

Appendix A: Westborough Demographic Profile

This demographic profile provides an overview of Westborough's population and household trends, as well as social characteristics of the Town's population, including household composition, age, income, and educational attainment level. This information is relevant for determining future trends in Westborough and how they may affect growth and the need for housing, transportation, jobs, and public facilities and services.

While the U.S. Census Bureau had released most of the 2000 Census at the time of this writing, the journey-to-work data had not been released. Thus, the information in **Table A-9** and **Table A-10** reflects the 1990 U.S. Census. While the focus of the demographic profile is on Westborough, regional and statewide data are provided for comparative purposes. In some instances, information for adjacent communities is also included so that a sense of Westborough's role in the region is presented. Westborough is a member of the Central Massachusetts Regional Planning Commission (CMRPC). The CMRPC area is comprised of 40 communities, including Auburn, Barre, Berlin, Blackstone, Boylston, Brookfield, Charlton, Douglas, Dudley, East Brookfield, Grafton, Hardwick, Holden, Hopedale, Leicester, Mendon, Millbury, Millville, New Braintree, North Brookfield, Northborough, Northbridge, Oakham, Oxford, Paxton, Princeton, Rutland, Shrewsbury, Southbridge, Spencer, Sturbridge, Sutton, Upton, Uxbridge, Warren, Webster, West Boylston, West Brookfield, Westborough, and Worcester.

Size and Growth

Table A-1 provides a comparison of historical and projected growth rates for Westborough and the CMRPC region. Growth trends experienced by Westborough and the CMRPC region have differed substantially in recent decades. The 1970s showed minimal growth for the region (1.1%) while Westborough experienced a growth rate of 8.1%. From 1980 to 1990, the CMRPC region grew by 9.8%, while Westborough grew by only 3.8%. Finally, from 1990 to 2000, Westborough grew from 14,133 persons to 17,997 persons, an increase of 3,864, or 27.3%. During this period, the region grew from 482,436 persons to 518,480 persons, an increase of only 7.5%.

While the state grew in population by only 5.5% during the 1990s, the development of the Interstate 495 high tech corridor sparked dramatic growth in many of the towns bordering this outer ring. **Table A-2** depicts the 1990-2000 growth trends for Westborough and many of its neighbors. The average population growth for the nine communities listed in **Table A-2** was 23.2%. It should be noted that the growth experienced during the 1990s may not necessarily be indicative of long-term growth trends in the region or in Westborough.

Table A-1
Population Growth and Projections in Westborough and the CMRPC Region, 1970-2020

Year	Westborough Population	Growth Rate	CMRPC Population	Growth Rate
1970	12,594	-	434,742	-
1980	13,619	8.1	439,465	1.1
1990	14,133	3.8	482,436	9.8
2000	17,997	27.3	518,480	7.5
2010*	19,569	8.7	545,067	5.1
2020*	21,255	8.6	567,215	4.0

Sources: U.S. Census Bureau, Census 1970-2000. Population projections for the CMRPC region are from the Central Massachusetts Regional Planning Commission (CMRPC) and based on 1990 Census data; population projections for Westborough are from the Metropolitan Area Planning Council and based on 2000 Census data.

* Projections.

Table A-2
Population Growth in Westborough and Surrounding Communities, 1990-2000

Town	1990	2000	% Change
Hopkinton	9,191	13,346	45.2
Southborough	6,628	8,781	32.5
Shrewsbury	24,146	31,640	31.0
Westborough	14,133	17,997	27.3
Ashland	12,066	14,674	21.6
Upton	4,677	5,642	20.6
Northborough	11,929	14,013	17.5
Grafton	13,035	14,894	14.3
Marlborough	31,813	36,255	14.0

Source: U.S. Census Bureau, 1990 and 2000.

Households

Table A-3 compares historical and projected numbers of households and household size in Westborough and the region. The number of households in Westborough increased from 5,392 in 1990 to 6,534 in 2000, an increase of 1,142 households or 21.1%. Unlike statewide trends, which are showing household growth rates that exceed population growth rates, Westborough's household growth rate during the 1990s was less than the population growth rate. In addition, contrary to statewide and nationwide trends, the number of persons per household in Westborough increased during this time, from 2.50 to 2.62 persons per household. This was higher than both the Worcester County (2.56) and state (2.51) averages. This indicates that, unlike many other communities, the growth in the Town's total number of households during the 1990s is more related to the Town's population growth and less to an increase in the number of smaller households.

Table A-3
Household Trends in Westborough and CMRPC Region, 1990-2020

Year	Westborough			CMRPC Region		
	Households	% Change	Persons Per Household	Households	% Change	Persons Per Household
1990	5,392	--	2.5	177,733	--	2.6
2000*	6,534	21.2	2.6	201,913	13.6	2.5
2010	7,505	14.9	2.3	211,887	4.9	2.5
2020	8,194	9.2	2.3	224,772	6.1	2.4

Sources: U.S. Census Bureau, Census 1990 and 2000. Projections are from CMRPC and were released prior to the 2000 Census. Household size projections were extrapolated from CMRPC population and household projections.

* CMRPC projected a 2000 household figure of 6,672 for Westborough, 138 more than the actual 2000 Census estimate.

Table A-4
Household Composition in Westborough, 1990 and 2000

Household Type	1990		2000		1990-2000 Change	
	Number	%	Number	%	Number	%
Family Households	3,579	66.4	4,520	69.2	941	26.3
Married Couple Families	3,067	56.9	3,959	60.6	892	29.1
Female Headed Families	377	7.0	420	6.4	43	11.4
Male Headed Families	135	2.5	141	2.2	6	4.4
Non-Family Households	1,813	33.6	2,014	30.8	201	11.1
Householder 65+ Living Alone	543	10.1	639	9.8	96	17.7
Other Householder Living Alone	916	17.0	1,004	15.3	88	9.6
Other Non-Family Households	354	6.5	371	5.7	17	4.8
Total Households	5,392	100.0	6,534	100.0	1,142	21.2

Sources: U.S. Census Bureau, Census 1990 and 2000.

In 1990, of the Town's 5,392 households, 3,579 households (66.4%) consisted of family households while 1,813 households (33.6%) were non-family households (see **Table A-4**). Family households are those in which the householder lives with one or more persons whom they are related to by birth, marriage, or adoption. Non-family households are households that consist of a single householder living alone or a householder that lives with non-relatives only. In 1990, the majority of family households, 3,067 (57% of total households) consisted of married couple families. The remainder of family households were divided between female-headed families (7.0%) and male-headed families (2.5%). Of non-family households, 543 (10.1% of total households) consisted of a single householder 65 years or older living alone.

In 2000, while household composition in Westborough remained relatively consistent from 1990, the percentage of family households increased by nearly 3% to 69.2%. Conversely, the share of non-family households decreased by approximately 3%, from 33.6% in 1990 to 30.8% in 2000. The share of family households that consisted of married-couple families grew to 60.6%, an increase of 3.7% from 1990. The

proportion of female-headed and male-headed family households decreased by 0.6% and 0.3%, respectively. The share of single elderly person households 65 years and over decreased slightly by 0.3%, although the actual number of such households increased by 17.7%.

In comparing the growth of household types in Westborough in 1990 and 2000, several trends become apparent that will likely affect future housing demand. First, in 2000, family households grew at a faster rate than did non-family households (26.3% as compared to 11.1%). Specifically, married-couple family households experienced the largest increase, growing by 29.1%. Second, households comprised of elderly householders 65 and over living alone experienced a growth of 17.7%, the second largest increase of all the identified household types. Finally, the third largest increase was experienced by female-headed family householders, which grew by 11.4%.

Age Characteristics

In recent years, the most substantial population growth in Westborough has been among school-aged children (see **Table A-5**). Between 1990 and 2000, the number of residents in the 5 to 19 age group increased by 60.1% while the number of residents under five years old increased by 46.2%. The number of residents aged 45 to 64 increased by 41.8%. The 20-24 year old age cohort fell substantially, decreasing by 30.3%. Other groups experienced a more moderate growth rate. The number of residents aged 25-44 increased 15.9%, while the number of residents over 65 years old increased by 10.9%.

Westborough's median age in 2000 was 36.9 years old—slightly higher than the median ages for Worcester County (36.3) and the state (36.5).

Table A-5
Age Distribution in Westborough, 1990 and 2000

Age	1990		2000		1990-2000 Change	
	Persons	%	Persons	%	Persons	%
Under 5	891	6.3	1,303	7.2	412	46.2
5-19	2,561	18.1	4,099	22.8	1,538	60.1
20-24	923	6.5	643	3.6	-280	-30.3
25-44	5,039	35.7	5,842	32.5	803	15.9
45-64	2,839	20.1	4,025	22.4	1,186	41.8
65 & over	1,880	13.3	2,085	11.5	205	10.9
Total	14,133	100.0	17,997	100.0	3,864	27.3

Sources: U.S. Census Bureau, Census 1990 and 2000.

According to population forecasts by the Metropolitan Area Planning Council (MAPC), shown in **Table A-6**, the proportion of persons aged 65 and older in Westborough is projected to effectively double by 2020, growing from 11.5% of the Town's total population to 21% (106.4% growth rate). Substantial growth is projected for the 20 to 24 year old age group, reflecting the aging of the present "bulge" of

young children. The share of the population in the 45 to 64 year old age group is projected to increase by 36%, growing to comprise 26.7% of the total population by 2020.

The proportion of the population under the age of five is projected to decline considerably, decreasing to only 4.5% of the total population by 2020. The number of school-aged children (5-19 years old) is projected to decline by 19.8% by 2020. The share of the population in the 25 to 44 year old age group is projected to decline by approximately 10%, constituting 25.7% of the Town's population by 2020.

Table A-6
Age Distribution Projections for Westborough, 2000-2020¹

Age	2000 Actual		2020 Projections		2000-2020 Change	
	Persons	%	Persons	%	Persons	%
Under 5	1,303	7.2	920	4.5	-383	-29.4
5-19	4,099	22.8	3,289	16.1	-810	-19.8
20-24	643	3.6	1,223	6.0	580	90.2
25-44	5,842	32.5	5,252	25.7	-590	-10.1
45-64	4,025	22.4	5,473	26.7	1,448	36.0
65 & over	2,085	11.5	4,303	21.0	2,218	106.4
Total	17,997	100.0	20,460	100.0	2,463	13.7

Sources: U.S. Census Bureau, Census 2000 & MAPC projections.

During the 1990s, the Town experienced a great increase in the number of school-aged children (5-19), and a moderate increase in the number of residents of child-rearing age (25-44). However, MAPC projects a major decrease in the number of school children and child-rearing adults during the next two decades. If this trend occurs, as MAPC is projecting, the Town may experience a surplus of educational facilities. If the Town's elderly population (aged 65+) grows at the rate projected by MAPC, Westborough will be faced with having to address a myriad of elderly needs, including housing, recreation, and transportation. Additional housing facilities, including those that provide assisted living and independent living options, as well as senior recreational facilities, will likely be needed.

Income Distribution

Table A-7 compares the Town's 1990 and 2000 household income distribution with that of Worcester County and the state. In general, in 1990, the Town had a higher share of households earning \$50,000 or more and fewer households earning less than \$25,000 than either the county or the state. In 1990, approximately 44% of the Town's households had incomes of \$50,000 or more, as compared to approximately 32% of Worcester County households and less than 34% of Massachusetts households. Comparatively, approximately 22% of the Town's households earned incomes less than \$25,000. This figure was 34% for Worcester County and 33.3% for the state. See **Table A-7** for the breakdown.

¹ The discrepancies in 2020 population projections between Table A-1 and Table A-6 was due to the different data sources. MAPC has not yet released age distribution projections based on 2000 Census data, so the projections based on 1990 Census data were used.

Table A-7
Income Distribution, 1990

Income	Westborough Households	Westborough %	Worcester County %	Massachusetts %
Less than \$10,000	344	6.3	13.5	13.4
\$10,000 - \$24,999	848	15.6	20.9	19.9
\$25,000 - \$49,999	1,868	34.5	34.5	32.4
\$50,000 - \$99,999	1,868	34.5	26.6	27.6
\$100,000 or more	495	9.1	4.5	6.7

Source: U.S. Census Bureau, Census 1990.

Income Distribution, 2000

Income	Westborough Households	Westborough %	Worcester County %	Massachusetts %
Less than \$10,000	315	4.8	8.8	8.8
\$10,000 - \$24,999	583	9.0	17.0	15.8
\$25,000 - \$49,999	1,221	18.8	26.1	24.9
\$50,000 - \$99,999	3,311	50.9	33.3	32.9
\$100,000 or more	1,078	16.6	14.8	17.7

Source: U.S. Census Bureau, Census 2000.

The differences in income levels were more pronounced in 2000, with approximately 68% of the Town's households earning \$50,000 or more as compared to 48% for Worcester County and 51% for the state. Slightly less than 14% of Westborough households earned less than \$25,000 in 2000. This figure was approximately 26% for Worcester County and 25% for the state. See **Table A-7** for the detailed breakdown.

Given the income distribution in Westborough, it is unsurprising that the Town's median household income exceeded both the county and the state medians. In 1990, the median household income in Westborough was \$44,044. This figure is about 23% higher than the 1990 median household income for Worcester County, which was \$35,774, and 19% higher than the state median income of \$36,952. In 2000, the median household income in Westborough was \$73,418. This figure is about 53% higher than the 2000 median household income for Worcester County, which was \$47,874, and 45% higher than the state median income of \$50,502.

Consistent with the income distribution in recent years, Westborough has had a substantially smaller percentage of residents living in poverty than either Worcester County or the state. In 1990, it was

estimated that, of the persons for whom poverty status was determined², those below the poverty level numbered 466, or 3.5%. This percentage was considerably lower than the comparable figure for Worcester County (8.3%) or Massachusetts (8.9%). In 2000, those below the poverty level numbered 805, or 4.7%. This percentage continued to be significantly lower than both the Worcester County figure (9.2%) and state figure (9.3%).

Educational Attainment

Table A-8 compares the educational attainment of Westborough residents to Worcester County and Massachusetts residents in both 1990 and 2000.

From 1990 to 2000, the share of Westborough residents aged 25 and over that had completed high school rose from 90.7% to 93.4%. The percentage of residents with bachelor degrees and post-graduate degrees both increased substantially. While the trend toward more education was also experienced at the county and state levels, Westborough experienced a much faster increase in the proportion of residents with college and post-graduate degrees. See **Table A-8**.

Table A-8
Educational Attainment of Adults Over 25, 1990 and 2000

Location	% Completed High School/Some College		% Completed 4 Years College		% Completed >4 Years College	
	1990	2000	1990	2000	1990	2000
Westborough	90.7	93.4	39.7	53.2	15.3	23.9
Worcester County	77.5	83.6	22.3	27.0	8.2	10.3
Massachusetts	80.0	84.8	27.2	33.2	10.6	13.7

Source: U.S. Census Bureau, Census 1990 and 2000.

Resident and Labor Force Commuting Patterns

U.S. Census Journey-to-Work data from 1990 (the most recent date for which such data were available as of this writing) revealed that Westborough's employers draw their labor force from a wide geographic area; only 13.0% of Westborough's employees were Westborough residents. Many of the Town's workers commuted in from neighboring communities such as Worcester (10.0%), Shrewsbury (5.3%), Framingham (4.3%), Grafton (4.2%), Northborough (3.7%), Marlborough (3.5%), and Milford (2.6%). Other Massachusetts communities contributed another 48.7%, while 4.4% of Westborough's employees commuted in from other New England states, including New Hampshire, Rhode Island, Vermont and Connecticut. Another 0.3% commuted from other states, including New Jersey, New York, Florida, Pennsylvania, and California. See **Table A-9**.

In 1990, a large portion of the Town's resident labor force worked in City of Worcester (12.6%), second

² Poverty status is determined for all persons except institutionalized persons, persons in military group quarters, persons in college dormitories and unrelated individuals under 15 years old.

only to the number of residents working in Westborough (27.7%). Many individuals worked in the communities nearby, including Framingham (8.1%), Marlborough (7.2%), Boston (7.2%), Shrewsbury (3.2%), Hudson (2.6%), and Northborough (2.3%). Another 31% of the resident labor force commuted to other Massachusetts communities. Of the 1.2% of the Town's labor force that did not work in Massachusetts, 0.6% worked in other New England states including New Hampshire, Connecticut, and Rhode Island, while 0.6% identified their place of work as being in other states, including New York, New Jersey, and California.

Table A-9
Westborough Resident and Employee Commuter Patterns, 1990

Place of Residence of Westborough Employees	# of Persons	%	Workplace of Westborough Residents	# of Persons	%
Westborough	2,088	13.0	Westborough	2,088	27.7
Worcester	1,606	10.0	Worcester	948	12.6
Shrewsbury	848	5.3	Framingham	607	8.1
Framingham	701	4.3	Marlborough	540	7.2
Grafton	672	4.2	Boston	306	4.1
Northborough	593	3.7	Shrewsbury	239	3.2
Marlborough	570	3.5	Hudson	197	2.6
Milford	424	2.6	Northborough	174	2.3
Other MA communities	7,834	48.7	Other MA communities	2,343	31.0
Other New England	702	4.4	Other New England	47	0.6
Other States	48	0.3	Other States	48	0.6
Total	16,086	100.0	Total	7,537	100.0

Source: U.S. Census Bureau, Census 1990.

Journey-to-Work Mode of Travel

In 1990, 89.7% of all employed Westborough residents aged 16 and over drove alone to their workplace. Another 7.5% of workers carpooled to work. Another 0.8% took public transportation while 0.2% biked to work and 1.8% walked to work. Of the 0.8% (57 residents) that took public transportation, a little over half of these (33) identified bus as the mode of transportation used, while 24 identified commuter rail. See **Table A-10** for additional information, including a comparison of mode of travel for Westborough residents, for Worcester County as a whole, and for the state as a whole.

Table A-10
Journey-to-Work Mode of Travel for Westborough Residents

Travel Mode	Westborough Number	Westborough %	Worcester County %	Massachusetts %
Drove Alone	6,761	89.7	78.8	72.1
Carpooled	563	7.5	11.6	10.7
Public Transit	57	0.8	1.8	8.3
<i>Bus</i>	33	0.4	NA	3.5
<i>Streetcar or Trolley Car</i>	0	0	NA	0.6
<i>Subway or Elevated</i>	0	0	NA	3.0
<i>Commuter Rail</i>	24	0.3	NA	1.0
<i>Other Public Transit</i>	0	0	NA	0.3
Walked/Work at Home	140	1.8	7.0	5.4
Biked	16	0.2	0	1.0
Other	0	0	0.8	2.5
Total	7,537	100.0	100.0	100.0

Source: U.S. Census Bureau. Census 1990.