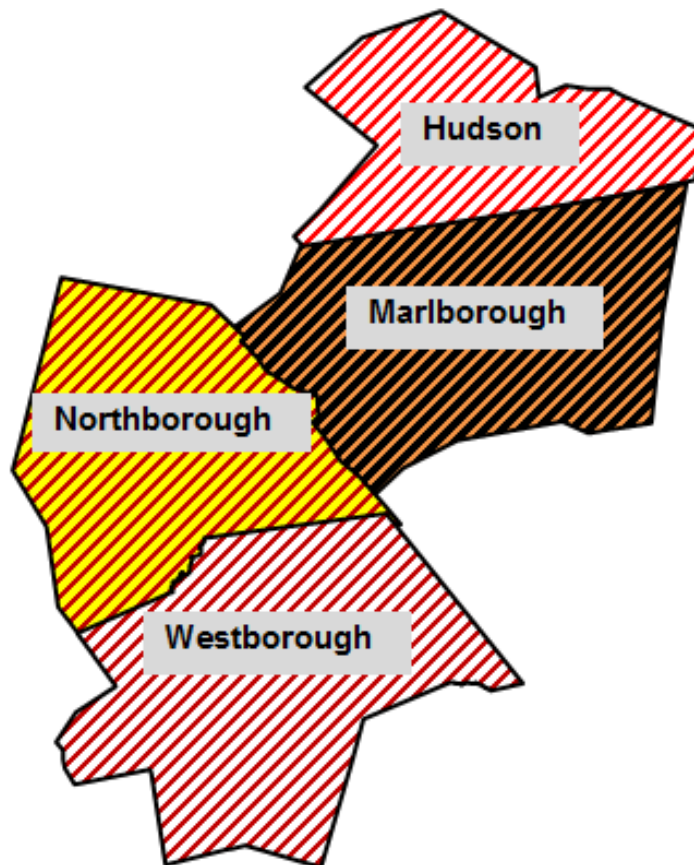
Martha Meaney, M.A.

Fahlino Sjuib, Ph.D.

## **GREATER MARLBOROUGH REGION – CENSUS 2010**

The Greater Marlborough Region includes the four communities of Hudson, Marlborough, Northborough, and Westborough. Greater Marlborough lies in the heart of the high technology and high growth corridor bordering Route I-495, with convenient access to I-495, the Massachusetts Turnpike (I-90), Route 9, and Route 20. The region is home to firms such as Acosta, Concord Communications, Hewlett Packard Corporation, Ken's Foods, Massachusetts Container Corporation and Sun Microsystems, as well as several thousand smaller businesses.

The region is located about 38 miles west of Boston with a year 2010 population of 90,000 and a resident labor force of more than 50,000. Residents are well educated with incomes above state and national averages. The region is an importer of labor as the number of jobs located in the Greater Marlborough Region exceeds the number of residents in the local labor force.

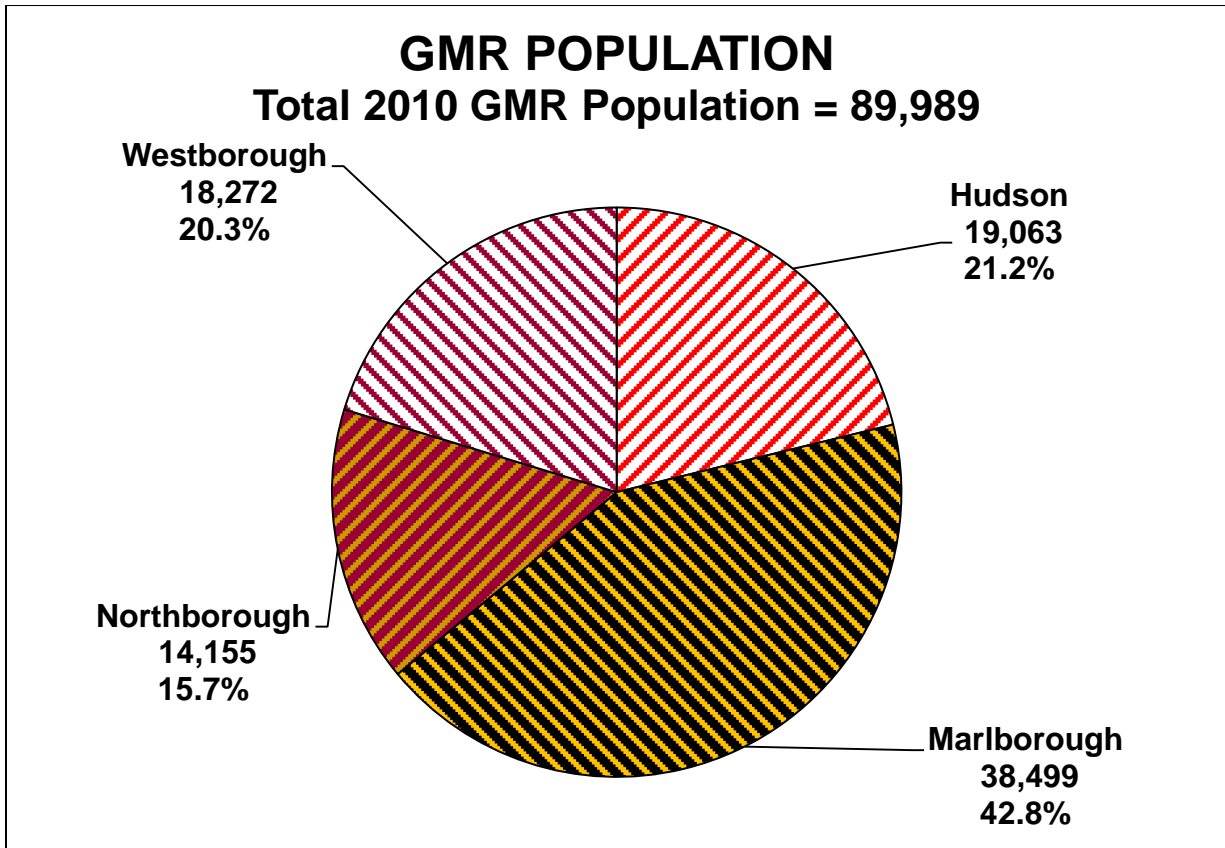


# **GREATER MARLBOROUGH REGION – CENSUS 2010**

## **TABLE OF CONTENTS**

Greater Marlborough Population: 2010	1
GMR Population by Town: 2000 and 2010	2
GMR Percentage Change in Population	3
Greater Marlborough Race of the Population	4
GMR Percentage of Hispanic or Latino Individuals	5
Greater Marlborough Age Distribution	6
Greater Marlborough Age by Town	7
Greater Marlborough Median Age	8
Greater Marlborough Percentage Change by Age	9
Greater Marlborough Total Households	10
Greater Marlborough Average Household Size	11
GMR Percentage of Family Households	12
Greater Marlborough Husband-Wife Families	13
Greater Marlborough Owner and Renters by Race	14
Appendix	15

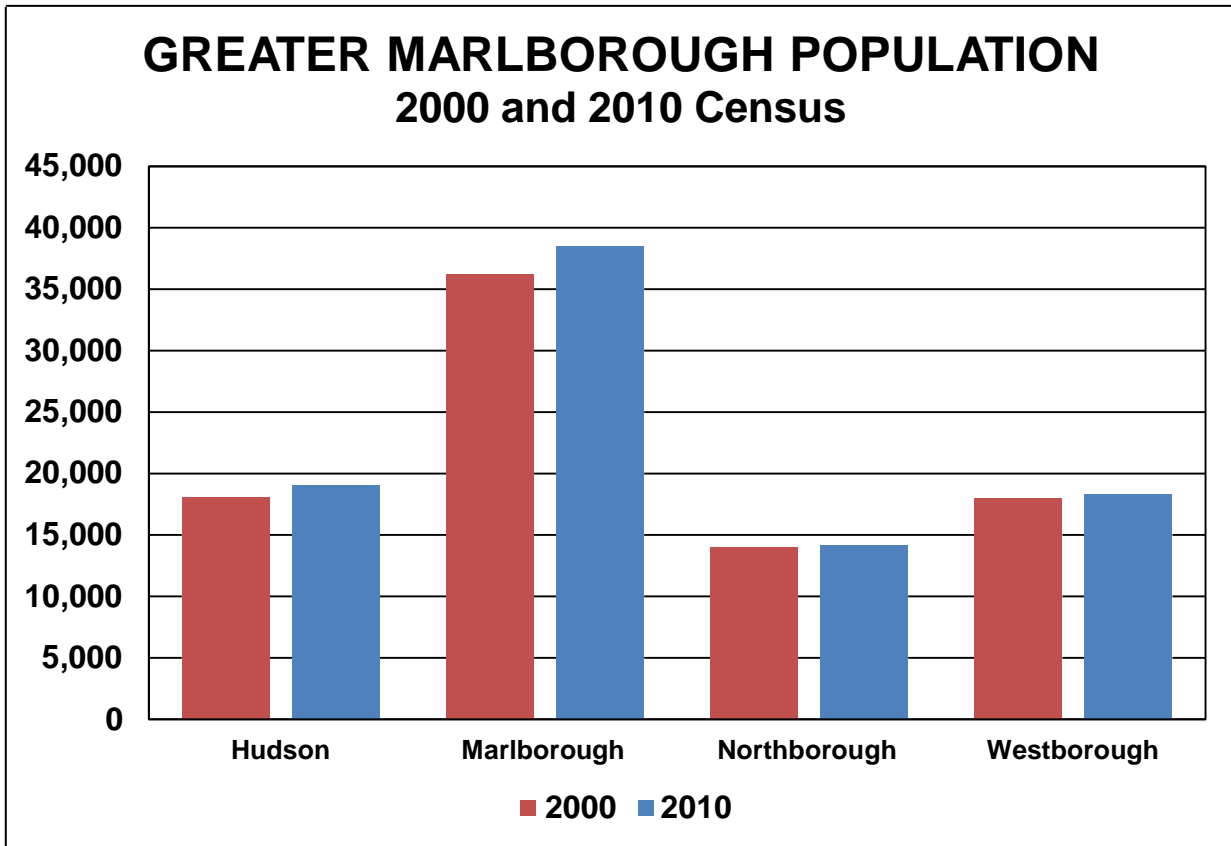
## GREATER MARLBOROUGH REGION – CENSUS 2010



Source: US Census Bureau and MERC

- The U.S. Census Bureau reported that 89,989 individuals lived in the Greater Marlborough Region (GMR) in April 2010. The above graph shows the percentage distribution of those individuals among the four communities in the region.
- Marlborough had the region's largest population with 42.8% of the Greater Marlborough population. Marlborough's population of 38,499 individuals was more than double Hudson's population of 19,063 individuals. Hudson comprised 21.2% of the regional population.
- The smallest share of the Greater Marlborough population resided in Northborough at 15.7%, accounting for 14,155 individuals.
- Westborough accounted for 20.3% of the Greater Marlborough population, or 1 in every 5 individuals living in the region.

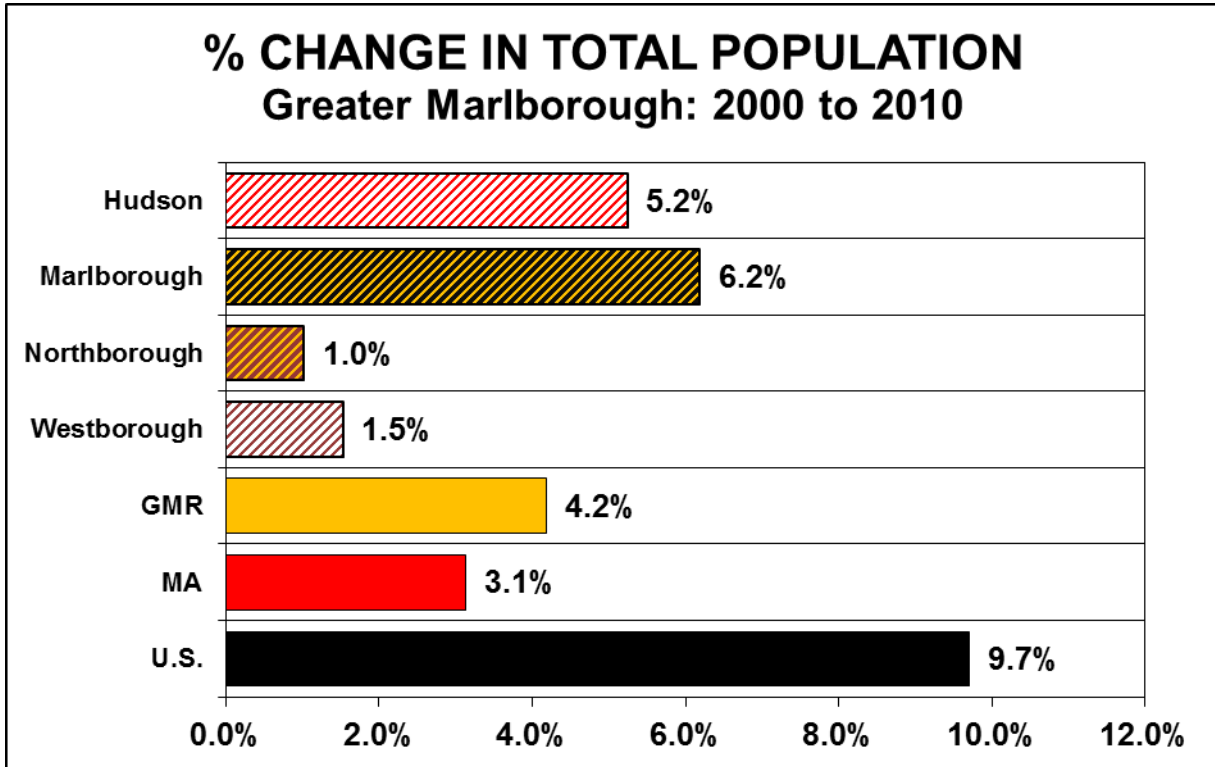
## GREATER MARLBOROUGH REGION – CENSUS 2010



Source: U.S. Census Bureau and MERC

- Marlborough had the largest population both in 2000 with 36,255 residents and in 2010 with 38,499 residents. Hudson was the second largest town with 18,113 people in 2000 and 19,063 in 2010. In both 2000 and 2010 the population in Marlborough was approximately double than the population reported in Hudson.
- Northborough had the lowest population in both years, with 14,013 residents in 2000 and 14,155 in 2010.
- All communities recorded population increases over the decade. Marlborough had the largest increase in population from 2000 to 2010. Marlborough's 2000 population of 36,255 residents rose by 2,244 individuals to reach 38,499 in 2010.
- In Hudson, Northborough and Westborough population increased by less than 1,000 individuals over the decade. The populations of Northborough and Westborough increased by 142 and 275, respectively, while Westborough missed the 1,000 mark by 50 individuals, with an increase of 950 residents.

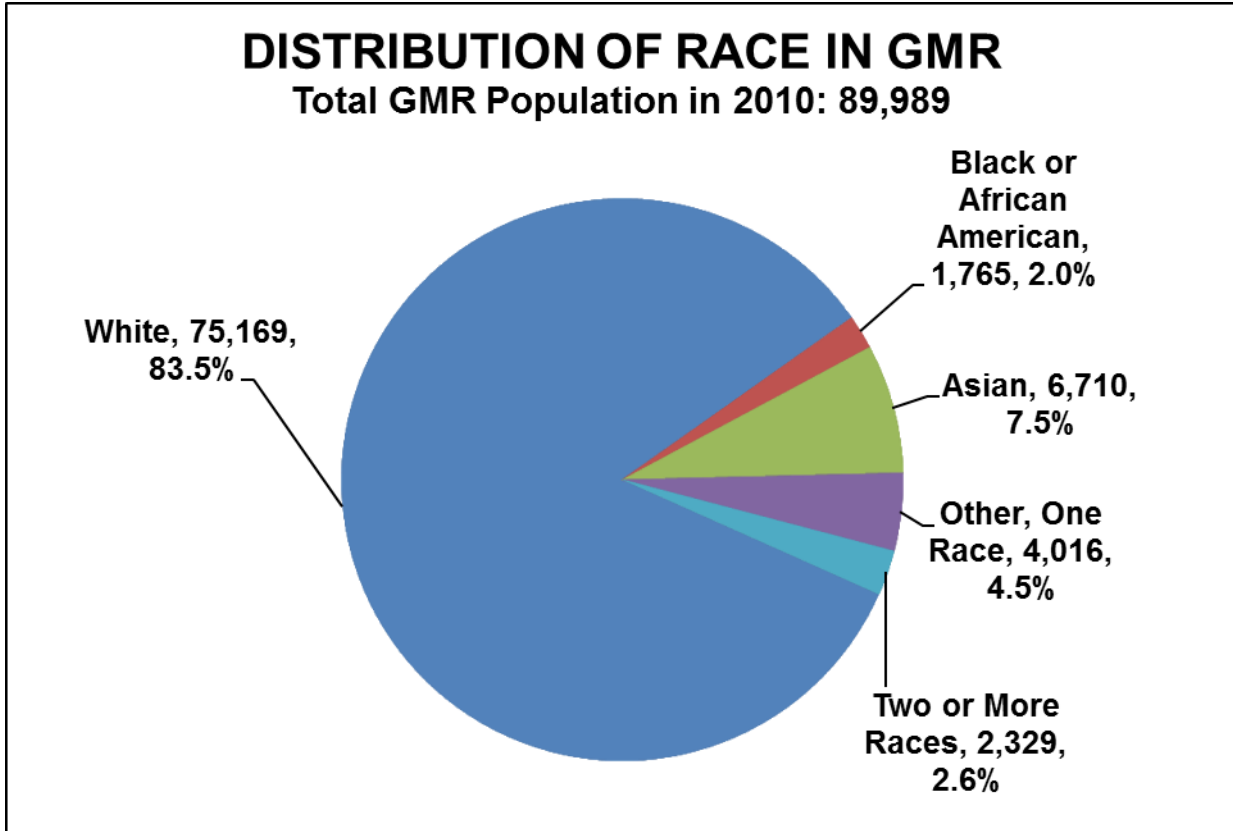
## GREATER MARLBOROUGH REGION – CENSUS 2010



Source: U.S. Census Bureau and MERC

- The population of the Greater Marlborough Region (GMR) increased by more than 3,600 individuals from 2000 to 2010, reaching 89,989 on April 1, 2010. This was an increase of 4.2% over the decade.
- This percentage increase in Greater Marlborough's population was greater than that in Massachusetts (+3.1%), but less than that in the U.S. (+9.7%) over the same time period.
- All GMR communities experienced population gains over the decade, ranging from 1.0% in Northborough to 6.2% in Marlborough. Northborough and Westborough, which was up 1.5%, experienced increases in population at a rate less than that of the region and state.
- While Hudson and Marlborough's population growth of 5.2% and 6.2% outpaced the region and state, all GMR communities lagged behind the nation.

## GREATER MARLBOROUGH REGION – CENSUS 2010

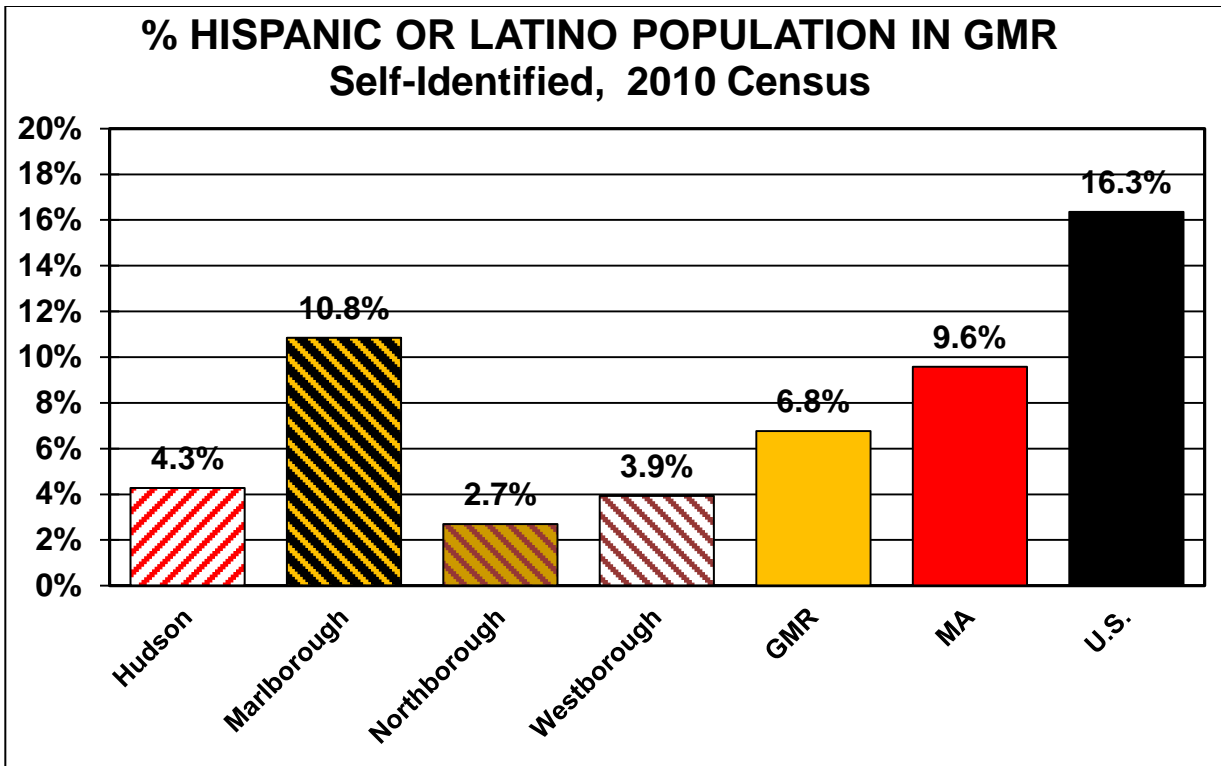


Source: U.S. Census Bureau and MERC

- Of the 89,989 people in the Greater Marlborough Region (GMR) in 2010, 83.5% of them identified themselves as White. This was more than 11 times the percentage in the next-largest racial category, which was Asian, at 7.5%. Black or African American registered less than a third of the Asian percentage with only 2.0% of individuals selecting that category.
- Accounting for 4.5% of the Greater Marlborough population, 4,016 individuals identified themselves as belonging to One Race other than Asian, Black or African American or White.
- Those who selected more than one race accounted for 2.6% of the total or 2,329 individuals.
- Of the combined 16.5% of the minority groups in GMR, individuals who self-identified as Asian made up the largest minority population with 45.3%, or almost half, of all minorities. It is notable that 59% of the Asians in GMR self-identified as Indian. One race other than Asian, Black, African American or White individuals constituted 27.1% of the minorities in Greater Marlborough.



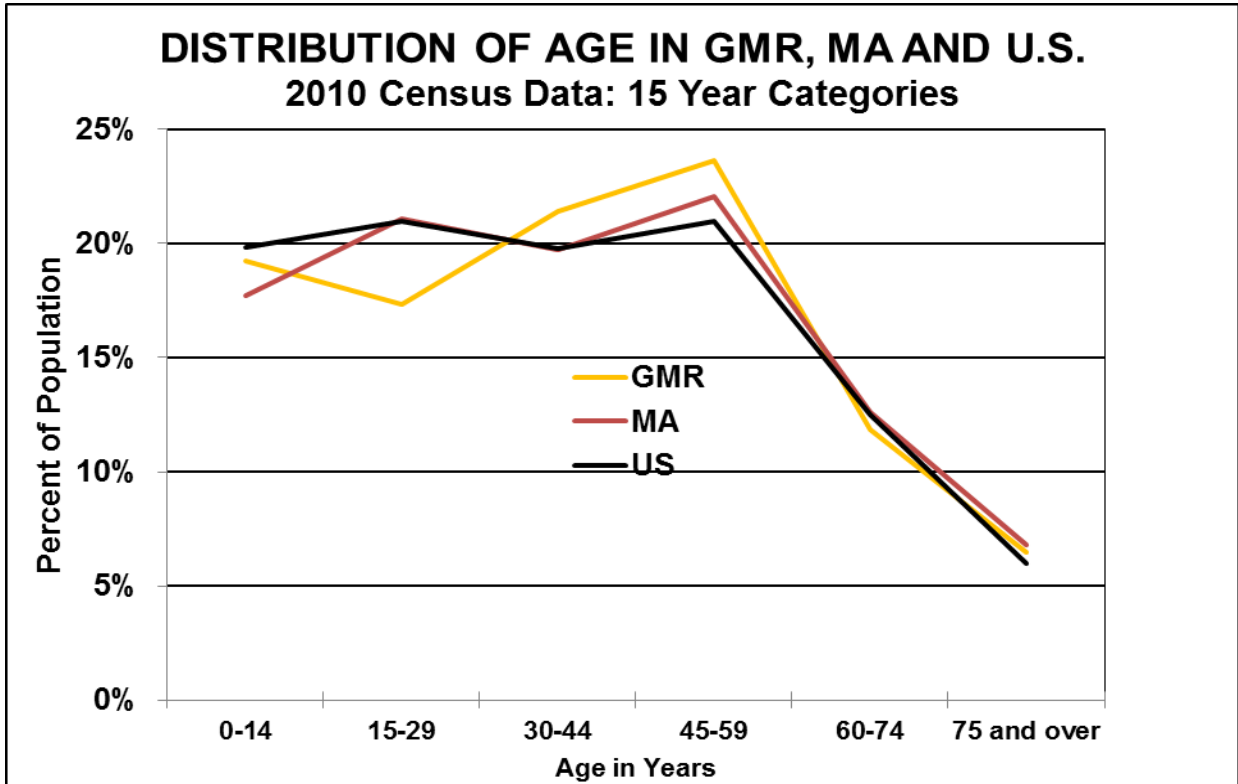
## GREATER MARLBOROUGH REGION – CENSUS 2010



Source: U.S. Census Bureau and MERC

- This graph displays information on ethnicity from Census 2010 for the Greater Marlborough Region (GMR), its four communities, Massachusetts and the United States.
- Northborough had the lowest percentage, 2.7% of individuals who self-identified as Hispanic or Latino. This was about 1 in 37 people in Northborough, compared to 1 in 15 for the Greater Marlborough Region overall, 1 in 10 for Massachusetts, and 1 in 6 for the United States.
- In the region, Marlborough registered the highest percentage of Hispanic or Latino individuals at 10.8%. This was higher than both the region and the state but still lower than the nation. No other Greater Marlborough community had a percentage higher than the region, state or nation.
- Hudson had the second highest percentage of Hispanic or Latino individuals in the region at 4.3%. This was still only 40% of the Marlborough value.
- Westborough reported a Hispanic or Latino percentage of 3.9% or about 1 in 26 individuals living in the town.

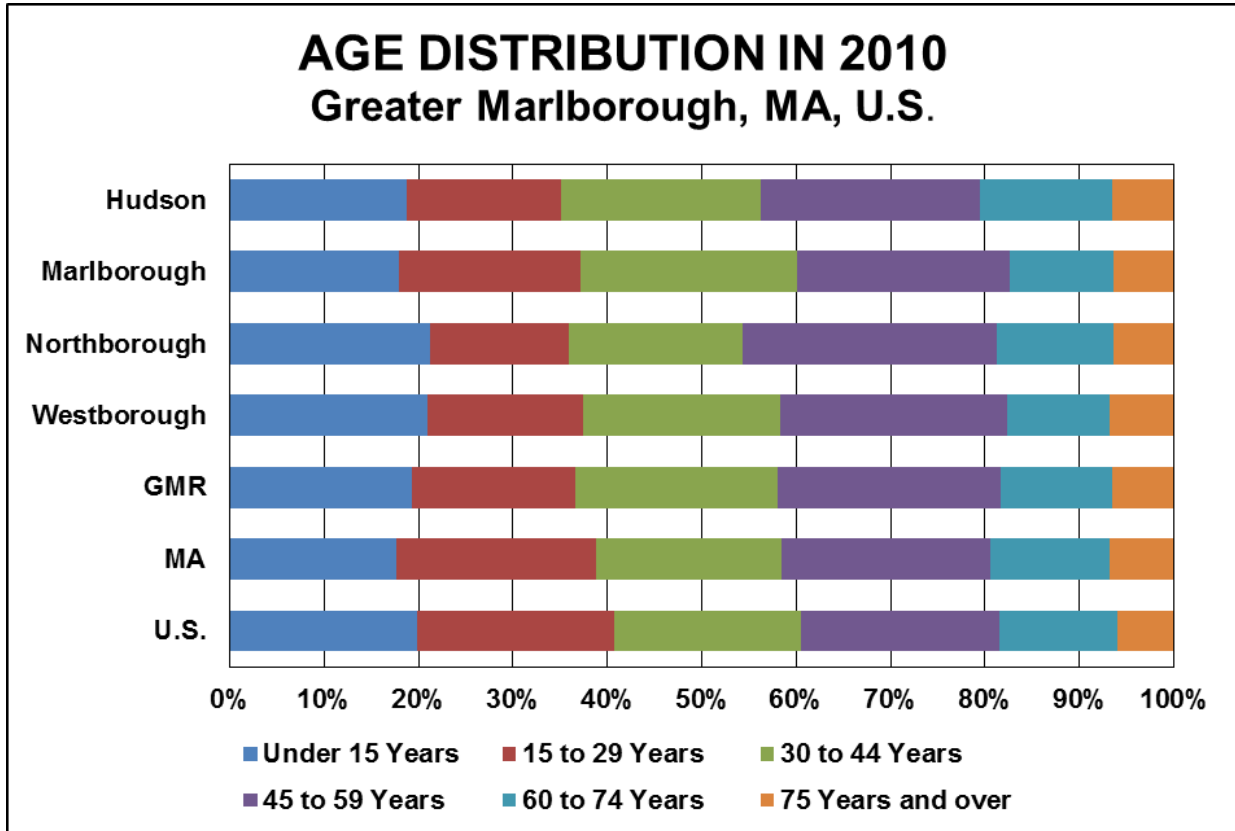
## GREATER MARLBOROUGH REGION – CENSUS 2010



Source: U.S. Census Bureau and MERC

- In the Greater Marlborough Region (GMR) and in Massachusetts (MA), the largest percentage of the population, at 23.7% and 22.1% respectively, fell into the 45-59 age category. In contrast, the nation's largest age group, at 21% of the population, was between 15 and 29 years of age.
- Of the four age groups under 60 years old, the lowest percentage occurred in Greater Marlborough's 15-29 age group; they represented 17.3% of the population of GMR – about 1 in 6 residents compared to about 1 in 5 for Massachusetts and the U.S.
- Among all regions and age groups, the lowest percentage occurred in the U.S. population aged 75 and over, which was only 6.0% of the total population. The highest percentage occurred in the 45 to 59 age group in Greater Marlborough at 23.7%.
- After reaching relative high points in the 45 to 59 age group, all three distributions exhibit a rapid decline resulting in lowest percent of individuals being 75 years of age or older. Greater Marlborough and Massachusetts bottom out in this age group at 6.5% and 6.8% respectively. The nation has 6% of its population in the 75 and over range.

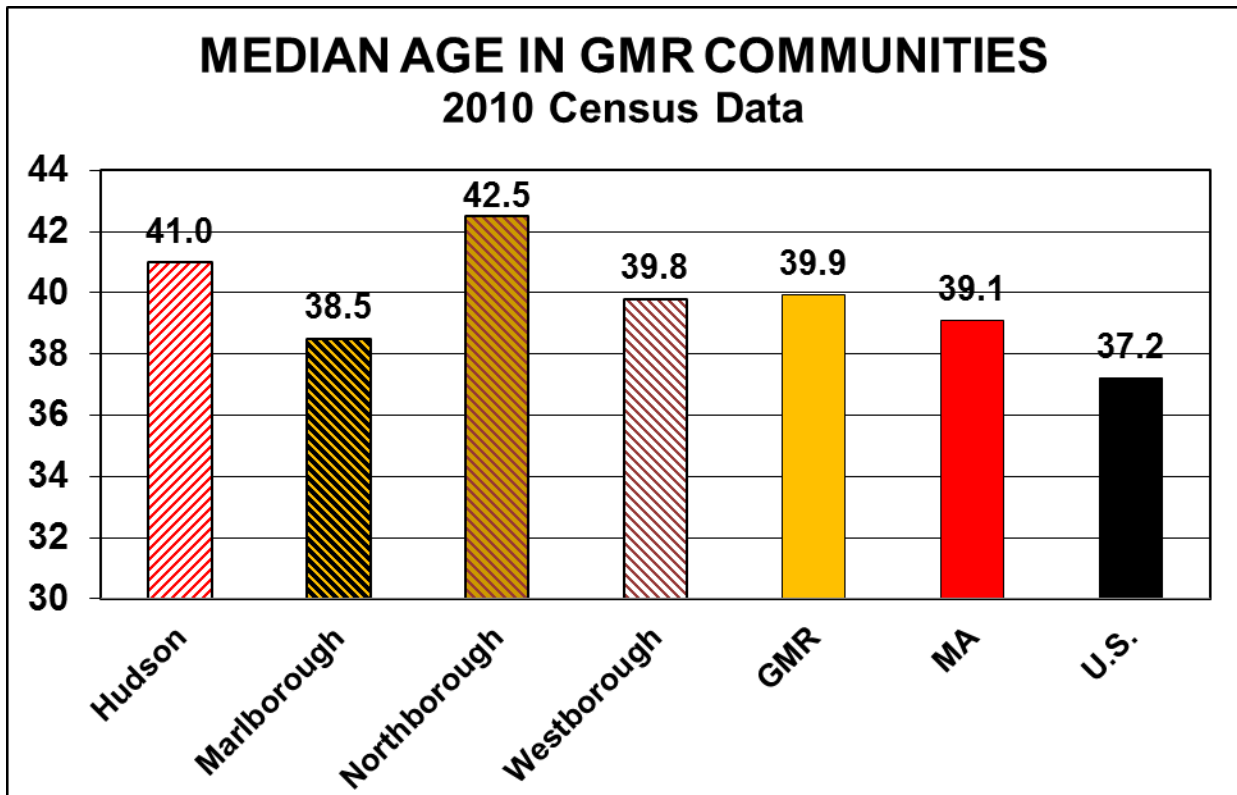
## GREATER MARLBOROUGH REGION – CENSUS 2010



Source: U.S. Census Bureau and MERC

- The 2010 Census age profile for the Greater Marlborough Region (GMR), its municipalities, Massachusetts and the United States is displayed for six age groups, covering 100% of the respective populations.
- Greater Marlborough had a greater proportion of children less than 15 years of age than Massachusetts, but slightly lower percentage than the nation. In two Greater Marlborough towns, Northborough and Westborough, more than 20% of the population was under 15 years of age.
- Approximately 17.3% of Greater Marlborough residents were between 15 and 29 years of age in 2010, compared with about 21% in both Massachusetts and the United States. In Northborough, this age group represented about one in seven individuals.
- In Greater Marlborough in 2010, the percentage of individuals who were peak earners, between the ages of 30 and 59, was 45.1%, compared with 41.8% for Massachusetts and 40.7% for the United States.

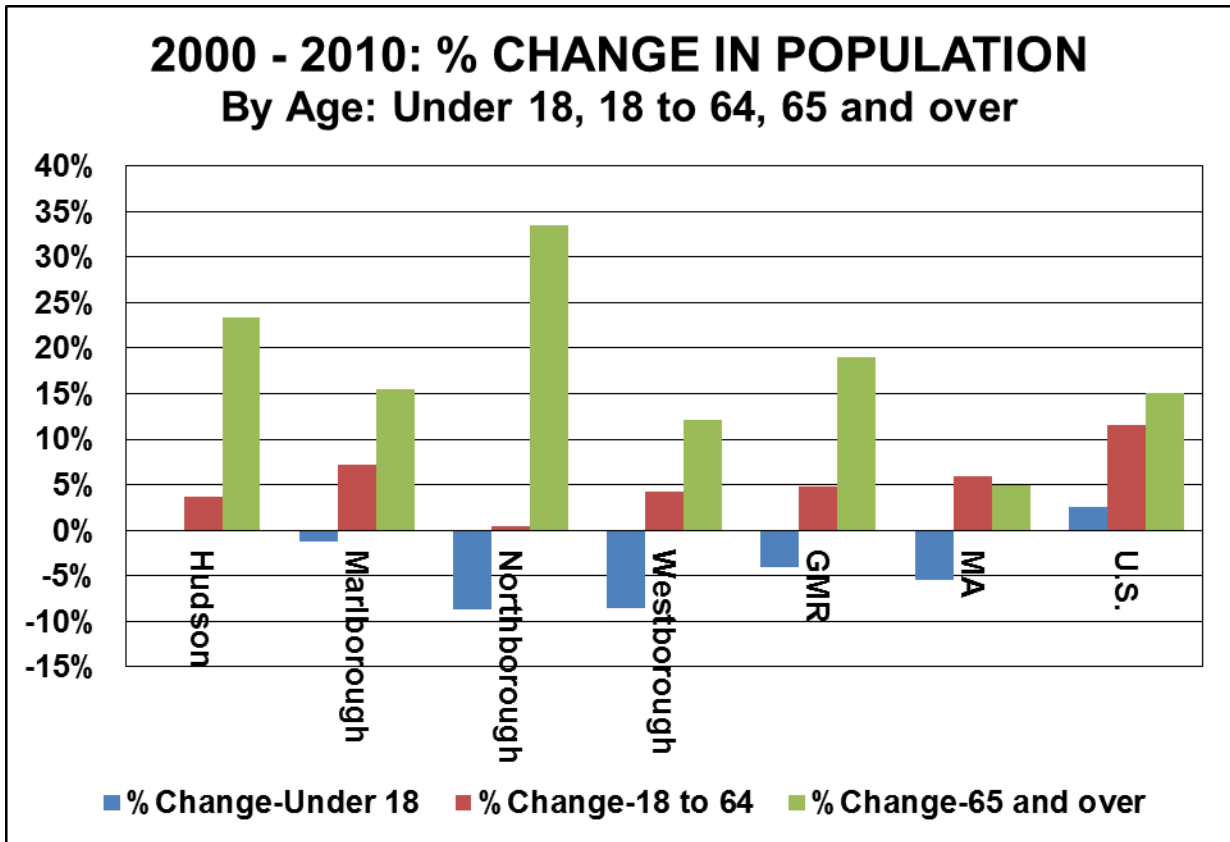
## GREATER MARLBOROUGH – CENSUS 2010



Source: U.S. Census Bureau and MERC

- The median age of the U.S. population in 2010 was 37.2 years, up 1.8 years from 2000. The median age in Massachusetts was 39.1 years in 2010, an increase of 2.6 years since 2000. The estimated median age in the Greater Marlborough Region (GMR) was 39.9 years in 2010, up 2.9 years from 2000.
- Median age among the Greater Marlborough communities varied from 38.5 years in Marlborough to 42.5 in Northborough.
- Two communities, Hudson and Northborough, recorded a median age above 40, making them “older” than the other communities in Greater Marlborough as well as the state and nation. The “oldest” town was Northborough with a median age of 42.5 years.
- The “youngest” community in Greater Marlborough was Marlborough with a median age of 38.5 years. Marlborough was the only community in Greater Marlborough to have a median age lower than that of the state.
- Westborough’s median age, of 39.8 years was close to the regional average of 39.9 years while both Marlborough and Westborough had a median age close to that of the state at 39.1 years.

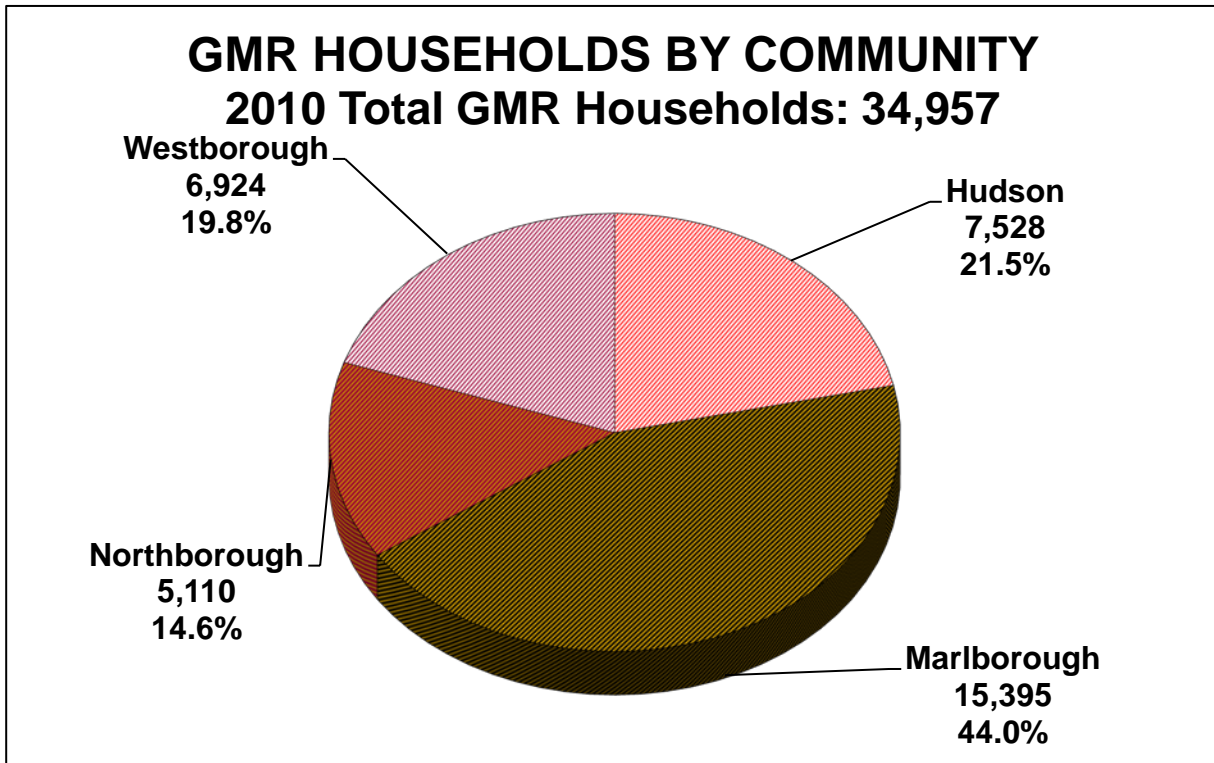
## GREATER MARLBOROUGH REGION – CENSUS 2010



Source: U.S. Census Bureau and MERC

- The Greater Marlborough Region (GMR) experienced a 4.2% growth in population from 2000 to 2010, compared with 3.1% for Massachusetts and 9.7% for the United States.
- From 2000 to 2010 the population aged 65 and over increased in every Greater Marlborough community, and in the region, state and nation. In every case, except Massachusetts, the largest percentage increase occurred in the 65 and over category. The values ranged from 12.1% in Westborough to 33.5% in Northborough, compared to 4.9% in Massachusetts.
- Among the GMR communities, Northborough experienced the largest percentage increase from 2000 to 2010 in people 65 and over, at 33.5% and Hudson registered a 23.4% increase in the number of people 65 and over.
- Three GMR communities, Marlborough, Northborough, and Westborough, as well as Massachusetts, registered decreases in the under 18 age group. Hudson registered no discernible change in this age group, while U.S showed an increase of 2.6%.

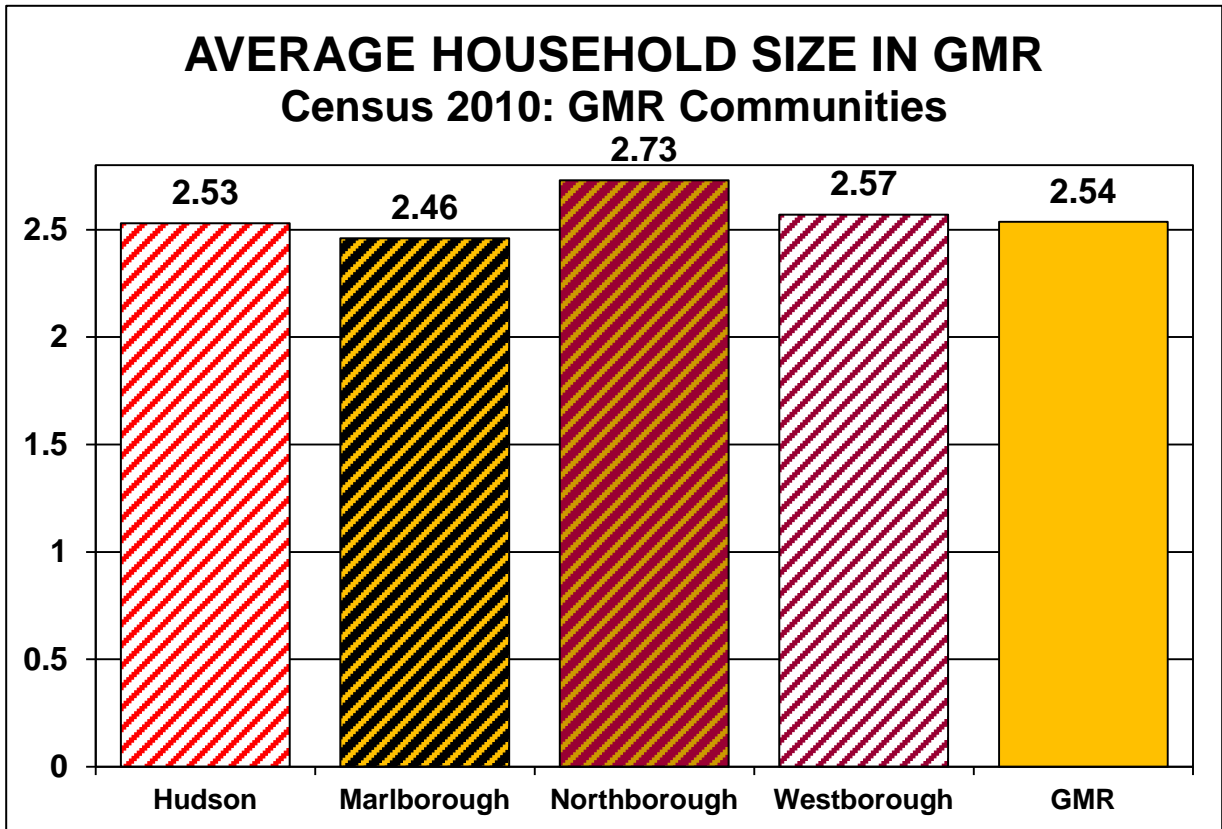
## GREATER MARLBOROUGH REGION – CENSUS 2010



Source: U.S. Census Bureau and MERC

- The number of households in Greater Marlborough Region (GMR) increased from 32,931 in 2000 to 34,957 in 2010.
- Marlborough had the highest number of households in 2010, accounting for 44.0% of the regional total, or a little less than half the households in Greater Marlborough. Each of the remaining communities in Greater Marlborough individually had fewer than one half of the households found in Marlborough.
- Northborough had the fewest households, with 14.6% of the regional value or 5,110 households. This number was approximately 1,800 households fewer than the second smallest share in Greater Marlborough found in Westborough at 19.8%.
- Marlborough was home to the largest number of households in the region at 15,395. Hudson has the second largest number of households at 7,528 about half the Marlborough value. Combined, these two communities made up 65.5% of Greater Marlborough households.

## GREATER MARLBOROUGH REGION – CENSUS 2010

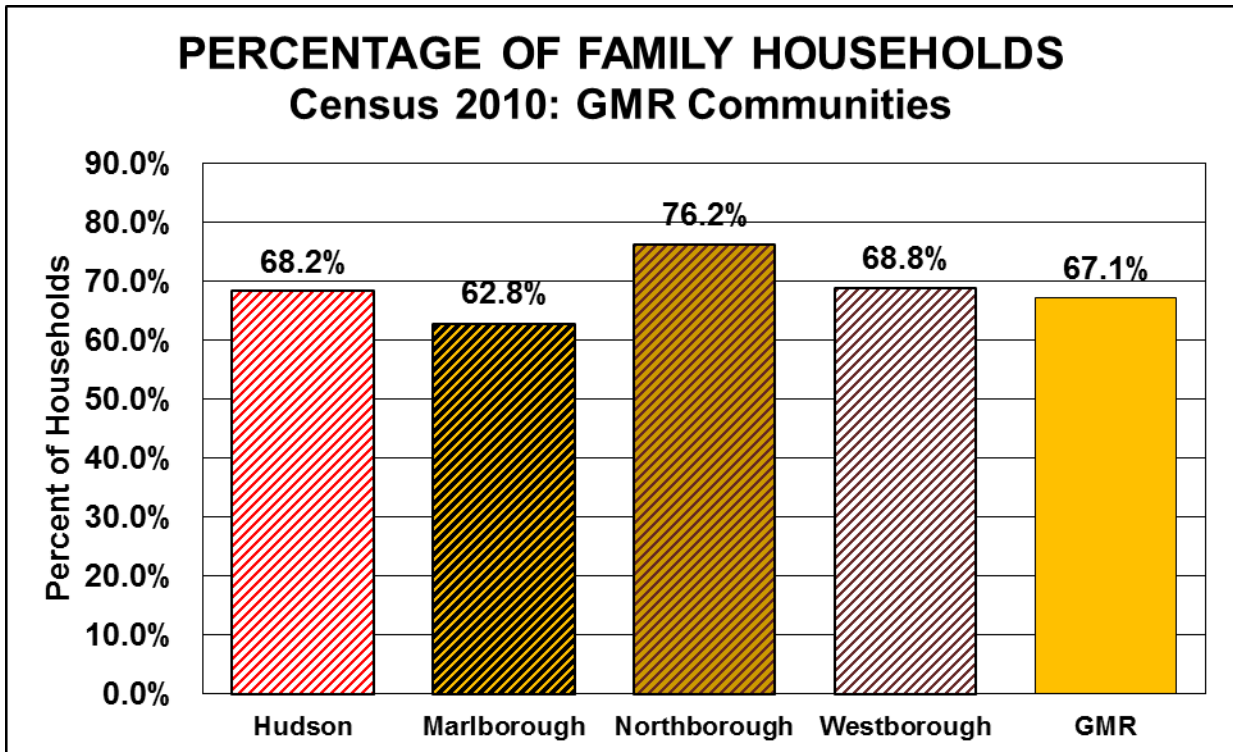


Source: U.S. Census Bureau and MERC

- The average household size in Greater Marlborough Region (GMR) in 2010 was 2.54 persons per household.
- Northborough had the highest average household size in Greater Marlborough at 2.73 persons per household. Westborough at 2.57 persons, also had an average household size larger than the Greater Marlborough average.
- Marlborough had the smallest average household size at 2.46 persons. Hudson also had an average household size smaller than the Greater Marlborough average at 2.53 persons.
- Though not shown on the graph, the average household size for Massachusetts and the United States in 2010 were 2.48 persons and 2.58 persons, respectively. So the GMR value falls between those of the state and nation.



## GREATER MARLBOROUGH REGION – CENSUS 2010

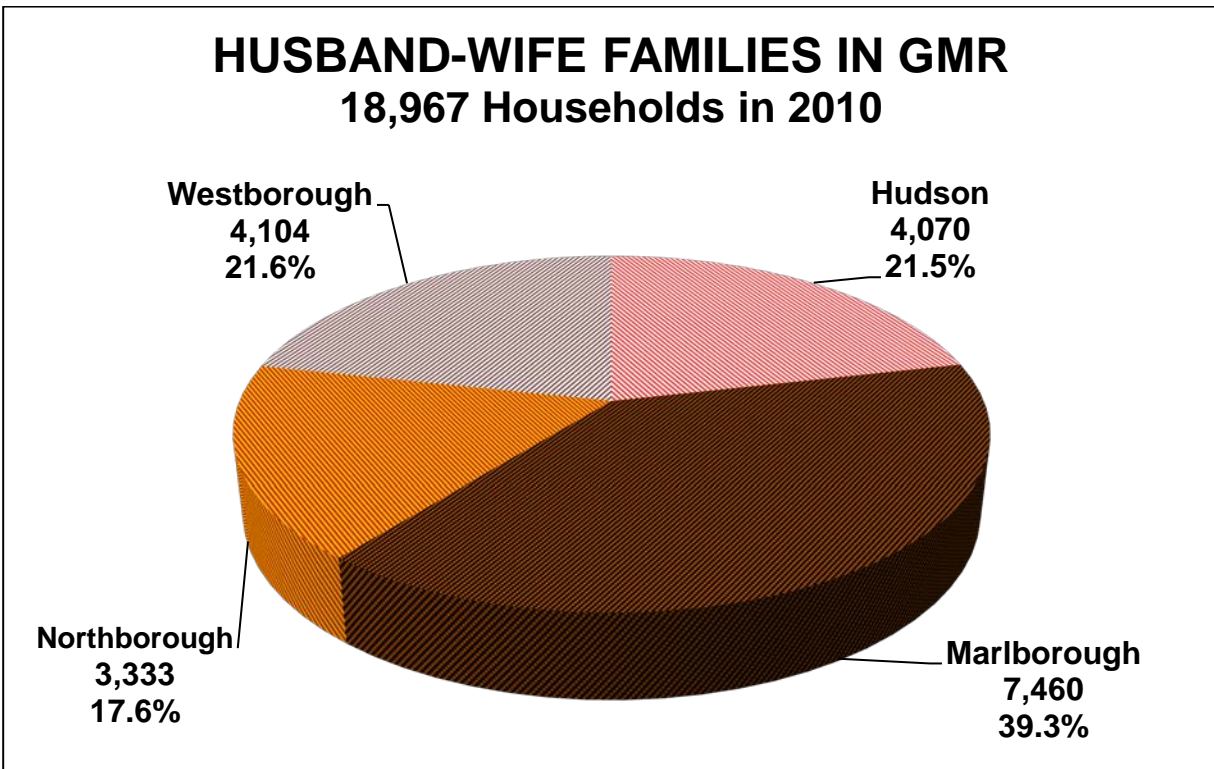


Source: U.S. Census Bureau and MERC

- In 2010, there were 23,458 family households out of 34,957 total households in the Greater Marlborough Region (GMR); so 67.1%, or more than two-thirds of regional households were family households.
- In Northborough, more than three in four households or 76.2% were identified as family households.
- Hudson, Northborough and Westborough had a percentage of family households above that of Greater Marlborough overall.
- Marlborough had the lowest percentage of family households at 62.8%; this was also below the Greater Marlborough average of households recorded as family households.
- There were 66.4% family households recorded in the U.S. out of the nation's total number of households. The state recorded 63% family households, lower than three of the Greater Marlborough communities and similar to the Marlborough value.



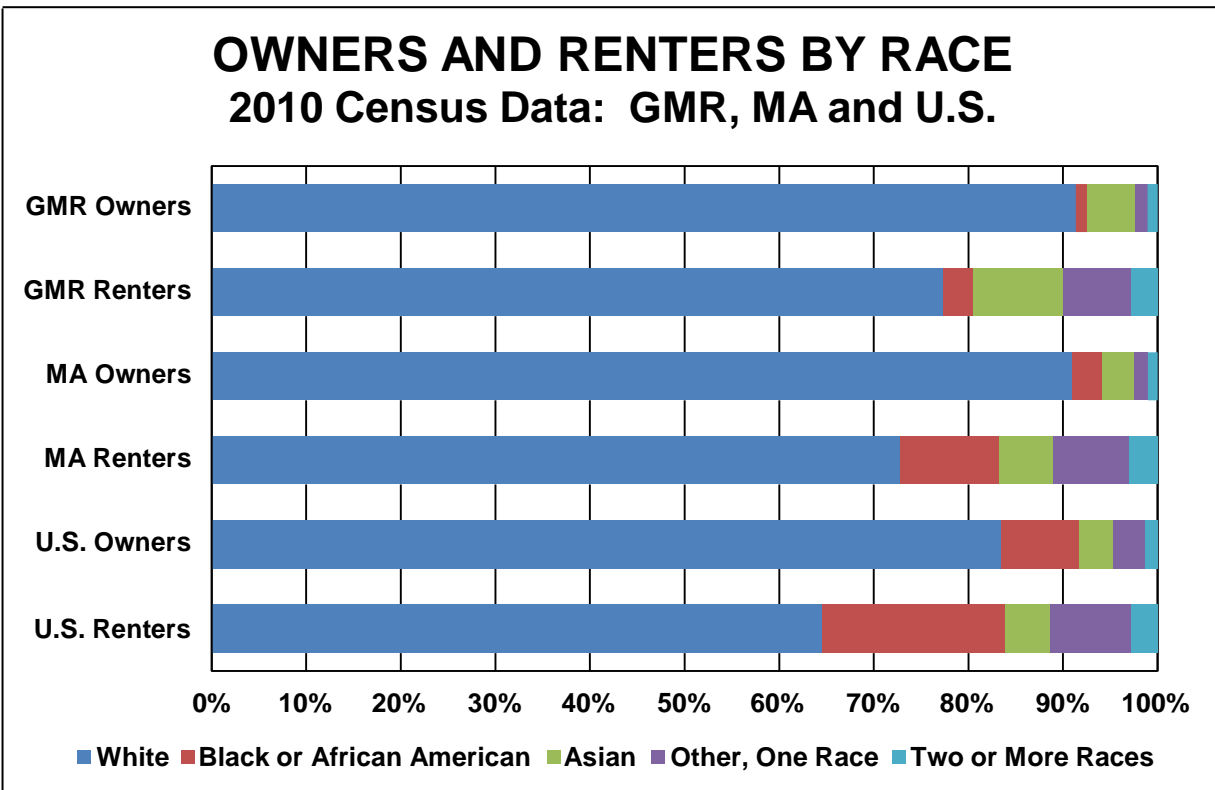
## GREATER MARLBOROUGH REGION – CENSUS 2010



Source: U.S. Census Bureau and MERC

- The Greater Marlborough Region (GMR) had a total of 34,957 households, of which 23,459 were family households and 18,967 of them are husband-wife family households.
- Of 18,967 husband-wife families in Greater Marlborough, 7,398 were located in the city of Marlborough so that Marlborough accounted for 39.3% of the Greater Marlborough husband-wife family households.
- Westborough had more than one half of the Marlborough percentage of husband-wife families, at 4,104 or 22% of the regional total. Hudson was nearly the same as Westborough at 21.5%. Westborough and Hudson had respectively the second and third largest numbers of husband-wife family households within Greater Marlborough.
- Northborough had the smallest number of husband-wife families among the Greater Marlborough communities at 3,333 households which accounted for 17.6% of the regional total.

## GREATER MARLBOROUGH REGION – CENSUS 2010



Source: U.S. Census Bureau and MERC

- In the Greater Marlborough Region (GMR) in 2010, 91.4% of owners of housing units were White, compared with 77.3% of renters. Similarly, 90.9% of Massachusetts owners were White, compared with 72.8% of renters. For the United States, both owners and renters were more diverse, with only 83.5% of owners and 64.6% of renters self-identifying as White.
- All race categories, other than White, were more prevalent among renters than owners in the nation, state and region. The second largest category in GMR, for both owners and renters, was Asian, comprising 4.9% of owners and 9.5% of renters.
- Black or African American householders comprised a larger proportion of renters than owners at the regional, state and national levels. In Greater Marlborough, these householders were 1.3% of owners and 3.2% of renters. In Massachusetts: 3.2% of owners and 10.5% of renters, and in the United States: 8.2% of owners and 19.3% of renters.
- In addition, those who were some other race made up 1.4% of owners in the region, and 7.2% of renters. Individuals who identified with multiple races were 1.0% of owners in Greater Marlborough and 2.8% of renters.

## **GREATER MARLBOROUGH REGION – CENSUS 2010**

### **APPENDIX**

This report uses U.S. Census data from both the Census 2000 and Census 2010. Information used is from Census 2000 and 2010 Redistricting Data (Public Law 94-171), Demographic Profile I, and Summary Files 1 and 2 for Massachusetts and the United States.

The 2000 Census of Population and Housing was conducted in the spring of 2000 and refers to population and housing characteristics on April 1, 2000 while the 2010 Census of Population and Housing was conducted in the spring of 2010 and refers to population and housing characteristics on April 1, 2010.

The U.S. Census Bureau reports that this data is compiled from questions asked of all people and every housing unit; hence it is called 100% data. For example, the demographic profile includes data on sex, age, race, Hispanic or Latino, household relationship, household type, group quarters population, housing occupancy and housing tenure for all persons and households.

From the Census website: “The Summary File 1 data tables provide the most detailed information available so far from the 2010 Census about a community’s entire population, including cross-tabulations of age, sex, households, families, relationship to householder, housing units detailed race and Hispanic or Latino origin groups and group quarters. The Summary File 2 tables add a new layer of detail – making information, such as age relationship and home ownership available for specific race and ethnic groups within a community.”

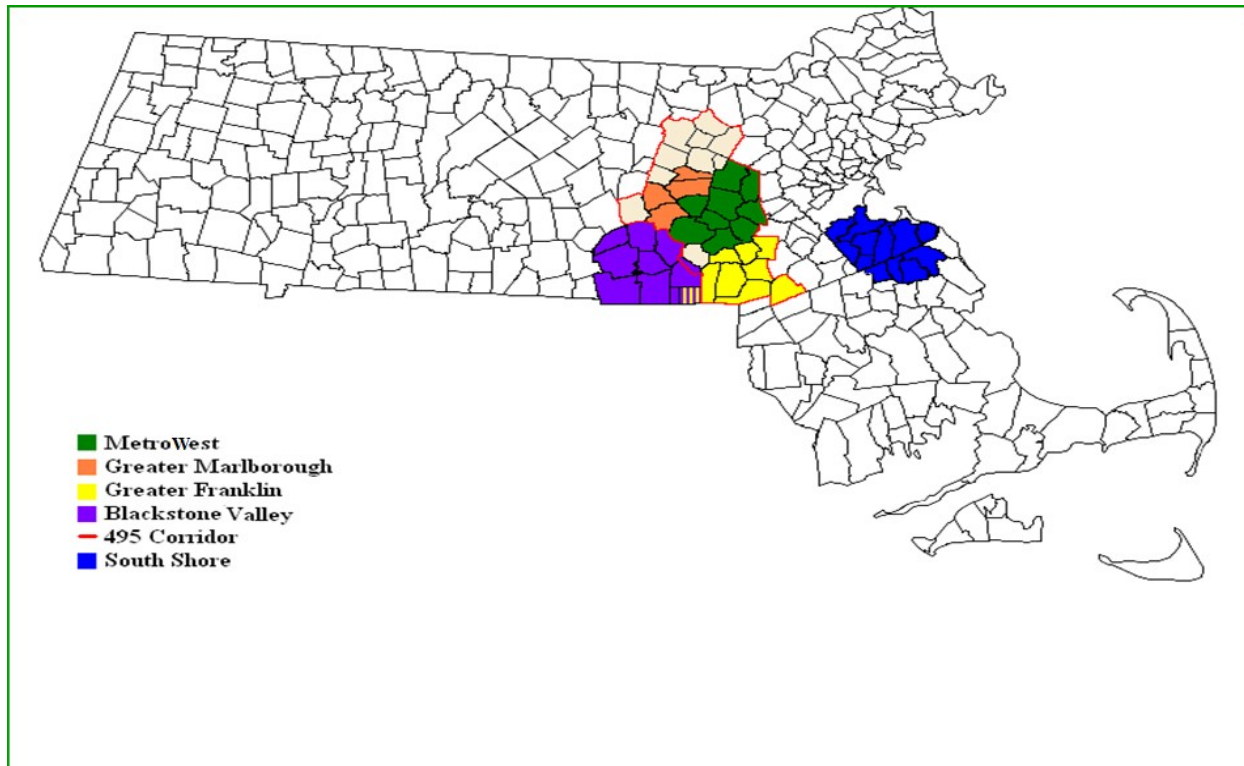
The definitions of most data categories used in this booklet are straightforward, and can be found on the U.S Census site. Care must be used when using data recording ethnicity and race. All respondents self-identify in the ethnic and racial categories. The Census compiled data on the Total Population for Race and on Hispanic or Latino and Not Hispanic or Latino by Race. Both data sets allowed persons to elect more than one race.

Complete information on the U.S. Census Bureau’s methods and technical documentation can be found on Census web site: [www.census.gov](http://www.census.gov).

# A MERC™ PUBLICATION

Framingham State University

[merc@framingham.edu](mailto:merc@framingham.edu)



**Framingham**  
State University

MetroWest Economic  
Research Center

## **METROWEST ECONOMIC RESEARCH CENTER**

at Framingham State University

Towers Hall, 100 State Street, Framingham, MA 01701-9101

508-626-4033 FAX: 508-626-4018

[www.merc-online.org](http://www.merc-online.org)