

Host Community Economic Profiles

This report, by the Economic and Public Policy research group at the UMass Donahue Institute, presents an economic profile of Plainville, drawn from a compilation of the three identified Massachusetts casino host communities¹ to provide information on baseline economic conditions within Plainville before the introduction of casinos.² A specific set of data measures have been selected to create a portrait of each place as well as select economic and fiscal data indicators for the identified surrounding communities. The information illustrates recent trends and conditions within the city or town's industrial structure, business community, labor force and residential population. These profile data will be updated after casinos are introduced in order to track economic changes over time.

This host profile contains detailed data in several conceptual areas: *industrial base and business conditions*; *resident indicators*; and *fiscal indicators*. In the industrial base section, business-based economic indicators show growth trends in employment and number of establishments over time and changes in average annual wages offered in the municipality. The mix and share of industries in the community provide a picture of what drives the industrial base. The business conditions provide insight into the local business climate and presents data on changes in sales over time in the host community. A more specific look at the Leisure and Hospitality industry sheds light on how tourism-related businesses have been faring. The resident indicators section offers a demographic and economic picture of those living in the municipality including population change, educational attainment levels, English proficiency, median income, poverty, unemployment, and labor force participation rates. Finally, the fiscal indicators section gives a breakdown of government expenditures and revenues for the municipality including the prevalence of industrial, commercial, and residential real estate taxes.

This analysis of secondary data complements two other major components of the economic research plan to measure and track impacts over time: 1) primary data collection of direct casino-related economic activity; and 2) community comparison analysis, applying a matched control community approach using similar communities in the Northeast.³ Host profiles are based on secondary data sets over a ten-year period. Particular attention is paid to economic recovery since the 'Great Recession' which hit the national and state economies between 2007 and 2009. To provide an assessment of

¹ Springfield and Everett will host casinos while Plainville will host a slots parlor.

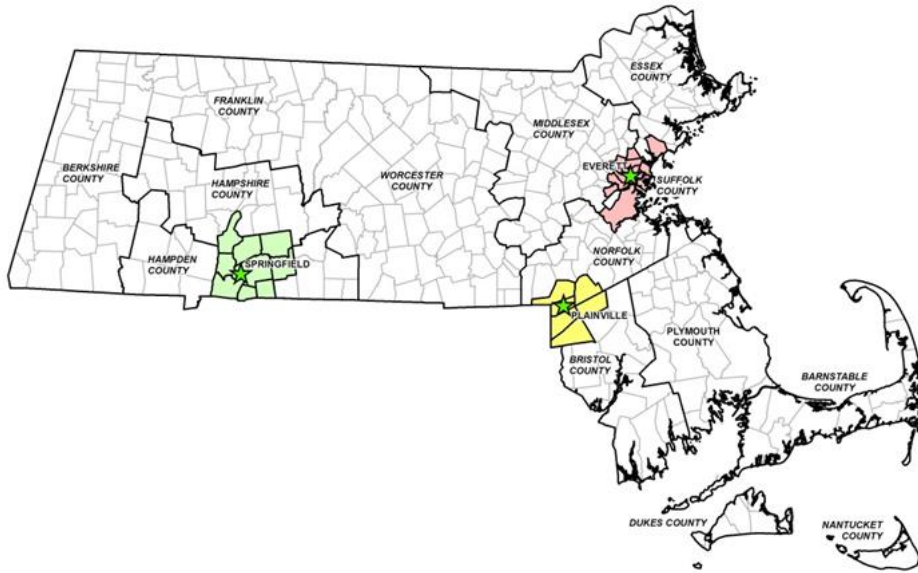
² This baseline focuses on official host communities as of winter 2015, pending selection of a host community in Region C.

³ For details about the research plan, see *Report on the Research Agenda of the Massachusetts Gaming Commission*, December 18, 2013.

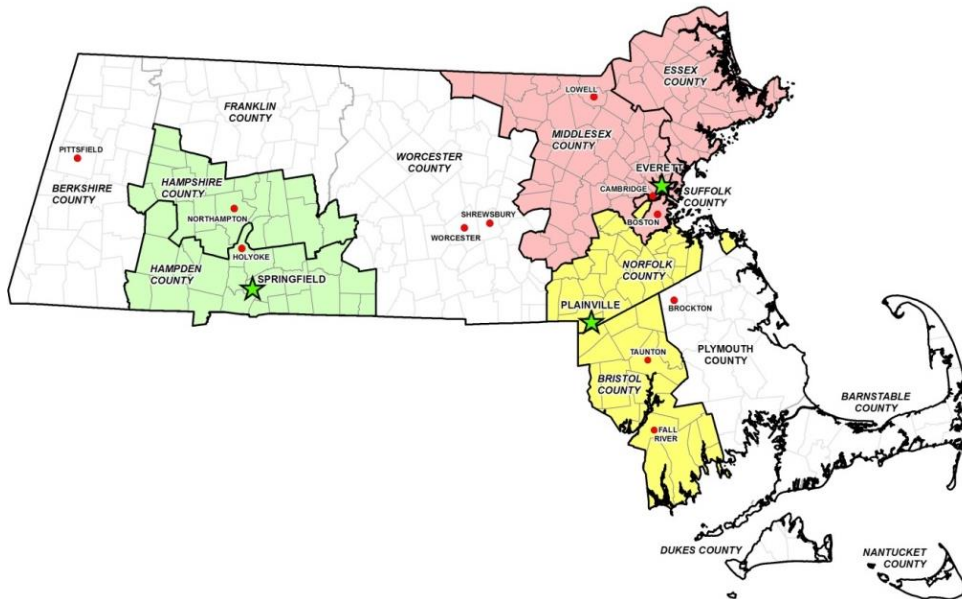
<http://www.umass.edu/seigma/reports>.

relative change, community-level trends are compared with Massachusetts trends. In addition, to provide an understanding of and comparison with trends in the immediate region, county-based regions and surrounding community areas have been identified around each host community, as shown in the following maps.

Figure 1. Official MGC Host and Surrounding Communities



**Figure 2. Massachusetts Host Communities and Their Immediate Regions
County-Based Surrounding Area**



Host Community Profile: Plainville

Introduction

The town of Plainville is located in the southwestern part of Norfolk County, on the border with both Bristol County and Rhode Island. It is one of the newest towns in Massachusetts, having separated from Wrentham in 1905. The closest large city is Providence, Rhode Island, 18 miles to the southwest.

Plainville occupies a total area of 11.5 square miles and has a population density of 767 people per square mile. The population of Plainville is estimated at 8,825 residents. Relative to Massachusetts as a whole, Plainville is a relatively well-educated community with slightly higher than average household incomes (wages of jobs offered in Plainville itself are lower than average, but most residents travel for work). A Bachelor's degree is the most common educational level. About a half of residents hold an Associate, Bachelor's, graduate, or professional degree. The income, education levels, and English-language proficiency of Plainville residents are higher than the state average.

Plainville is a geographically small and relatively sparsely populated town. The primary industries that drive employment in Plainville are Retail Trade, Accommodations and Food Services, Healthcare and Social Assistance, and Manufacturing. A large proportion of residents commute out of town for work—only 10 percent of Plainville residents work in the town—with most commuting to jobs in Greater Boston, the southeast, or Rhode Island. 85 percent of the jobs in Plainville are held by residents from other towns. In terms of its tax base, commercial and residential properties are the predominant sources of the town of Plainville's revenue.

Summary of Baseline Findings

Analysis of the town of Plainville's industrial base, business conditions, resident indicators, and fiscal indicators in the period 2003-2013 shows the following trends:

Industrial Base and Business Indicators

- Both payroll employment and the number of firms in Plainville have grown faster than in the state and the immediate region of Norfolk and Bristol counties. Plainville's 355 businesses supported 4,035 jobs within the municipality in 2013.
- Used as a proxy for business conditions, gross sales in Plainville's businesses decreased from 2003 to 2013.
- Average wages are lower than the state average, and have been slowly dropping in real terms over time. The mix of industries in Plainville offers mostly service industry jobs, with some notable exceptions. Retail, Accommodations and Food Services, Healthcare and Social Assistance, and Manufacturing industries offer a larger share of the jobs in Plainville than in Massachusetts as a whole. Construction dropped off dramatically during the recession and has

not recovered its share of jobs. The Leisure and Hospitality industry supersector⁴ has been growing in Plainville since 2003, now accounting for at least 15 percent of jobs in the town.

Resident Indicators

- Plainville's population grew by 13 percent from 2003 to 2013 from 7,827 to 8,825 residents.
- Unemployment and labor force participation rates are both higher in Plainville than in the state as a whole. Poverty rates in Plainville have been lower than the Massachusetts rate, both during and since the recession. In 2013, the unemployment rate in Plainville was 8.4 percent, while in Massachusetts overall it was 7.1 percent.
- At an estimated \$77,109, median household income in Plainville is higher than the state rate of \$66,866.
- Plainville residents have higher-than-average levels of educational attainment than the state as a whole; just over two-fifths have a Bachelor's, graduate, or professional degree.

Fiscal Indicators

- While residential property taxes remain the largest source of revenues for Plainville by far, commercial property taxes have grown in importance between FY2003 and FY2013.
- Education is the largest category of town expenditures at \$12.7 million, representing 52.7 percent of the FY2013 budget, while Police, Fire and Other Public Safety collectively comprise 15.5 percent of the entire budget.

Industrial Base and Business Indicators

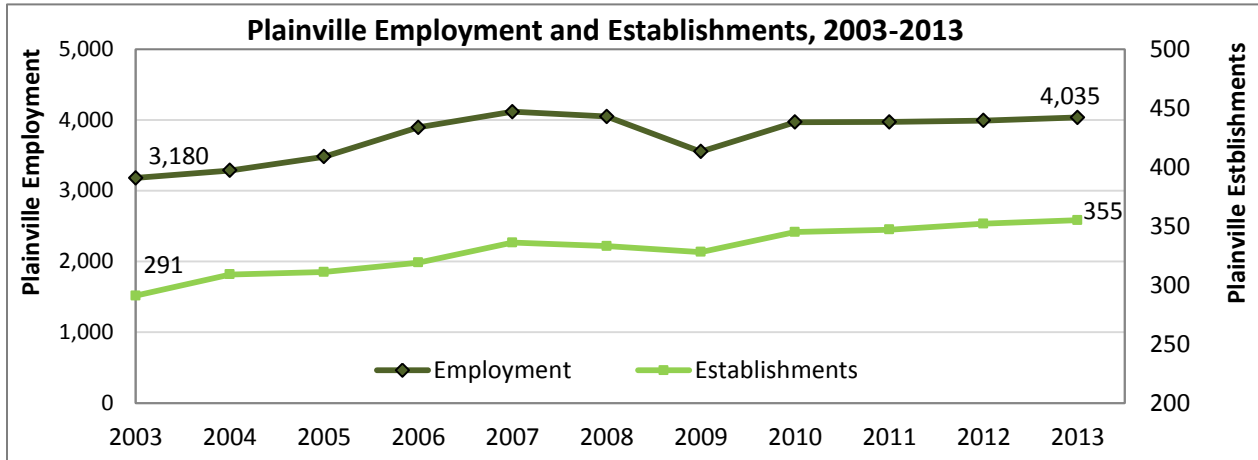
This section discusses business indicators and the industrial base – or mix of businesses – that are located within the town of Plainville. While the town is small, there are firms in Plainville that offer employment to local and regional workers.

Employment, Establishments and Wages

Plainville's overall level of employment peaked in 2007, and the town lost about 500 jobs between 2007 and 2009. Employment rebounded fairly quickly after the recession and has been slowly recovering ever since, but still has not reached its 2007 level. Plainville's 355 businesses employ 4,035 people, an increase of 27 percent from a decade ago. The number of establishments has risen by 22 percent over the same period, from 291 to 355 businesses. Growth in both firms and payroll employment are higher than in the immediate region of Norfolk and Bristol counties. Meanwhile, both the state and the immediate region have seen establishments and employment grow since 2003 (employment grew by 5 and 2 percent, respectively). Plainville's average wages are much lower than the state average and in the immediate region. The average annual wage for jobs based in Plainville was \$35,672 in 2013 compared to the Massachusetts average of \$61,776 and \$52,838 in the immediate region (see Appendices for detailed tables).

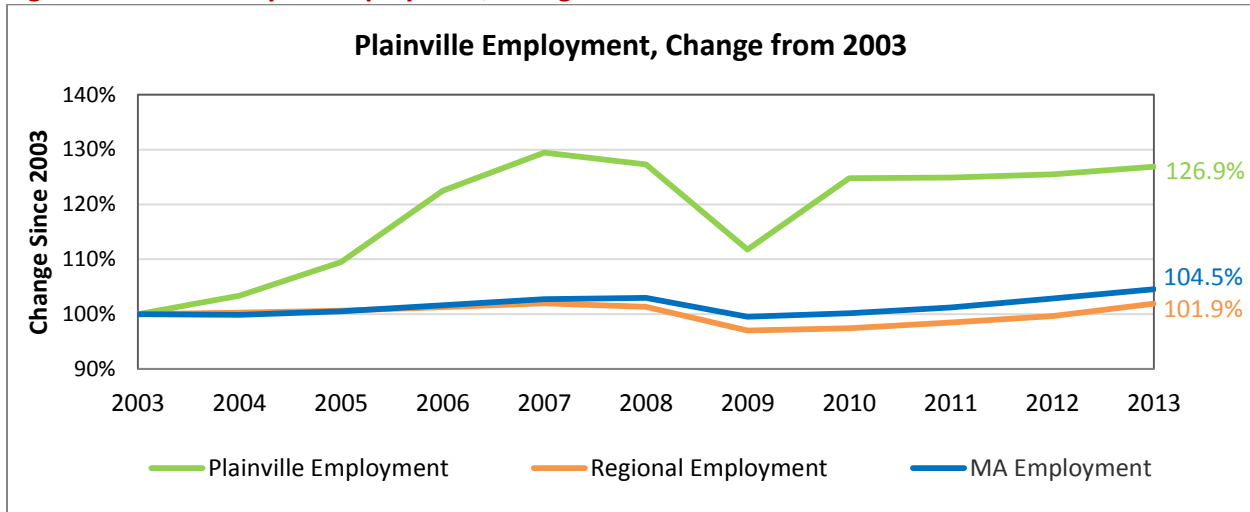
⁴ A supersector is a broader grouping of industry sectors.

Figure 3. Plainville Payroll Employment and Establishments 2003-2013



Source: OLWD, ES-202

Figure 4. Plainville Payroll Employment, Change from 2003 to 2013



Source: OLWD, ES-202

Note: The immediate region for Plainville is defined as Norfolk and Bristol counties.

Table 1. Plainville Average Annual Wages, All Industries, 2003-2013 (2013 Dollars)

| Average Annual Wages | 2003 | 2013 | Percent Change 2003-2013 | Total Change 2003-2013 |
|----------------------|----------|----------|--------------------------|------------------------|
| Plainville | \$48,521 | \$35,672 | -26% | -\$12,849 |
| Immediate Region | \$52,422 | \$52,838 | 1% | \$415 |
| Massachusetts | \$58,660 | \$61,776 | 5% | \$3,116 |
| United States | \$47,797 | \$49,816 | 4% | \$2,019 |

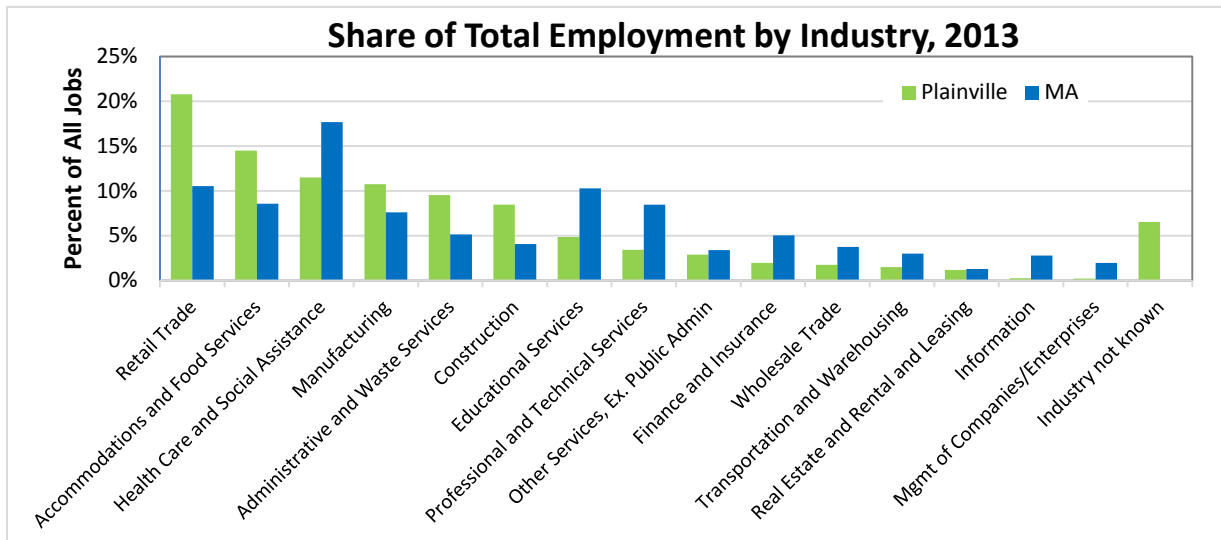
Source: OLWD, ES-202

Note: The immediate region for Plainville is defined as Norfolk and Bristol counties.

Industry Mix

The industries in Plainville exist in different concentrations than in the state as a whole and this influences its performance relative to the state. Retail, Accommodations and Food Services, Healthcare and Social Assistance, Manufacturing, and Administrative and Waste Services are well-represented in Plainville. Despite their importance to jobs in Plainville in the past, both the Construction and Manufacturing sectors have experienced declines in Plainville and in the state over the ten-year period. However, both are still much more prevalent in Plainville than in the state as a whole. While these sectors have declined in Plainville, other sectors, particularly Retail, and Accommodations and Food Services, have grown.

Figure 5. Plainville Share of Total Employment by Industry, 2013



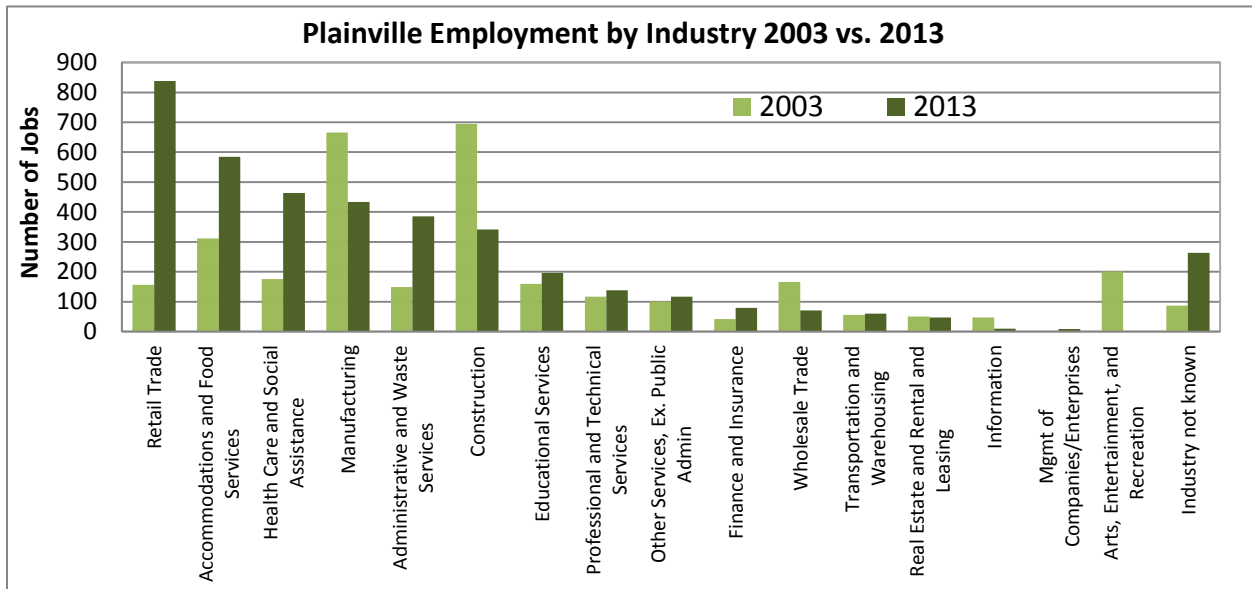
Source: OLWD, ES-202

Note: ES-202 data at the detailed industry (or sector) level are subject to suppression, and are therefore sometimes lower than the total. These data at this level of industry detail may underestimate the employment and number of firms in the individual industries presented. "Industry not known" is the remainder created by subtracting the aggregation of the counts from the known industry detail from the total across all industries. The industries are unknown due to suppression.

The primary industries driving employment in Plainville are Retail Trade (representing 21 percent of total payroll employment in town), Accommodations and Food Services (representing 14 percent), Healthcare and Social Assistance (11 percent), Manufacturing (11 percent), and Administrative and Waste Services (10 percent). The Retail, Accommodations and Food Services, Manufacturing, Administrative and Waste Services, and Construction sectors provide a larger share of the jobs in Plainville than in Massachusetts as a whole. Among major industries in the town, Retail in particular has grown in the last ten years: the number of jobs in this industry has increased more than fivefold in Plainville, to a total of 838 jobs. Three additional industries have experienced job growth over the past ten years: Accommodations and Food Services, which grew by 88 percent, Healthcare and Social Assistance, which grew by 163 percent, and Administrative and Waste Services, which grew by 158 percent. Some growth in the Healthcare and Social Assistance sector may be the result of a code reclassification. Some other major employment sectors in the town—including Manufacturing, Construction, and Wholesale Trade—have lost jobs over the past ten years, sometimes dramatically so, as in the case of Construction. Representing 3.4 percent of employment in Plainville, Professional and Technical Services is under-represented despite being a strong sector statewide and in the Boston area in particular. Given that this sector contains much of the state’s R&D and many high-wage jobs, this is a

structural difference from the state and may denote a less technically oriented local economic base with corresponding lower wages.

Figure 6. Plainville Employment by Industry, 2003 vs. 2013



Source: OLWD, ES-202

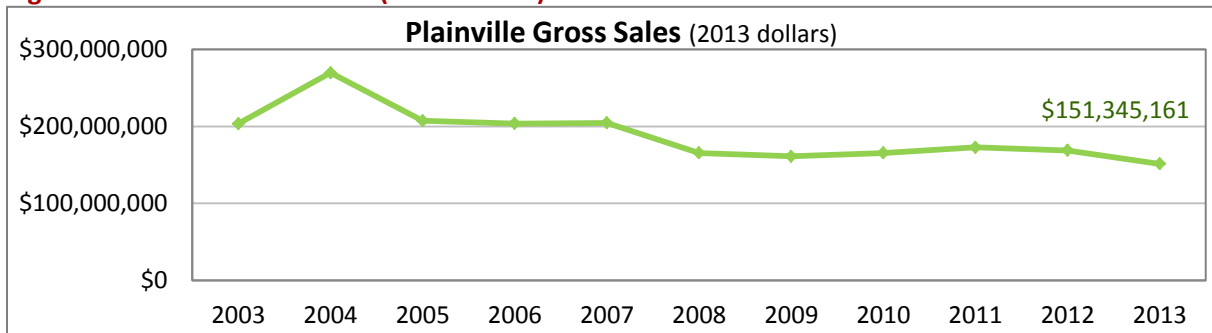
Note: ES-202 data at the detailed industry (or sector) level are subject to suppression, and are therefore sometimes lower than the total. These data at this level of industry detail may underestimate the employment and number of firms in the individual industries presented. "Industry not known" is the remainder created by subtracting the aggregation of the counts from the known industry detail from the total across all industries. The industries are unknown due to suppression. Some growth in the Healthcare and Social Assistance sector may be the result of reclassification.⁵

Business Sales

Gross sales provide a direct measure of economic activity for businesses. The overall downward trend over time shows that sales in Plainville (in real 2013 dollars) have been falling in the past 10 years. This could be due to spending decreases but also could stem from the reporting practices used in this data series, as sales are attributed to the location of business headquarters, which are often not in Plainville itself. Branch sales are not always reported in the town where the sales actually take place. This would particularly affect small places and those with large retail stores and restaurant chains. Thus, while these data provide useful information to illustrate general trends in sales to local businesses, the reported total of roughly \$151M in 2013 is likely an underestimate of town-level sales that year. Nevertheless, the data suggest that sales in Plainville have declined by 26 percent since 2003 in inflation-adjusted dollars compared to growth of 12 percent for Massachusetts statewide.

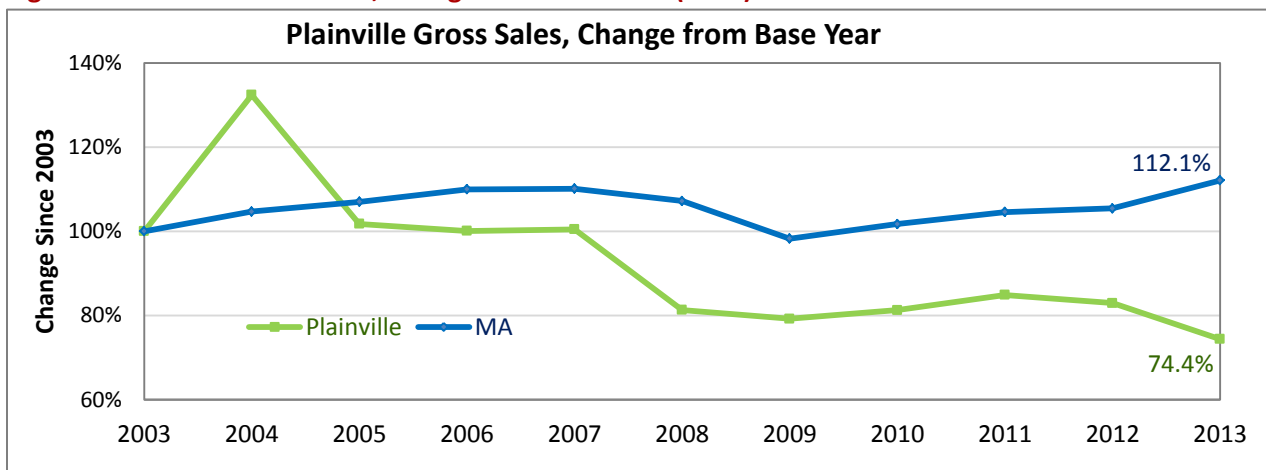
⁵ According to the U.S. Bureau of Labor Statistics, "the QCEW program also reviewed establishments that provide non-medical, home-based services for the elderly and persons with disabilities and classified these establishments into services for the elderly and persons with disabilities (NAICS 624120). Many of these establishments were previously classified in the private households industry". For more information about this reclassification in the QCEW, please consult the U.S. Bureau of Labor Statistics' *County Employment and Wages News Release*, September 26, 2013 USDL-13-1942 (p. 5). http://www.bls.gov/news.release/archives/cewqtr_09262013.pdf

Figure 7. Plainville Gross Sales (2013 dollars)



Source: Massachusetts Department of Revenue (DOR), Gross Sales (DOR special tabulation)

Figure 8. Plainville Gross Sales, Change from Base Year (2003)



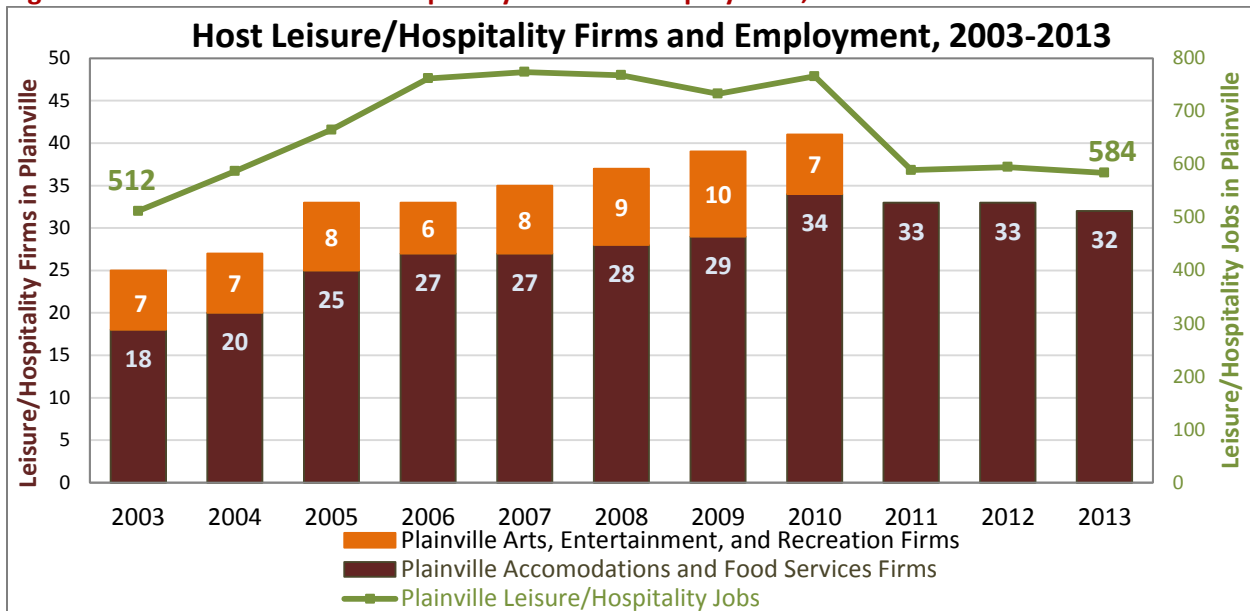
Source: MA DOR, Gross Sales (special tabulation from MA DOR)

Leisure and Hospitality

The Leisure and Hospitality industry is of particular relevance for casino-related research as the planned facility in Plainville will include not just a gambling venue but also restaurants (food services) and retail.⁶ The Leisure and Hospitality supersector thus includes two industry sectors which may be impacted at the local level: the Accommodations and Food Services sector and the Arts, Entertainment, and Recreation sector. As mentioned in the previous section, employment in Accommodations and Food Services has been growing in Plainville since 2003, however, data on the number of jobs or firms in Arts, Entertainment, and Recreation have been suppressed due either to small firm size or too few firms. With these data limitations in mind, over the past ten years, the number of Leisure and Hospitality jobs in Plainville has increased by at least 14 percent, from 512 to 584 disclosed jobs. Employment in this supersector now accounts for at least 15 percent of jobs in the town, with the actual numbers most likely being somewhat higher. The total number of establishments in this supersector has also increased slightly, from 25 businesses in 2003 to at least 32 total businesses ten years later.

⁶ Additional change could occur for these types of businesses as an increase or decrease in the number of firms or amount of employment, depending on changes that occur in visitor and resident spending behavior, or changes in costs faced by Leisure and Hospitality businesses. Change is already occurring, so to determine what may be due to the presence of casinos, community comparisons, qualitative information, and statistical and economic impact analysis can help shed light on what portion of the change, if any, may be due to casinos.

Figure 9. Plainville Leisure and Hospitality Firms and Employment, 2003-2013



Source: OLWD, ES-202

Note: Plainville’s 2011-2013 Arts, Entertainment, and Recreation industry employment and establishment data are suppressed.

Surrounding Community Business Indicators

While the approach in this analysis is focused on Plainville as a host community, we are also tracking data trends within official surrounding and nearby communities. The following table presents data on municipalities with surrounding community and related agreements.

Plainville has smaller payroll employment, numbers of establishments and, generally, gross sales than its surrounding communities, which are diverse according to the business indicators. Payroll employment from 2009 to 2013 increased in Plainville and in all of its surrounding communities, though to varying degrees. Establishments grew in Plainville and in all surrounding communities except North Attleborough during that time. In 2013, average annual wages offered by firms in the surrounding communities ranged from \$33,280 in North Attleborough to \$74,620 in Mansfield, in contrast to Plainville’s annual average wages of \$35,672 in that same year. The concentration of Leisure and Hospitality jobs in Plainville is slightly higher than in most of its surrounding communities. Foxborough, home of Gillette Stadium, was the only surrounding community with a concentration of Leisure and Hospitality jobs higher than Plainville with 32.1 percent compared to Plainville’s 14.5 percent.

Table 2. Plainville Surrounding Community Business Indicators

| Business Indicators, Plainville and Surrounding Communities | Payroll Employment | | Establishments | | Average Annual Wages, All Industries | | Gross Sales | | Leisure and Hospitality Employment | |
|---|-----------------------|------------------------------|------------------|------------------------------|--|------------------------------|-------------------------|------------------------------|--|-------------------------------|
| | Levels (2013) | % Change 2009- 2013 | Levels (2013) | % Change 2009- 2013 | Levels (2013) | % Change 2009- 2013 | Levels (2013) \$m | % Change 2009- 2013 | Levels (2013) | % of All Jobs (2013) |
| | | 2009- 2013 | | 2009- 2013 | | 2009- 2013 | | 2009- 2013 | | 2009- 2013 |
| Massachusetts | 3,296,932 | 5.1% | 223,667 | 4.5% | \$61,776 | 1.1% | \$303,246 | 14.1% | 334,172 | 10.1% |
| Plainville | 4,035 | 13.5% | 355 | 8.2% | \$35,672 | -4.4% | \$151 | -6.1% | 584 | 14.5% |
| Surrounding Communities | | | | | | | | | | |
| Attleboro | 16,748 | 1.5% | 1,069 | 0.2% | \$47,476 | 5.2% | \$665 | 30.2% | 2,145 | 12.8% |
| Foxborough | 13,160 | 16.6% | 690 | 9.4% | \$60,580 | -4.9% | \$2,053 | 93.6% | 4,227 | 32.1% |
| Mansfield | 11,548 | 5.6% | 682 | 7.6% | \$74,620 | 12.9% | \$1,246 | 13.6% | 1,084 | 9.4% |
| North Attleborough | 11,430 | 2.9% | 861 | -3.5% | \$33,280 | 1.6% | \$571 | 44.6% | 1,317 | 11.5% |
| Wrentham | 6,859 | 14.5% | 477 | 6.2% | \$33,592 | -3.6% | \$252 | 6.0% | 724 | 10.6% |

Sources: Massachusetts Office of Labor and Workforce Development (OLWD), Labor Market Information, ES-202; MA Department of Revenue (DOR), Gross Sales (special tabulation from MA DOR).

Note: Gross Sales reported in millions.

Note: Plainville and Wrentham Arts, Entertainment, and Recreation employment data were suppressed.

Resident Indicators

The previous data focused on the businesses and organizations based in Plainville, but information about the residents of the host community is critical to understanding local socioeconomic conditions. The demographics, income, unemployment and poverty rates of residents thus provide an important picture of the population in the host community and region over time.

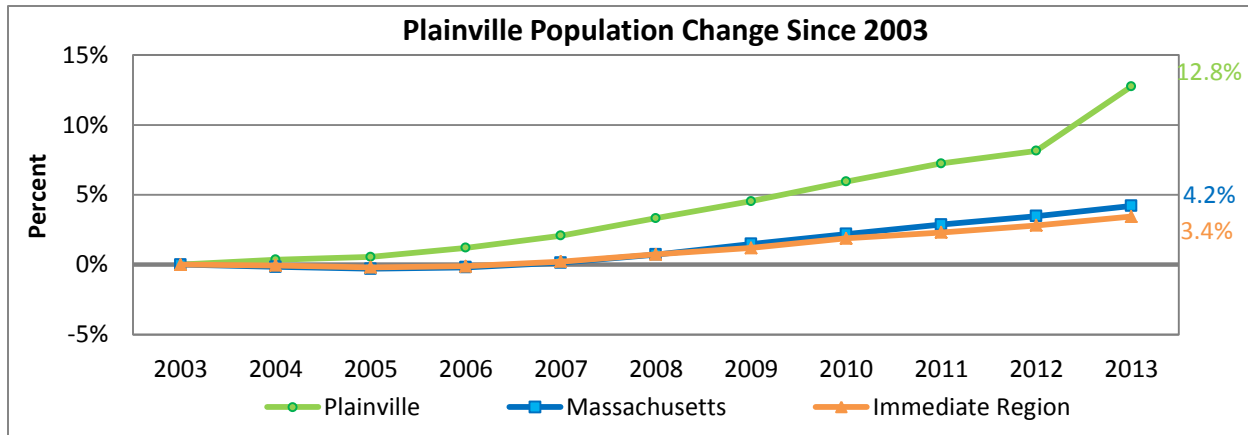
Population

With a population of 8,825, Plainville is a small town by the standards of Eastern Massachusetts, but it has experienced considerable growth in recent history. The population has grown by 13 percent from 2003 to 2013 (an increase of 998 residents) more than double the state’s growth rate over the same period, and also a much faster rate than the immediate region comprised of Norfolk and Bristol counties, that had a population growth rate of a little more than 3 percent.

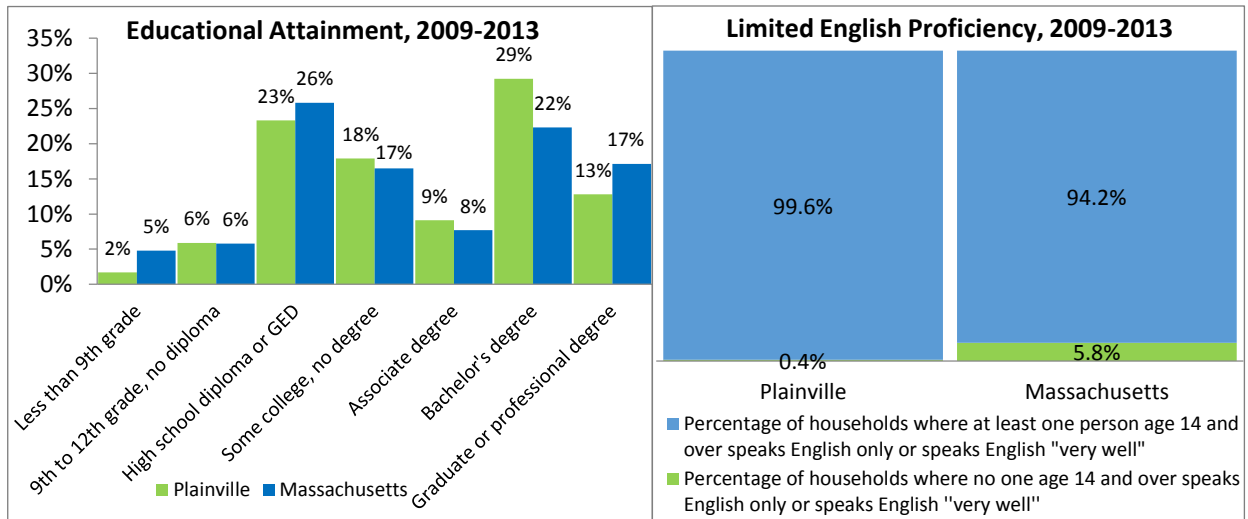
Demographics

The most commonly held level of educational attainment of Plainville residents by far is a Bachelor’s degree—nearly 30 percent of the population (29.2 percent) have graduated from college with a Bachelor’s degree compared to the state rate of approximately 25 percent. Just over half of Plainville residents (51.1 percent) have obtained a degree at the Associate, Bachelor’s, graduate, or professional level. This is slightly higher than in the state as a whole, where 47.1 percent have completed higher education in one of those categories. In particular, 42.0 percent of Plainville adults have obtained a Bachelor’s degree or higher compared to 39.4 percent at the state level. In addition, English proficiency is higher in Plainville than in the state as a whole: almost all (99.6 percent) of Plainville households have at least one resident over 14 who speaks only English or who speaks English “very well.” In contrast, the rate of household English language proficiency at the state level is 94.2 percent, meaning that 5.8 percent of households across Massachusetts face a linguistic barrier.

Figure 10. Plainville Demographics



Sources: Census, Historical and Vintage Population Estimates⁷



Sources: Census, ACS, 2009-2013

Unemployment and Labor Force Participation Rate

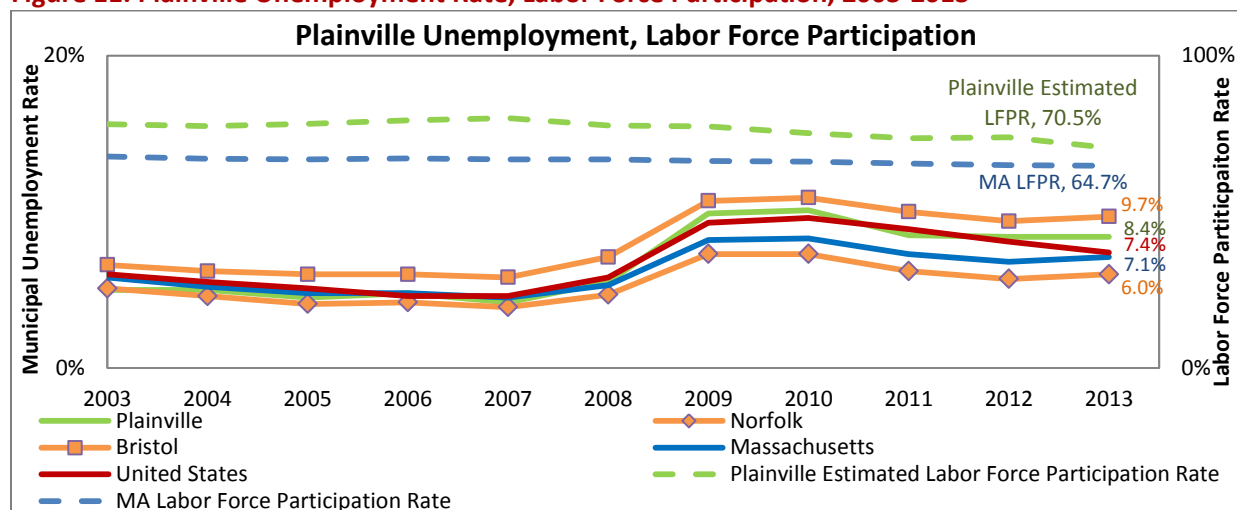
Unemployment and labor force participation rates in Plainville have varied with the state over the recession. While the estimates for Plainville have high margins of error due to the small population size, it does appear that Plainville's unemployment began to exceed the state's rate during the recession and has since remained slightly higher. By 2013, the unemployment rate in Plainville was 8.4 percent, higher than Massachusetts as a whole at 7.1 percent. While unemployment rates can provide a measure of worker distress, the labor force participation rate is also useful because discouraged workers leave the work force and are no longer measured in the unemployment data. A low labor force participation rate is illustrative of people who are dropping out of the work force altogether, and thus disconnected from the job market. In both Plainville and Massachusetts, labor force participation has been declining;

⁷ Full description of sources: US Census Bureau, Population Estimates, Historical population estimates, City and Town Intercensal Estimates (2000-2010) Intercensal Estimates of the Resident Population for Incorporated Places and Minor Civil Divisions: April 1, 2000 to July 1, 2010 for 2000-2009 (Historical Pop. Est.); and US Census Bureau, Population Estimates, Annual Estimates, City and Town Totals: Vintage 2013, Incorporated Places and Minor Civil Divisions Datasets: Subcounty Resident Population Estimates: April 1, 2010 to July 1, 2013 for 2010-2013 (Vintage Pop. Est.) Note: All data are estimated. Estimates for 2010-2013 will change in 2014 vintage data release in 2015. The immediate region for Plainville is defined as Norfolk and Bristol counties.

however, Plainville’s labor force participation rate appears to be higher throughout the ten-year period. Slight variations in Plainville’s rate trends should be interpreted particularly cautiously due to its small population size.

At the state and national levels, labor force participation has continued to drop even while the unemployment rate has decreased, illustrating that workers have not proportionately rejoined the workforce following the recent recession. This underscores the seriousness of the underlying employment situation. Plainville appears to show similar labor force participation trends to Massachusetts, although Plainville’s participation rate is estimated using Census population estimates and LAUS data at the local level and utilizes less reliable data due to the much smaller sample size of the municipality.⁸

Figure 11. Plainville Unemployment Rate, Labor Force Participation, 2003-2013



Sources: BLS, LAUS; US Census, Decennial Census and Population Estimates⁷

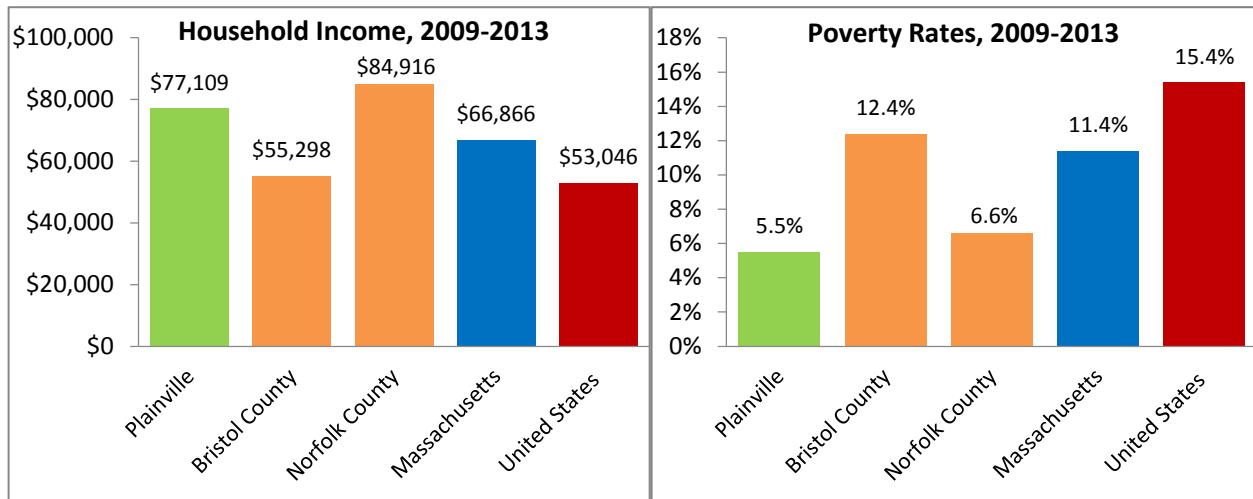
Note: Local area estimates such as the data used for Plainville are less reliable than those for larger geographic areas due to small sample sizes. In addition, multiple sources of data were utilized to synthesize the municipal labor force participation rate.⁸

Income and Poverty

Plainville’s median household income, estimated at \$77,109 in the 2009-2013 ACS data (the most recent data available), is higher than the median Massachusetts household income (estimated at \$66,866 in the same period). Household income is higher than in Bristol County, where the median household income is \$55,298. But Plainville’s household income is lower in relation to Norfolk County overall, where the median household income is \$84,916, more than 9 percent higher than in Plainville. The poverty rate in Plainville is estimated to be 5.5 percent. This is lower than in Massachusetts as a whole (at 11.4 percent from 2009-2013). Again, due to small sample sizes, true levels and trends may differ somewhat from the estimates and figures should be therefore interpreted with caution. See the notes below the charts for the ranges of margins of error, as well as in the tables in Appendix A.

⁸ Local area estimates such as these are less reliable than those for larger geographic areas due to small sample sizes. In addition, multiple sources of data were used to synthesize the municipal labor force participation rates. A local estimate of the labor force participation rate at the municipal level was created by dividing the labor force count reported in the BLS’ LAUS data by an estimate of local population created using the following method: a linear interpolation based on the percent of the population age 16 or over in each town measured in Census 2000 and Census 2010 applied to the total population estimate for each town, projected linearly from 2000 to 2010 and past 2010 through 2013, resulting in an estimated population age 16 or over as the denominator for the local estimated labor force participation rate. This method varies from the BLS method for calculating the labor force participation rates for states and the nation, as the BLS method has its own population estimation and excludes non-civilian and institutionalized populations from the denominator.

Figure 12. Plainville Household Income (2013 dollars) and Poverty Rate



Source: US Census, ACS. Data represent the following 5-year sets: 2005-2009, 2006-2010, 2007-2011, 2008-2012, and 2009-2013. Poverty rate Margin of Error (MOE) ranging from +/- 1.8% in the 2005-2009 poverty data to 2.3 in the 2006-2010 data; household income MOE ranging from +/- \$5,579 in the 2005-2009 data to \$3,111 in the 2008-2012 data.

Surrounding Community Socioeconomic Indicators

The following table presents data on municipalities in proximity to Plainville with surrounding community and related agreements.

A range of socioeconomic conditions exist across surrounding communities – from lower (Attleboro) to higher (Mansfield, Foxborough and Wrentham). Among surrounding communities, rates of English proficiency are high as are levels of educational attainment in all communities except Attleboro. Unemployment rates in 2013 were higher than the state average in Plainville, Attleboro and North Attleborough but median household income levels across this group of towns were universally higher than the state average. Poverty rates in Plainville and its surrounding communities tend to be much lower than the state rate except in Attleboro, which has a rate that is closer to the overall state rate.

Table 3. Plainville Surrounding Community Socioeconomic Indicators

| Resident Indicators, Plainville and Surrounding Communities | Population | | Limited English | Percent High School Diploma | Percent Bachelor's Degree or Higher, | Unemployment | Median Household Income, | Poverty Rate, |
|---|------------------|--------------------|------------------------|-----------------------------|--------------------------------------|--------------|--------------------------|---------------|
| | Levels (2013) | % Change 2009-2013 | Proficiency, 2009-2013 | or Higher, 2009-2013 | 2009-2013 | Rate, 2013 | 2009-2013 | 2009-2013 |
| Massachusetts | 6,692,824 | 2.7% | 5.8% | 89.4% | 39.4% | 7.1% | \$66,866 | 11.4% |
| Plainville | 8,825 | 7.9% | 0.4% | 92.3% | 42.0% | 8.4% | \$77,109 | 5.5% |
| Surrounding Communities | | | | | | | | |
| Attleboro | 43,886 | 0.9% | 2.4% | 88.0% | 30.1% | 9.0% | \$67,039 | 9.0% |
| Foxborough | 17,257 | 3.1% | 0.1% | 96.5% | 44.4% | 5.9% | \$91,601 | 4.0% |
| Mansfield | 23,566 | 2.0% | 1.4% | 96.2% | 51.0% | 6.1% | \$93,539 | 4.0% |
| North Attleborough | 28,801 | 0.7% | 1.0% | 94.6% | 42.8% | 8.1% | \$79,289 | 4.3% |
| Wrentham | 11,268 | 3.6% | 0.0% | 95.9% | 48.9% | 6.5% | \$100,574 | 5.3% |

Sources: US Census Bureau, American Community Survey, 2009-2013; US Bureau of Labor Statistics (BLS), Local Area Unemployment Series (LAUS); and Decennial Census and Population Estimates, US Census Bureau, Population Estimates, Annual Estimates, City and Town Totals: Vintage 2013 (see footnote for full source description⁹).

Local Area Fiscal Indicators

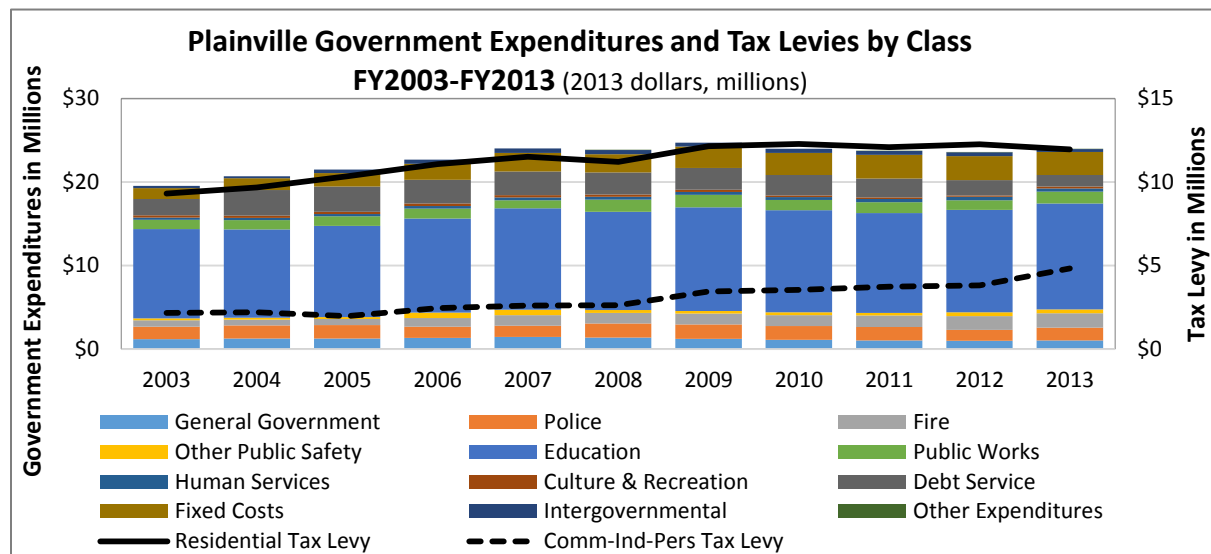
This section provides information about fiscal conditions—government revenues and expenditures—including the real estate tax base of the town of Plainville. In this section of the report, Plainville’s operating budget, assessed values of properties, the shares of assessed values and tax contributions by residential, commercial and industrial property owners from FY2003 to FY2013 are examined in detail.

Expenditures

Plainville’s operating budget shows that expenditures grew 23 percent from \$19.5 million in FY2003 to \$24 million in FY2013 (in real 2013 dollars). The largest category of public spending in FY2013 was Education by far, followed distantly by Fixed Costs (for example, workers’ compensation, unemployment, health insurance, retirement, etc.) and Fire. These same spending categories were the major sources of increased public spending in the ten-year period. Spending on Education comprised 53 percent of Plainville’s budget in FY2013 compared to the state average of 48 percent. Municipal expenditure categories could be influenced by the presence of casinos, differently from one another, either directly or indirectly, so each spending category will be monitored.

⁹ US Census Bureau, Population Estimates, Historical population estimates, City and Town Intercensal Estimates (2000-2010) Intercensal Estimates of the Resident Population for Incorporated Places and Minor Civil Divisions: April 1, 2000 to July 1, 2010 for 2000-2009 (Historical Pop. Est.); and US Census Bureau, Population Estimates, Annual Estimates, City and Town Totals: Vintage 2013, Incorporated Places and Minor Civil Divisions Datasets: Subcounty Resident Population Estimates: April 1, 2010 to July 1, 2013 for 2010-2013 (Vintage Pop. Est.) Note: All data are estimated. Estimates for 2010-2013 will change in 2014 vintage data release in 2015. The immediate region for Plainville is defined as Norfolk and Bristol counties.

Figure 13. Plainville Government Expenditures and Tax Levies, FY2003-FY2013 (2013 dollars, in millions)



Source: MA Department of Revenue (DOR), Division of Local Services (DLS)
 Note: Comm-Ind-Pers Tax Levy denotes Commercial, Industrial and Personal Property

Revenue

Revenue collected from Plainville’s taxes on residential, commercial, industrial, and personal property help fund the town’s operations. Property tax levies represented roughly one half of total revenue throughout the ten-year period. In addition to tax levies, Plainville’s operations are also supported by state aid, including Chapter 70 Education funding and Unrestricted General Government Aid, and local receipts, such as motor vehicle excise fees and taxes collected from hotels and motels. State aid and local receipts represent 16 and 18 percent, respectively, of the total revenues received by Plainville in FY2013. State aid has gradually decreased from \$4.9 million (22 percent of total revenues) in FY2003 to \$4.3 million (16 percent of total revenues) in FY2013, lower than the state average of 20.8 percent in FY2013. Local tax receipts have increased since FY2003 to 18 percent in FY2013. Residential property values rose slightly and then fell during this ten-year period, which includes the recession. The share of revenue contributed by residential property tax income also rose slightly and fell and has not yet recovered. Commercial property levies contributed an increasing share of the total revenue over the ten-year period.

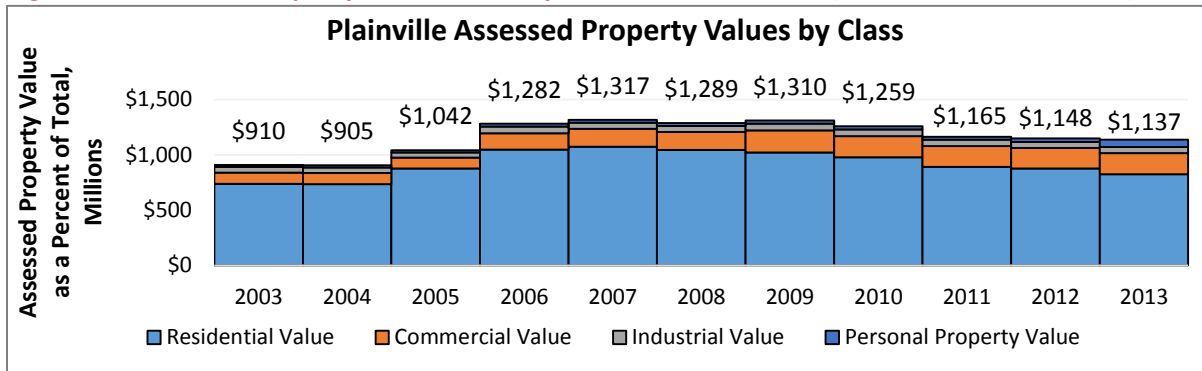
Assessed Property Values by Class

Property tax revenue is largely a function of property tax rates (dollars per \$1,000 in value) and the assessed value of property. Total assessed values in FY2013 were higher by 25 percent than FY2003 values in real 2013 dollars, an increase of \$227 million. Total assessed values also increased in nominal terms.

As in Massachusetts as a whole, the recent recession appears to have hit hard. From FY2009 to FY2013, total assessed value in Plainville declined from \$1.3 billion to \$1.1 billion and has not recovered from its FY2007 peak. Plainville’s commercial and industrial assessed values have decreased by 5 percent and 11 percent, respectively, since FY2009 and residential assessed values have fallen by 19 percent. Over the decade, Plainville’s assessed commercial property values rose from \$100.9 million in FY2003 to \$189.6 million in FY2013, an 88 percent increase. Total assessed industrial values have increased slightly, from \$51.2 million in FY2003 to \$54.3 million in FY2013. Assessed residential property values have continued

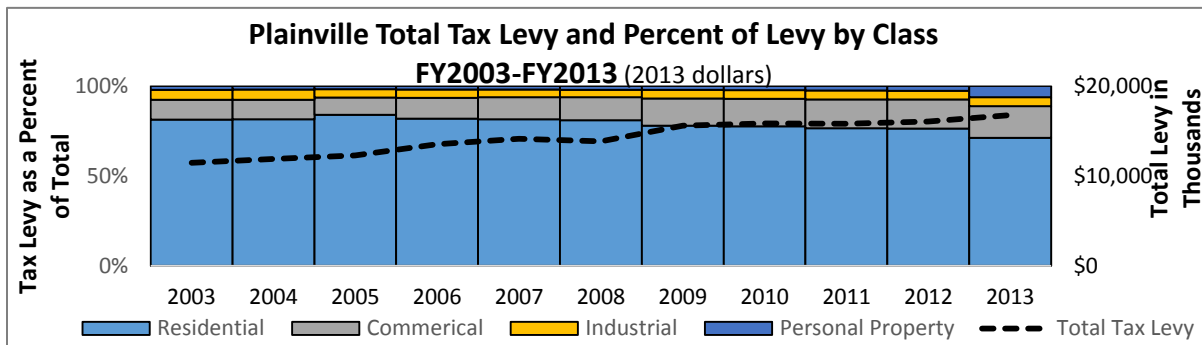
to comprise the largest share, consistently over 70 percent of total assessed property values. Residential assessed values increased by 12 percent from \$739.5 million to \$825.9 million over the ten-year period.

Figure 14. Plainville Property Assessments by Class, FY2003-FY2013 (2013 dollars, in millions)



Source: MA DOR, DLS

Figure 15. Plainville Total Tax Levy and Percent of Levy by Class, FY2003-FY2013 (2013 dollars)

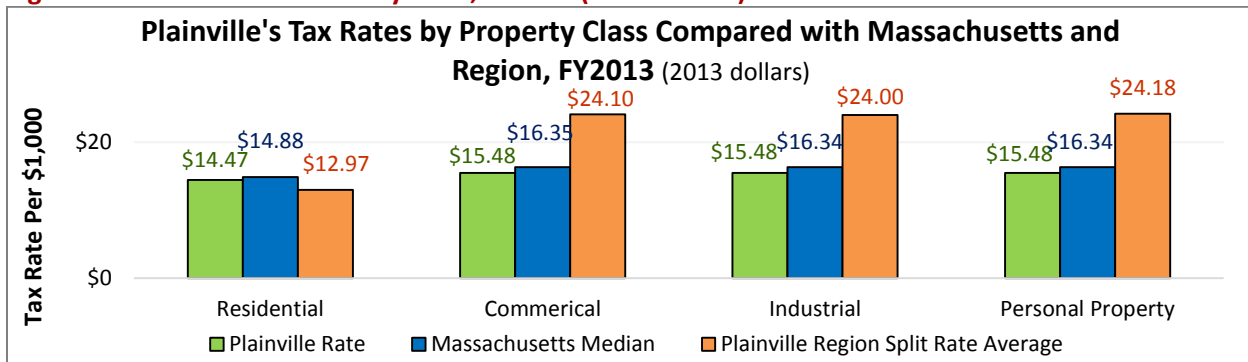


Source: MA DOR, DLS

Property Tax Revenue

Tax rates have increased several times over the ten-year period, which helped modulate potential revenue losses stemming from decreases in assessed value during the recession. Total property tax collections grew by 46 percent, faster than total assessed values, from \$11.5 million in FY2003 to \$16.8 million in FY2013 as rates have tended to steadily increase since FY2003. The residential property levy has been the largest contributor of tax revenue throughout the FY2003-FY2013 period, and the commercial property levy has grown steadily in its share over the ten-year period. The industrial and personal property levies occupied the smallest shares of the total property tax collections and have mostly stayed stable in their share of tax revenue since the recession.

Figure 16. Plainville Tax Rates by Class, FY2013 (2013 dollars)



Source: MA DOR, DLS.

Note: The Massachusetts Median represents the median tax rate of all cities and towns in Massachusetts. The Plainville Region Split Rate Average represents the mean tax rate of all cities and towns in Bristol and Norfolk counties that have a split tax rate.

Consistent with Plainville’s split rate system, residential properties are taxed at a slightly lower rate than commercial, industrial and personal property. In FY2013, residential property tax rates were slightly lower than the Massachusetts median but slightly higher than the regional average.¹⁰ The commercial, industrial and personal property tax rate of \$15.48 per \$1,000 of value is slightly lower than the statewide median and much lower than the Plainville region split rate average.

Surrounding Community Fiscal Indicators

As a point of reference for surrounding and nearby communities, the following table presents data on municipalities in proximity to Plainville with surrounding community and related agreements.

Plainville and most surrounding communities support themselves predominantly through tax levies. Proportions of state aid are higher in Attleboro, North Attleborough and Mansfield, and lower in Wrentham and Foxborough. The proportion of Plainville’s local receipts – raised through things like motor vehicle excise taxes and hotel and meals taxes – is comparable to surrounding communities with the exception of Wrentham which raises relatively lower amounts of revenue through local receipts.

¹⁰ A split tax rate refers to a system in which the tax levy on commercial, industrial and personal properties is higher than that on residential properties. Communities do not have a split tax rate if the tax rate on residential, commercial, industrial, and personal properties is the same. The Plainville Split Rate Average refers to the average of the tax rates of those cities and towns in Bristol and Norfolk counties that have a split tax rate.

Table 4. Plainville Surrounding Community Sources of Government Revenue (2013 dollars, in millions)

| Fiscal Indicators, Plainville and Surrounding Communities (\$m) | Tax Levy | | State Aid | | Local Receipts | | All Other | |
|---|-----------------|--------------------------|----------------|--------------------------|----------------|--------------------------|--------------|--------------------------|
| | 2013 | Percent Change 2009-2013 | 2013 | Percent Change 2009-2013 | 2013 | Percent Change 2009-2013 | 2013 | Percent Change 2009-2013 |
| Revenue | | | | | | | | |
| All Municipalities | \$13,439 | 7.1% | \$4,863 | -15.9% | \$4,165 | -4.0% | \$917 | -13.6% |
| Plainville | \$17 | 7.6% | \$4 | -22.1% | \$5 | -8.8% | \$2 | 29.3% |
| Surrounding Communities | | | | | | | | |
| Attleboro | \$59 | 5.8% | \$41 | -12.3% | \$26 | -8.8% | \$2 | 210.2% |
| Foxborough | \$38 | 18.1% | \$10 | -19.2% | \$13 | 6.9% | \$5 | 21.6% |
| Mansfield | \$49 | 5.6% | \$22 | -11.3% | \$15 | -3.2% | \$3 | -36.5% |
| North Attleborough | \$43 | 3.7% | \$24 | -17.6% | \$18 | -1.6% | \$4 | -20.2% |
| Wrentham | \$26 | 6.0% | \$5 | -19.9% | \$4 | -9.1% | \$2 | -17.8% |
| Percent of Total Budget | | | | | | | | |
| State Average | 57.5% | 8.7% | 20.8% | -14.7% | 17.8% | -2.6% | 3.9% | -12.3% |
| Plainville | 61.0% | 8.3% | 15.7% | -21.6% | 17.7% | -8.3% | 5.6% | 30.1% |
| Surrounding Communities | | | | | | | | |
| Attleboro | 45.7% | 8.7% | 32.1% | -9.9% | 20.4% | -6.3% | 1.9% | 219.0% |
| Foxborough | 57.8% | 9.0% | 15.5% | -25.4% | 19.7% | -1.4% | 7.1% | 12.3% |
| Mansfield | 55.2% | 8.2% | 24.8% | -9.1% | 17.1% | -0.8% | 2.9% | -34.9% |
| North Attleborough | 48.1% | 9.4% | 27.0% | -13.0% | 20.4% | 3.9% | 4.6% | -15.7% |
| Wrentham | 70.7% | 7.7% | 12.8% | -18.7% | 10.0% | -7.7% | 6.6% | -16.4% |

Sources: MA DOR, DLS

Appendix A: Plainville

Workplace Location

Table A-1. Workplace Location of Plainville Workers, 2006-2010

| Top Ten Commuting Destinations for Plainville Residents | Number of Workers Commuting from Plainville | Percentage of Total |
|---|---|---------------------|
| Plainville | 471 | 10.8% |
| Wrentham | 412 | 9.5% |
| Boston | 375 | 8.6% |
| North Attleborough | 343 | 7.9% |
| Mansfield | 300 | 6.9% |
| Foxborough | 211 | 4.8% |
| Walpole | 187 | 4.3% |
| Attleboro | 170 | 3.9% |
| Norwood | 161 | 3.7% |
| Quincy | 115 | 2.6% |
| All Other | 1,609 | 37.0% |
| Total | 4,354 | 100% |

Table A-2. Place of Residence for Workers in Plainville, 2006-2010

| Top Ten Places of Residence for Workers in Plainville | Number of Workers Commuting to Plainville | Percentage of Total |
|---|---|---------------------|
| Attleboro | 495 | 14.4% |
| Plainville | 471 | 13.7% |
| North Attleborough | 400 | 11.6% |
| Foxborough | 182 | 5.3% |
| Norton | 157 | 4.6% |
| Mansfield | 141 | 4.1% |
| Providence, RI | 132 | 3.8% |
| Wrentham | 126 | 3.7% |
| Pawtucket, RI | 96 | 2.8% |
| Malden | 72 | 2.1% |
| All Other | 1,170 | 34.0% |
| Total | 3,442 | 100% |

Sources: Census, ACS, special tabulation (Residence MCD/County to Workplace MCD/County Flows for the United States and Puerto Rico Sorted by Workplace Geography, 2006-2010)

Industrial Base and Business Indicators

Employment, Establishments and Wages

Table A-3. Plainville Payroll Employment and Establishments, 2003-2013

| Employment and Establishments | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | Percent Change 2003-2013 | Percent Change 2009-2013 | Total Change 2003-2013 |
|-------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------|--------------------------|------------------------|
| Employment | | | | | | | | | | | | | | |
| Plainville | 3,180 | 3,286 | 3,481 | 3,895 | 4,116 | 4,048 | 3,554 | 3,968 | 3,971 | 3,991 | 4,035 | 27% | 14% | 855 |
| Immediate Region | 533,688 | 535,213 | 537,032 | 540,343 | 544,187 | 540,700 | 517,833 | 519,997 | 525,437 | 531,564 | 543,938 | 2% | 5% | 10,250 |
| Massachusetts | 3,110,706 | 3,106,453 | 3,127,113 | 3,160,389 | 3,195,808 | 3,202,339 | 3,095,144 | 3,114,879 | 3,148,635 | 3,199,328 | 3,251,919 | 5% | 5% | 141,213 |
| United States | 127,795,827 | 129,278,176 | 131,571,623 | 133,833,834 | 135,366,106 | 134,805,659 | 128,607,842 | 127,820,442 | 129,411,095 | 131,696,378 | 133,968,434 | 5% | 4% | 6,172,607 |
| Establishments | | | | | | | | | | | | | | |
| Plainville | 291 | 309 | 311 | 319 | 336 | 333 | 328 | 345 | 347 | 352 | 355 | 22% | 8% | 64 |
| Immediate Region | 36,526 | 37,570 | 36,991 | 37,144 | 38,077 | 39,224 | 38,942 | 40,887 | 40,418 | 39,489 | 39,616 | 8% | 2% | 3,090 |
| Massachusetts | 195,347 | 200,875 | 196,630 | 197,171 | 199,174 | 200,518 | 200,967 | 209,261 | 211,514 | 207,548 | 210,337 | 8% | 5% | 14,990 |
| United States | 8,228,840 | 8,364,795 | 8,571,144 | 8,784,027 | 8,971,897 | 9,082,049 | 9,003,197 | 8,993,109 | 9,072,796 | 9,121,868 | 9,205,888 | 12% | 2% | 977,048 |

Sources: Massachusetts – Massachusetts Office of Labor and Workforce Development (OLWD), Labor Market Information, ES-202; US – US Bureau of Labor Statistics (BLS), Quarterly Census of Employment and Wages (QCEW)

Note: The immediate region for Plainville is defined as Norfolk and Bristol counties.

Table A-4. Plainville Employment and Establishments, Change from Base Year (2003)

| Employment and Establishments | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 |
|-------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Employment | | | | | | | | | | | |
| Plainville | 100.0% | 103.3% | 109.5% | 122.5% | 129.4% | 127.3% | 111.8% | 124.8% | 124.9% | 125.5% | 126.9% |
| Immediate Region | 100.0% | 100.3% | 100.6% | 101.2% | 102.0% | 101.3% | 97.0% | 97.4% | 98.5% | 99.6% | 101.9% |
| Massachusetts | 100.0% | 99.9% | 100.5% | 101.6% | 102.7% | 102.9% | 99.5% | 100.1% | 101.2% | 102.8% | 104.5% |
| United States | 100.0% | 101.2% | 103.0% | 104.7% | 105.9% | 105.5% | 100.6% | 100.0% | 101.3% | 103.1% | 104.8% |
| Establishments | | | | | | | | | | | |
| Plainville | 100.0% | 106.2% | 106.9% | 109.6% | 115.5% | 114.4% | 112.7% | 118.6% | 119.2% | 121.0% | 122.0% |
| Immediate Region | 100.0% | 102.9% | 101.3% | 101.7% | 104.2% | 107.4% | 106.6% | 111.9% | 110.7% | 108.1% | 108.5% |
| Massachusetts | 100.0% | 102.8% | 100.7% | 100.9% | 102.0% | 102.6% | 102.9% | 107.1% | 108.3% | 106.2% | 107.7% |
| United States | 100.0% | 101.7% | 104.2% | 106.7% | 109.0% | 110.4% | 109.4% | 109.3% | 110.3% | 110.9% | 111.9% |

Sources: OLWD, ES-202; BLS, QCEW

Note: The immediate region for Plainville is defined as Norfolk and Bristol counties.

Table A-5. Plainville Annual Average Wages, All Industries, 2003-2013 (2013 dollars)

| Average Annual Wages | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | Percent Change 2003-2013 | Percent Change 2009-2013 | Total Change 2003-2013 |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------------------|--------------------------|------------------------|
| Plainville | \$ 48,521 | \$ 43,415 | \$ 42,178 | \$ 42,422 | \$ 42,007 | \$ 38,428 | \$ 37,323 | \$ 36,776 | \$ 36,405 | \$ 36,142 | \$ 35,672 | -26% | -3% | -\$12,849 |
| Immediate Region | \$ 52,422 | \$ 52,817 | \$ 52,136 | \$ 53,776 | \$ 53,467 | \$ 53,085 | \$ 52,769 | \$ 52,995 | \$ 52,841 | \$ 53,090 | \$ 52,838 | 1% | 0% | \$415 |
| Massachusetts | \$ 58,660 | \$ 60,344 | \$ 59,731 | \$ 60,569 | \$ 62,105 | \$ 61,440 | \$ 61,095 | \$ 61,775 | \$ 61,770 | \$ 61,784 | \$ 61,776 | 5% | 1% | \$3,116 |
| United States | \$ 47,797 | \$ 48,545 | \$ 48,505 | \$ 49,152 | \$ 49,953 | \$ 49,287 | \$ 49,463 | \$ 49,943 | \$ 49,761 | \$ 50,018 | \$ 49,816 | 4% | 1% | \$2,019 |

Sources: OLWD, ES-202; BLS, QCEW

Note: The immediate region for Plainville is defined as Norfolk and Bristol counties.

Industry Mix

Table A-6. Plainville Employment by Industry, 2003-2013

| Employment | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | Percent Change 2003-2013 | Percent Change 2009-2013 | Total Change 2003-2013 |
|-------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------------------|--------------------------|------------------------|
| Retail Trade | 156 | 160 | 332 | 494 | 555 | 678 | 693 | 742 | 817 | 830 | 838 | 437% | 21% | 682 |
| Accommodation and Food Services | 311 | 393 | 469 | 580 | 570 | 564 | 540 | 578 | 589 | 595 | 584 | 88% | 8% | 273 |
| Health Care and Social Assistance | 176 | 188 | 191 | 194 | 238 | 255 | 259 | 317 | 300 | 300 | 463 | 163% | 79% | 287 |
| Manufacturing | 666 | 642 | 553 | 524 | 501 | 520 | 456 | 421 | 452 | 479 | 434 | -35% | -5% | -232 |
| Administrative and Waste Services | 149 | 154 | 162 | 200 | 307 | 355 | 286 | 653 | 603 | 527 | 385 | 158% | 35% | 236 |
| Construction | 695 | 762 | 753 | 868 | 919 | 778 | 415 | 341 | 325 | 310 | 341 | -51% | -18% | -354 |
| Educational Services | 160 | 166 | 170 | 0 | 0 | 0 | 194 | 0 | 183 | 180 | 196 | 23% | 1% | 36 |
| Professional and Technical Services | 117 | 103 | 103 | 114 | 104 | 92 | 96 | 97 | 102 | 112 | 138 | 18% | 44% | 21 |
| Other Services, Ex. Public Admin | 101 | 106 | 102 | 116 | 127 | 120 | 122 | 120 | 122 | 141 | 117 | 16% | -4% | 16 |
| Finance and Insurance | 42 | 39 | 59 | 64 | 69 | 55 | 63 | 78 | 74 | 82 | 79 | 88% | 25% | 37 |
| Wholesale Trade | 166 | 165 | 186 | 171 | 155 | 66 | 53 | 67 | 68 | 78 | 71 | -57% | 34% | -95 |
| Transportation and Warehousing | 56 | 60 | 55 | 65 | 38 | 37 | 36 | 40 | 42 | 50 | 60 | 7% | 67% | 4 |
| Real Estate and Rental and Leasing | 50 | 38 | 39 | 36 | 35 | 33 | 30 | 24 | 24 | 27 | 47 | -6% | 57% | -3 |
| Information | 47 | 28 | 0 | 11 | 12 | 12 | 12 | 12 | 11 | 10 | 10 | -79% | -17% | -37 |
| Mgmt of Companies/Enterprises | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 9 | 0% | 0% | 9 |
| Arts, Entertainment, and Recreation | 201 | 194 | 196 | 182 | 204 | 204 | 193 | 188 | 0 | 0 | 0 | -100% | -100% | -201 |
| Industry not known | 87 | 88 | 111 | 276 | 282 | 279 | 106 | 290 | 259 | 270 | 263 | 202% | 148% | 176 |
| Plainville Total | 3,180 | 3,286 | 3,481 | 3,895 | 4,116 | 4,048 | 3,554 | 3,968 | 3,971 | 3,991 | 4,035 | 27% | 14% | 855 |

Source: OLWD, ES-202

Note: "Industry not known" includes both Public Administration and Educational Services, which cannot be identified or broken out separately due to suppression. In January 2013 a revision in the NAICS coding system reclassified establishments that provide non-medical, home-based services for the elderly and persons with disabilities were reclassified from the Other Services sector (81) to the Healthcare and Social Assistance sector (62).¹¹

¹¹ According to the U.S. Bureau of Labor Statistics, "the QCEW program also reviewed establishments that provide non-medical, home-based services for the elderly and persons with disabilities and classified these establishments into services for the elderly and persons with disabilities (NAICS 624120). Many of these establishments were previously classified in the private households industry". For more information about this reclassification in the QCEW, please consult the U.S. Bureau of Labor Statistics' *County Employment and Wages News Release*, September 26, 2013 USDL-13-1942 (p. 5). http://www.bls.gov/news.release/archives/cewqtr_09262013.pdf

Business Sales

Table A-7. Plainville Gross Sales (2013 dollars, in millions)

| Gross Sales | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | Percent | Percent | Total |
|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|---------|---------|----------|
| | | | | | | | | | | | | Change | Change | Change |
| | | | | | | | | | | | | 2003- | 2009- | 2003- |
| | | | | | | | | | | | | 2013 | 2013 | 2013 |
| Plainville | \$ 204 | \$ 269 | \$ 207 | \$ 204 | \$ 204 | \$ 165 | \$ 161 | \$ 165 | \$ 173 | \$ 169 | \$ 151 | -26% | -6% | -\$52 |
| All MA towns | \$ 270,519 | \$ 283,130 | \$ 289,405 | \$ 297,415 | \$ 297,863 | \$ 289,991 | \$ 265,752 | \$ 275,115 | \$ 282,854 | \$ 285,253 | \$ 303,246 | 12% | 14% | \$32,727 |

Source: MA Department of Revenue (DOR), Gross Sales (special tabulation from MA DOR)

Note: Many firms report by location of headquarters, not branches, which can distort the town-level reporting, and a significant proportion of companies operating in MA have headquarters in other states, which can lower the total reported within the data markedly.

Leisure and Hospitality

Table A-8. Plainville Leisure/Hospitality Firms and Employment, 2003-2013

| Employment | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | Percent | Percent | Total |
|--------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|---------|---------|--------|
| | | | | | | | | | | | | Change | Change | Change |
| | | | | | | | | | | | | 2003- | 2009- | 2003- |
| | | | | | | | | | | | | 2013 | 2013 | 2013 |
| Plainville Leisure/Hospitality Firms | 25 | 27 | 33 | 33 | 35 | 37 | 39 | 41 | 33 | 33 | 32 | 28% | -18% | 7 |
| Accommodation and Food Services | 18 | 20 | 25 | 27 | 27 | 28 | 29 | 34 | 33 | 33 | 32 | 78% | 10% | 14 |
| Arts, Entertainment, and Recreation | 7 | 7 | 8 | 6 | 8 | 9 | 10 | 7 | 0 | 0 | 0 | -100% | -100% | -7 |
| Plainville Total Firms | 286 | 304 | 302 | 308 | 325 | 321 | 322 | 331 | 334 | 337 | 342 | 20% | 6% | 56 |
| Plainville Leisure/Hospitality Jobs | 512 | 587 | 665 | 762 | 774 | 768 | 733 | 766 | 589 | 595 | 584 | 14% | -20% | 72 |
| Accommodation and Food Services | 311 | 393 | 469 | 580 | 570 | 564 | 540 | 578 | 589 | 595 | 584 | 88% | 8% | 273 |
| Arts, Entertainment, and Recreation | 201 | 194 | 196 | 182 | 204 | 204 | 193 | 188 | 0 | 0 | 0 | -100% | -100% | -201 |
| Plainville Total Employment | 3,180 | 3,286 | 3,481 | 3,895 | 4,116 | 4,048 | 3,554 | 3,968 | 3,971 | 3,991 | 4,035 | 27% | 14% | 855 |

Source: OLWD, ES-202

Note: Plainville Arts, Entertainment, and Recreation employment data were suppressed from 2011 to 2013

Resident Indicators

Population

Table A-9. Plainville Population, 2003-2013

| Population | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | Percent Change 2003-2013 | Percent Change 2009-2013 | Total Change 2003-2013 |
|------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------------------|--------------------------|------------------------|
| Plainville | 7,827 | 7,855 | 7,870 | 7,921 | 7,989 | 8,087 | 8,182 | 8,292 | 8,394 | 8,464 | 8,825 | 13% | 8% | 998 |
| Immediate Region | 1,199,313 | 1,198,618 | 1,196,975 | 1,197,908 | 1,201,870 | 1,208,159 | 1,213,625 | 1,221,806 | 1,226,881 | 1,232,934 | 1,240,582 | 3% | 2% | 41,269 |
| Massachusetts | 6,422,565 | 6,412,281 | 6,403,290 | 6,410,084 | 6,431,559 | 6,468,967 | 6,517,613 | 6,563,263 | 6,606,285 | 6,645,303 | 6,692,824 | 4% | 3% | 270,259 |

Sources: US Census Bureau, Population Estimates, Historical population estimates and US Census Bureau, Population Estimates, Annual Estimates, City and Town Totals: Vintage 2013¹²

Note: The immediate region for Plainville is defined as Norfolk and Bristol counties.

Educational Attainment

Table A-10. Plainville Educational Attainment, 2009-2013

| Educational Attainment, Population 25 and Over | Less than 9th grade | 9th to 12th grade, no diploma | High school diploma or GED | Some college, no degree | Associate degree | Bachelor's degree | Graduate or professional degree |
|--|---------------------|-------------------------------|----------------------------|-------------------------|------------------|-------------------|---------------------------------|
| Plainville | 1.7% | 5.9% | 23.3% | 17.9% | 9.1% | 29.2% | 12.8% |
| Bristol | 9.2% | 8.9% | 30.2% | 17.7% | 8.8% | 16.5% | 8.8% |
| Norfolk | 2.8% | 3.5% | 21.7% | 15.1% | 7.8% | 27.3% | 22.0% |
| Massachusetts | 4.8% | 5.8% | 25.8% | 16.5% | 7.7% | 22.3% | 17.1% |
| United States | 5.9% | 8.0% | 28.1% | 21.2% | 7.8% | 18.0% | 10.8% |

Source: Census, ACS

Limited English Proficiency

Table A-11. Plainville Limited English Proficiency, 2009-2013

| Plainville Limited English Proficiency | Percentage of households where no one age 14 and over speaks English only or speaks English "very well" | Percentage of households where at least one person age 14 and over speaks English only or speaks English "very well" |
|--|---|--|
| Plainville | 0.4% | 99.6% |
| Bristol | 5.8% | 94.2% |
| Norfolk | 3.9% | 96.1% |
| Massachusetts | 5.8% | 94.2% |
| United States | 4.6% | 95.4% |

Source: Census, ACS

¹² Full description of sources: US Census Bureau, Population Estimates, Historical population estimates, City and Town Intercensal Estimates (2000-2010) Intercensal Estimates of the Resident Population for Incorporated Places and Minor Civil Divisions: April 1, 2000 to July 1, 2010 for 2000-2009 (Historical Pop. Est.); and US Census Bureau, Population Estimates, Annual Estimates, City and Town Totals: Vintage 2013, Incorporated Places and Minor Civil Divisions Datasets: Subcounty Resident Population Estimates: April 1, 2010 to July 1, 2013 for 2010-2013 (Vintage Pop. Est.) Note: All data are estimated. Estimates for 2010-2013 will change in 2014 vintage data release in 2015. The immediate region for Plainville is defined as Norfolk and Bristol counties.

Unemployment and Labor Force Participation

Table A-12. Plainville Unemployment Rate, Labor Force Participation, 2003-2013

| Unemployment Rate | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | Percentage Point Change | Percentage Point Change |
|---------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------------------------|-------------------------|
| | | | | | | | | | | | | 2003-2013 | 2009-2013 |
| Plainville | 5.0% | 5.0% | 4.5% | 4.8% | 4.2% | 5.5% | 9.9% | 10.1% | 8.5% | 8.4% | 8.4% | 3.4% | -1.5% |
| Bristol | 6.6% | 6.2% | 6.0% | 6.0% | 5.8% | 7.1% | 10.7% | 10.9% | 10.0% | 9.4% | 9.7% | 3.1% | -1.0% |
| Norfolk | 5.1% | 4.6% | 4.1% | 4.2% | 3.9% | 4.7% | 7.3% | 7.3% | 6.2% | 5.7% | 6.0% | 0.9% | -1.3% |
| Massachusetts | 5.8% | 5.2% | 4.8% | 4.8% | 4.5% | 5.3% | 8.2% | 8.3% | 7.3% | 6.8% | 7.1% | 1.3% | -1.1% |
| United States | 6.0% | 5.5% | 5.1% | 4.6% | 4.6% | 5.8% | 9.3% | 9.6% | 8.9% | 8.1% | 7.4% | 1.4% | -1.9% |
| Labor Force Participation Rate | | | | | | | | | | | | | |
| Plainville | 78.1% | 77.4% | 78.1% | 79.3% | 80.0% | 77.6% | 77.4% | 75.2% | 73.6% | 73.9% | 70.5% | -7.6% | -6.9% |
| Massachusetts | 67.7% | 67.0% | 66.8% | 67.1% | 66.8% | 66.8% | 66.3% | 66.1% | 65.5% | 65.0% | 64.7% | -3.0% | -1.6% |
| United States | 66.2% | 66.0% | 66.0% | 66.2% | 66.0% | 66.0% | 65.4% | 64.7% | 64.1% | 63.7% | 63.2% | -3.0% | -2.2% |

Sources: Massachusetts – US Bureau of Labor Statistics (BLS), Local Area Unemployment Series (LAUS); US – BLS Current Population Survey (CPS) Plainville – US Bureau of Labor Statistics (BLS), Local Area Unemployment Series (LAUS); and Decennial Census and Population Estimates, US Census^{33,13}

Income and Poverty

Table A-13. Plainville Household Income (2013 dollars)

| Household Income (ACS 5YR, B19013) | 2005-2009 HH Income | 2005-2009 HH Income Margin of Error | 2009-2013 HH Income | 2009-2013 HH Income Margin of Error |
|------------------------------------|---------------------|-------------------------------------|---------------------|-------------------------------------|
| | Plainville | \$76,519 | 6,683 | \$77,109 |
| Bristol County | \$60,579 | 758 | \$55,298 | 906 |
| Norfolk County | \$87,007 | 1,010 | \$84,916 | 1,225 |
| Massachusetts | \$70,034 | 321 | \$66,866 | 318 |
| United States | \$55,840 | 83 | \$53,046 | 89 |

Source: Census, ACS

¹³ Local area estimates such as these are less reliable than those for larger geographic areas due to small sample sizes. In addition, multiple sources of data were used to synthesize the municipal labor force participation rates. A local estimate of the labor force participation rate at the municipal level was created by dividing the labor force count reported in the BLS' LAUS data by an estimate of local population created using the following method: a linear interpolation based on the percent of the population age 16 or over in each town measured in Census 2000 and Census 2010 applied to the total population estimate for each town, projected linearly from 2000 to 2010 and past 2010 through 2013, resulting in an estimated population age 16 or over as the denominator for the local estimated labor force participation rate. This method varies from the BLS method for calculating the labor force participation rates for states and the nation, as the BLS method has its own population estimation and excludes non-civilian and institutionalized populations from the denominator.

Table A-14. Plainville Poverty Rate

| Poverty Rate (ACS 5YR, \$1701) | 2005-2009 | 2005-2009 | 2009-2013 | 2009-2013 |
|--------------------------------|--------------|------------------------------|--------------|------------------------------|
| | Poverty Rate | Poverty Rate Margin of Error | Poverty Rate | Poverty Rate Margin of Error |
| Plainville | 3.7% | 1.9 | 5.5% | 2.5 |
| Bristol County | 10.7% | 0.5 | 12.4% | 0.5 |
| Norfolk County | 6.0% | 0.3 | 6.6% | 0.3 |
| Massachusetts | 10.1% | 0.2 | 11.4% | 0.2 |
| United States | 13.5% | 0.1 | 15.4% | 0.1 |

Source: Census, ACS

Local Area Fiscal Indicators

Expenditures

Table A-15. Plainville Government Expenditures and Tax Levies, 2003-2013 (2013 dollars, in millions)

| Government Expenditures | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | Percent | | |
|--------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------------------|------------------|--------------------------|
| | | | | | | | | | | | | Percent of Total 2013 | Change 2003-2013 | Percent Change 2009-2013 |
| Plainville Total Expenditures | \$19.5 | \$20.7 | \$21.5 | \$22.7 | \$24.0 | \$23.8 | \$24.7 | \$24.0 | \$23.7 | \$36.2 | \$24.0 | 100% | 23% | -3% |
| General Government | \$1.2 | \$1.2 | \$1.3 | \$1.3 | \$1.4 | \$1.4 | \$1.2 | \$1.1 | \$1.0 | \$1.0 | \$1.0 | 4% | -12% | -14% |
| Police | \$1.5 | \$1.6 | \$1.6 | \$1.4 | \$1.4 | \$1.7 | \$1.7 | \$1.7 | \$1.6 | \$1.3 | \$1.5 | 6% | 0% | -13% |
| Fire | \$0.7 | \$0.7 | \$0.7 | \$1.0 | \$1.3 | \$1.2 | \$1.3 | \$1.3 | \$1.4 | \$1.6 | \$1.7 | 7% | 130% | 34% |
| Other Public Safety | \$0.3 | \$0.2 | \$0.3 | \$0.6 | \$0.7 | \$0.4 | \$0.3 | \$0.3 | \$0.3 | \$0.5 | \$0.5 | 2% | 98% | 47% |
| Education | \$10.7 | \$10.6 | \$10.9 | \$11.3 | \$12.1 | \$11.8 | \$12.4 | \$12.2 | \$12.0 | \$12.3 | \$12.7 | 53% | 18% | 2% |
| Public Works | \$1.1 | \$1.1 | \$1.2 | \$1.2 | \$1.0 | \$1.5 | \$1.5 | \$1.2 | \$1.3 | \$1.2 | \$1.4 | 6% | 26% | -7% |
| Human Services | \$0.2 | \$0.3 | \$0.3 | \$0.3 | \$0.3 | \$0.3 | \$0.3 | \$0.3 | \$0.4 | \$0.4 | \$0.4 | 2% | 70% | 18% |
| Culture & Recreation | \$0.3 | \$0.3 | \$0.3 | \$0.3 | \$0.3 | \$0.3 | \$0.3 | \$0.2 | \$0.2 | \$0.2 | \$0.2 | 1% | -9% | -10% |
| Debt Service | \$2.0 | \$3.1 | \$3.0 | \$2.9 | \$2.8 | \$2.6 | \$2.6 | \$2.4 | \$2.3 | \$14.5 | \$1.4 | 6% | -31% | -47% |
| Fixed Costs | \$1.3 | \$1.4 | \$1.6 | \$1.9 | \$2.2 | \$2.2 | \$2.6 | \$2.7 | \$2.8 | \$2.8 | \$2.8 | 12% | 115% | 8% |
| Intergovernmental | \$0.2 | \$0.2 | \$0.4 | \$0.5 | \$0.5 | \$0.5 | \$0.4 | \$0.5 | \$0.5 | \$0.5 | \$0.3 | 1% | 39% | -23% |
| Other Expenditures | \$0.0 | \$0.0 | \$0.0 | \$0.0 | \$0.0 | \$0.0 | \$0.0 | \$0.0 | \$0.0 | \$0.0 | \$0.0 | 0% | - | - |
| Plainville Total Tax Levies | \$11.5 | \$11.9 | \$12.3 | \$13.5 | \$14.1 | \$13.8 | \$15.6 | \$15.8 | \$15.8 | \$16.1 | \$16.8 | 100% | 46% | 8% |
| Residential Tax Levy | \$9.3 | \$9.7 | \$10.3 | \$11.1 | \$11.5 | \$11.2 | \$12.1 | \$12.3 | \$12.1 | \$12.3 | \$12.0 | 71% | 28% | -2% |
| Comm-Ind-Pers Tax Levy | \$2.1 | \$2.2 | \$2.0 | \$2.5 | \$2.6 | \$2.6 | \$3.4 | \$3.5 | \$3.7 | \$3.8 | \$4.8 | 29% | 124% | 40% |

Source: MA DOR, DLS

Note: Comm-Ind-Pers Tax Levy denotes Commercial, Industrial and Personal Property.

Revenue

Table A-16. Plainville Revenues by Source 2003-2013 (2013 dollars, in millions)

| Plainville Revenues by Source | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | Percent Change 2003-2013 | Percent Change 2009-2013 | Total Change 2003-2013 |
|------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------------------|--------------------------|------------------------|
| Revenues (In \$Millions) | | | | | | | | | | | | | | |
| Tax Levy | \$11.5 | \$11.9 | \$12.3 | \$13.5 | \$14.1 | \$13.8 | \$15.6 | \$15.8 | \$15.8 | \$16.1 | \$16.8 | 46% | 8% | \$5.3 |
| State Aid | \$4.9 | \$5.6 | \$5.5 | \$5.5 | \$5.7 | \$5.6 | \$5.5 | \$5.0 | \$4.7 | \$4.6 | \$4.3 | -12% | -22% | -\$0.6 |
| Local Receipts | \$4.0 | \$4.3 | \$4.4 | \$4.4 | \$4.8 | \$4.7 | \$5.3 | \$4.8 | \$4.7 | \$4.9 | \$4.9 | 21% | -9% | \$0.9 |
| All Other | \$2.1 | \$1.8 | \$2.7 | \$3.8 | \$2.8 | \$2.2 | \$1.2 | \$1.1 | \$0.7 | \$1.7 | \$1.5 | -27% | 29% | -\$0.6 |
| Total Receipts | \$22.5 | \$23.6 | \$24.9 | \$27.1 | \$27.4 | \$26.3 | \$27.6 | \$26.7 | \$25.9 | \$27.2 | \$27.5 | 22% | -1% | \$5.0 |
| Revenues (Percent of Total) | | | | | | | | | | | | | | |
| Tax Levy | 51.0% | 50.4% | 49.4% | 49.9% | 51.5% | 52.6% | 56.4% | 59.2% | 61.0% | 59.0% | 61.0% | 0.20 | 0.08 | 10% |
| State Aid | 21.9% | 23.9% | 22.2% | 20.1% | 20.8% | 21.2% | 20.0% | 18.7% | 18.1% | 17.0% | 15.7% | -0.28 | -0.22 | -6% |
| Local Receipts | 17.9% | 18.3% | 17.7% | 16.1% | 17.6% | 17.9% | 19.3% | 18.0% | 18.1% | 17.9% | 17.7% | -0.01 | -0.08 | 0% |
| All Other | 9.3% | 7.5% | 10.8% | 13.9% | 10.1% | 8.3% | 4.3% | 4.1% | 2.8% | 6.1% | 5.6% | -0.40 | 0.30 | -4% |
| Massachusetts Average | | | | | | | | | | | | | | |
| Tax Levy | 50.8% | 52.8% | 53.2% | 53.0% | 52.6% | 52.6% | 52.9% | 55.3% | 56.8% | 57.5% | 57.5% | 0.13 | 0.09 | 7% |
| State Aid | 27.1% | 24.6% | 24.3% | 24.2% | 24.7% | 24.5% | 24.4% | 22.2% | 21.1% | 20.7% | 20.8% | -0.23 | -0.15 | -6% |
| Local Receipts | 17.1% | 17.6% | 17.8% | 18.1% | 18.3% | 18.6% | 18.3% | 17.8% | 18.2% | 17.9% | 17.8% | 0.04 | -0.03 | 1% |
| All Other | 5.0% | 5.0% | 4.7% | 4.6% | 4.4% | 4.4% | 4.5% | 4.6% | 3.9% | 3.9% | 3.9% | -0.22 | -0.12 | -1% |

Source: MA DOR, DLS

Table A-17. Plainville Property Assessments by Class, 2003-2013 (2013 dollars, in millions)

| Plainville Assessed Property Values | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | Percent Change 2003-2013 | Percent Change 2009-2013 | Total Change 2003-2013 |
|-------------------------------------|--------------|--------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------|--------------------------|------------------------|
| Residential | \$740 | \$737 | \$876 | \$1,049 | \$1,074 | \$1,044 | \$1,021 | \$977 | \$891 | \$876 | \$826 | 12% | -19% | \$86 |
| Commercial | \$101 | \$99 | \$99 | \$147 | \$162 | \$164 | \$200 | \$193 | \$188 | \$186 | \$190 | 88% | -5% | \$89 |
| Industrial | \$51 | \$51 | \$48 | \$59 | \$56 | \$54 | \$61 | \$60 | \$58 | \$56 | \$54 | 6% | -11% | \$3 |
| Personal Property | \$19 | \$18 | \$19 | \$26 | \$25 | \$26 | \$29 | \$28 | \$28 | \$30 | \$67 | 263% | 136% | \$49 |
| Total Assessed Value | \$910 | \$905 | \$1,042 | \$1,282 | \$1,317 | \$1,289 | \$1,310 | \$1,259 | \$1,165 | \$1,148 | \$1,137 | 25% | -13% | \$227 |

Source: MA DOR, DLS

Table A-18. Plainville Tax Levies by Class, 2003-2013 (2013 dollars, in millions)

| Tax Levies in Plainville | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | Percent of Total 2013 | Percent Change 2003-2013 | Percent Change 2009-2013 |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|-----------------------|--------------------------|--------------------------|
| Residential | \$9.3 | \$9.7 | \$10.3 | \$11.1 | \$11.5 | \$11.2 | \$12.1 | \$12.3 | \$12.1 | \$12.3 | \$12.0 | 71% | 28% | -2% |
| Commerical | \$1.3 | \$1.3 | \$1.2 | \$1.6 | \$1.7 | \$1.8 | \$2.4 | \$2.4 | \$2.6 | \$2.6 | \$2.9 | 18% | 131% | 24% |
| Industrial | \$0.6 | \$0.7 | \$0.6 | \$0.6 | \$0.6 | \$0.6 | \$0.7 | \$0.8 | \$0.8 | \$0.8 | \$0.8 | 5% | 30% | 16% |
| Personal Property | \$0.2 | \$0.2 | \$0.2 | \$0.3 | \$0.3 | \$0.3 | \$0.3 | \$0.4 | \$0.4 | \$0.4 | \$1.0 | 6% | 346% | 207% |
| Total Tax Levy | \$11.5 | \$11.9 | \$12.3 | \$13.5 | \$14.1 | \$13.8 | \$15.6 | \$15.8 | \$15.8 | \$16.1 | \$16.8 | 100% | 46% | 8% |

Source: MA DOR, DLS

Table A-19. Plainville Tax Rates by Class, 2013

| Tax Rates, per \$1,000 in FY 2013 (2013 Dollars) | Plainville Rate | Massachusetts Median | Plainville Region Split Rate Average |
|---|----------------------------|---------------------------------|---|
| Residential | \$14.47 | \$14.88 | \$12.97 |
| Commerical | \$15.48 | \$16.35 | \$24.10 |
| Industrial | \$15.48 | \$16.34 | \$24.00 |
| Personal Property | \$15.48 | \$16.34 | \$24.18 |

Source: MA DOR, DLS.

Note: The Massachusetts Median represents the median tax rate of all cities and towns in Massachusetts. The Plainville Region Split Rate Average represents the mean tax rate of all cities and towns in Bristol and Norfolk counties that have a split tax rate.