



WILBRAHAM

Wilbraham, incorporated in 1763 as an agricultural center, is today primarily a residential community with some industry located in the northern section of town. Over 80% of the residents commute out of town for professional employment. The Town offers both historic and new home development. Since 2000, the population increased by more than 6% to 14,363 in 2014.

The 1997 median price of a single family home is the 2nd highest in the region, with classic homes set among large lots. Over 89% of housing units are occupied by homeowners. While Wilbraham has experienced substantial residential growth, its rural character is still present and exemplified by the thriving Rice's Fruit Farm, Green Acres Fruit Farm and the Bennett Turkey Farm, among others. Peaches are a prime product, highlighted each year by Wilbraham's annual Peach Basket Festival.

The Town's industrial area is located at the edge of town along Route 20, which connects Wilbraham to Springfield. The headquarters and a major production facility for the Friendly Ice Cream Corporation is located there. Commercial activity in the center of town includes a country store, pharmacy and gas station. The Wilbraham-Monson Academy, a private co-educational secondary school was founded in 1825. Its campus graces the Town Center.

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Profiles covering all forty-three communities in the Pioneer Valley Region and a range of other topics are available. The Pioneer Valley Planning Commission Regional Information Center provides demographic, economic, and geographic data and services including mapping, research, and analysis to its constituent communities and to the public. Contact the Information Center for additional information.

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Type of Government:

Open Town Meeting, 3 Selectmen

Transit System:

Public Carrier Pioneer Valley Transit Authority

Private Carrier None

Para-Transit Carrier Council on Aging, PVTVA

MUNICIPAL OFFICE

Town Hall
 240 Springfield St.
 Wilbraham, MA 01095
 Phone: (413) 596-8111
 FAX: (413) 596-9256
www.wilbraham.com
www.ci.wilbraham.ma.us

LAND AREA and TAX BASE

Acres	14,259
Square Miles	22
2012	
Vehicle Registrations <i>(autos and light trucks)</i>	15,482
2015	
Property Tax Rates	
Residential	\$20.88
Commercial/Industrial	\$20.88

POPULATION TRENDS

1970	11,984
2014	12,053
1990	12,607
2000	13,524
2010	14,219
2014	14,363
2014	Race and Latino Population
White	95.3%
Black	2.1%
Asian	1.1%
Other	1.5%
Latino (of any race)	2.5%

Note: Race %s can be greater than 100% because of multiple race persons.

Percent of Population by Age

Age	1990	2000	2010
0 - 4	5.6	5.6	4.0
5 - 9	7.2	7.3	6.3
10 - 14	6.8	8.6	8.1
15 - 19	6.6	7.1	7.6
20 - 24	5.5	2.5	4.0
25 - 34	11.1	7.3	6.0
35 - 44	17.0	17.1	12.1
45 - 54	14.0	16.7	18.3
55 - 59	5.5	6.2	8.0
60 - 64	5.5	4.8	6.7
65 - 74	9.7	8.4	8.7
75 & over	5.5	8.6	10.1

LAND USE 2005

Total Square Miles	22
Total Road Miles	2009 115

Land Use	Acres
Residential	3,349
Commercial	150
Industrial	169
Urban Open/Public	158
Transportation	47
Outdoor Recreational	230
Agricultural Land	594
Undeveloped Land	9,284
Water	216

RECREATION AREAS

PARKS: Bruer Pond, Mill Pond, Twelve Mile Brook, Gazebo Park, Rice Nature Preserve.

GOLF COURSES: Wilbraham Country Club.

OTHER: YMCA Country Day Camp, Wilbraham Children's Museum, Old Meeting House, Spectacle Pond Adventure Day Camp.

Data Sources: Massachusetts Department of Revenue; Massachusetts Executive Office of Labor & Workforce Development; Massachusetts Department of Education; United States Census Bureau; The Warren Group; Resource Mapping; University of Massachusetts; Applied Geographic Solutions; Local Municipal Offices

EMPLOYERS and EMPLOYMENT

2014

Industry	Number	Percent of Community Total
Agriculture, Forestry, Fisheries	0	0.0%
Arts, Entertainment, and Recreation	414	8.2%
Construction	158	3.1%
Finance, Insurance & Real Estate	136	2.7%
Health Care and Social Assistance	748	14.8%
Information	31	0.6%
Manufacturing	115	2.3%
Services	1,406	27.9%
Transportation, Comm. & Utilities	801	15.9%
Wholesale and Retail Trade	787	15.6%

Note: Above does not include self-employed, where many work in the agriculture, construction and service industries.

Average Weekly Wage \$725

Self-employed (includes all business types) 896

WHERE RESIDENTS WORK 2014

21.8% work in Wilbraham
78.2% commute out of Wilbraham

RESIDENTS IN THE LABOR FORCE

Year	Labor Force	Percent Unemployed
2004	6,917	4.4%
2005	6,958	4.1%
2006	7,043	4.3%
2007	7,033	3.9%
2008	6,989	4.5%
2009	6,926	6.9%
2010	6,912	7.1%
2011	7,234	5.7%
2012	7,276	5.2%
2013	7,353	5.5%
2014	7,484	4.9%

HOUSING PRICES

Year	Number of Sales	Median Sales Price
2010	170	\$269,950
2011	169	\$243,000
2012	188	\$240,000
2013	178	\$257,500
2014	181	\$246,500

HOUSEHOLD INCOME 2010-2014

\$0 - \$9,999	5.9%
\$10,000 - \$14,999	3.7%
\$15,000 - \$24,999	5.1%
\$25,000 - \$34,999	8.0%
\$35,000 - \$49,999	6.9%
\$50,000 - \$74,999	10.8%
\$75,000 & over	59.5%

Median Household Income: 2010-14 \$87,303

Persons Below Poverty Level: 2010-2014 4.8%

EDUCATION

Educational Attainment of Persons 25 Years and Older *

2013

Less than 12 years	6.6%
4 years High School	21.7%
Less than 4 years College	26.9%
4 or more years College	44.9%

*Expressed as the highest level attained.

District	Grades	Integrated Per Pupil Cost
Hampden		
Wilbraham	PK-12	\$12,840

2013