



E Q U I T Y

Geography & SES

Spotlight



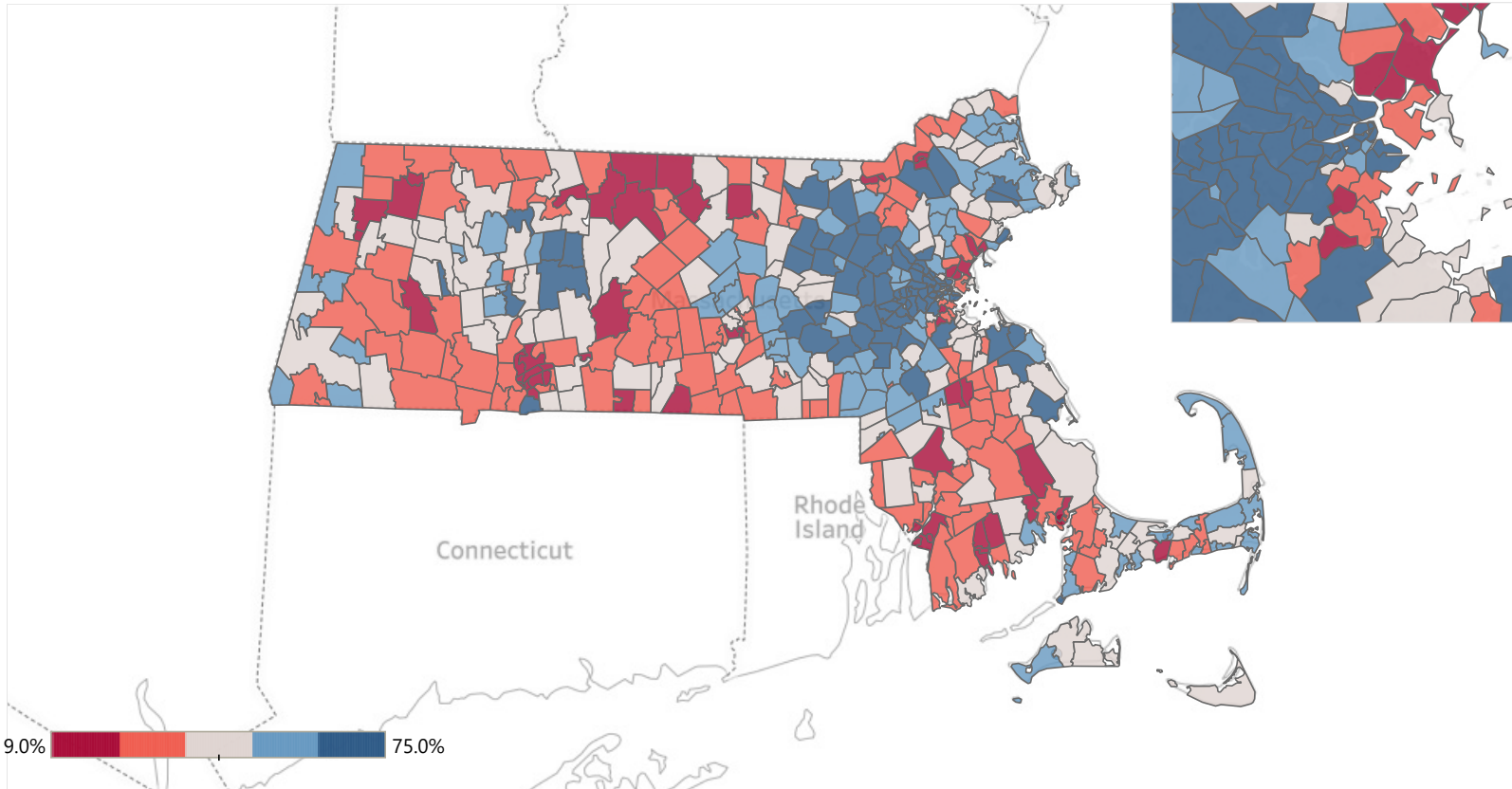
Bachelor's Attainment by ZIP Code

Forty-two percent of the Commonwealth's adult population (age 25+) holds a bachelor's degree or higher, but this rate varies greatly by ZIP code. Communities shown in gray have attainment rates around the state average; those in blue have higher attainment rates and in red have lower attainment rates. Roll over a ZIP code to see more detailed information about educational attainment in that community.

Highlight Postal Code
No items highlighted

% of ZIP Code Population Age 25+ Holding Bachelor's or Above

Greater Boston



Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

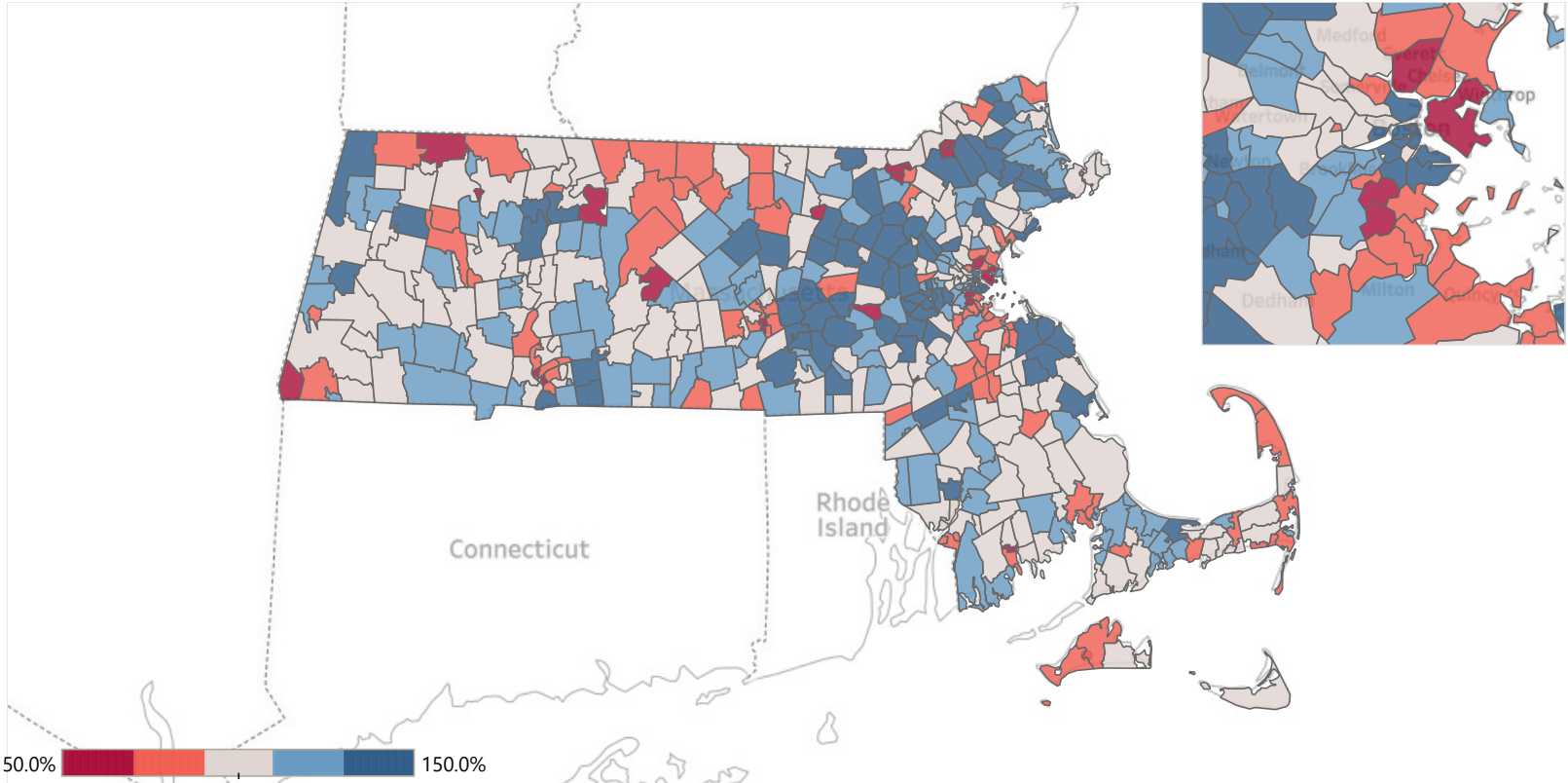
Median Earnings by ZIP Code

Similarly, within each county in Massachusetts, median earnings among adults (age 25+) varies significantly by ZIP code. Any community where median earnings are on par with its county median is shown in gray; those in blue have higher median earnings and in red have lower median earnings, relative to their counties.

Highlight Postal Code
No items highlighted

ZIP Code Median Earnings as % of County Median Earnings

Greater Boston

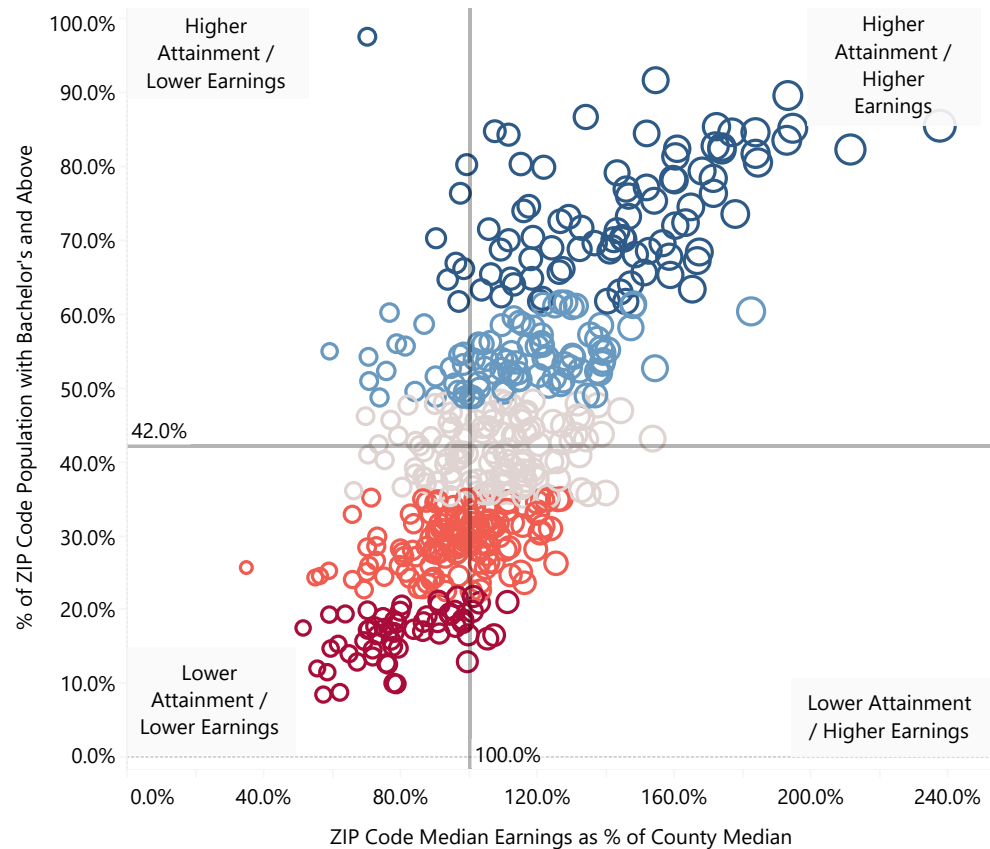


Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates. Shows median earnings of ZIP Code residents age 25+ who had earnings in the past year, as a percentage of the county median for the same measure.

Categorizing Communities Based on Attainment and Earnings

Placing this data in a scatterplot allows the ZIP codes to be sorted into four categories: Higher Attainment / Higher Earnings, Higher Attainment / Lower Earnings, Lower Attainment / Higher Earnings, and Lower Attainment / Lower Earnings. The last category may be considered underserved based on both criteria. Drag to select a group of ZIP Codes in the scatterplot and view the filter results in the list on the right.

Scatterplot: Bachelor's Attainment vs. Median Earnings by ZIP Code



County Grouping	City/Town
Barnstable, Dukes & Nantucket	Barnstable
	Hyannis
	Barnstable
	Centerville
	Cotuit
	Cummaquid
	Marstons Mills
	Osterville
	West Barnstable
	Bourne
	Buzzards Bay
	Buzzards Bay
	Pocasset
	Sagamore Beach
Brewster	Brewster
Chatham	Chatham
Chilmark	Chilmark
Dennis	Dennis
	Dennis Port
	South Dennis
	West Dennis
Eastham	Eastham
Edgartown	Edgartown
Falmouth	East Falmouth

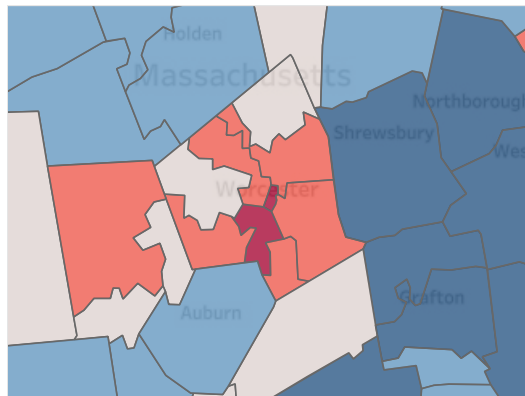
Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates



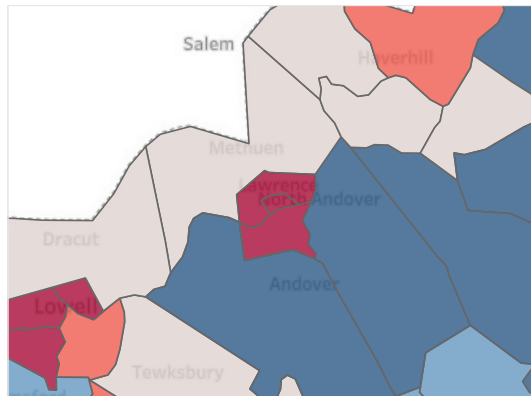
Closer Look at Urban Areas

Consistently, the urban areas flagged as underserved in this analysis are surrounded by communities with higher median earnings (pictured), as well as higher bachelor's attainment. This would suggest that there are well paying jobs available in these regions, and higher educational attainment may provide a pathway to these jobs for the underserved populations.

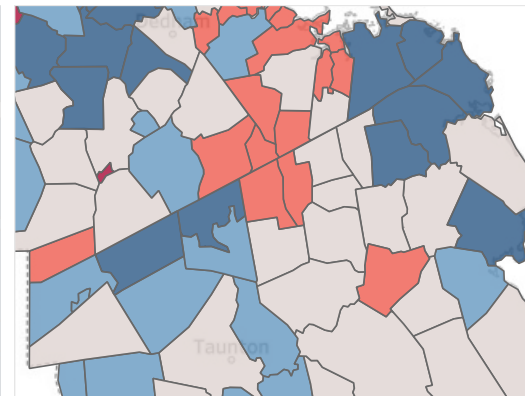
Worcester/Leicester



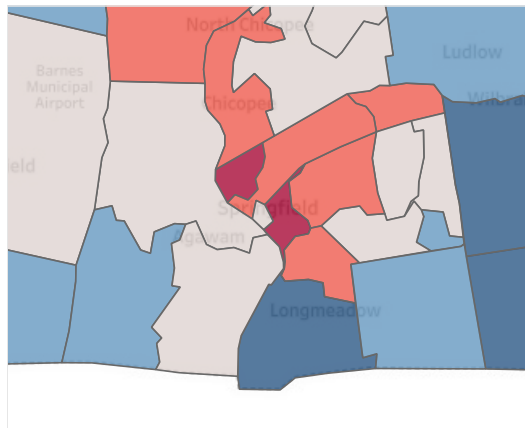
Lawrence/Lowell



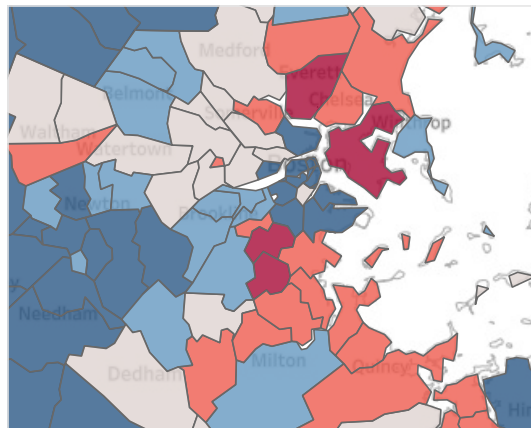
Brockton



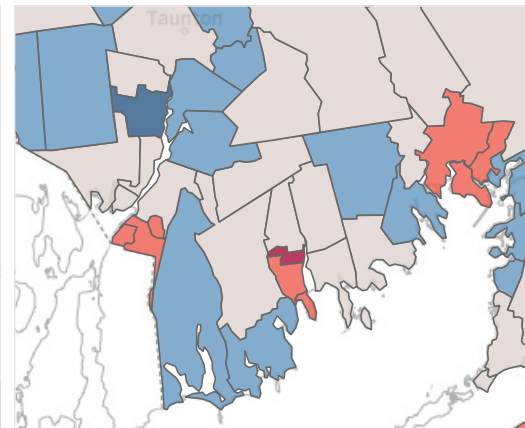
Springfield/Holyoke/Chicopee



Greater Boston



New Bedford/Fall River

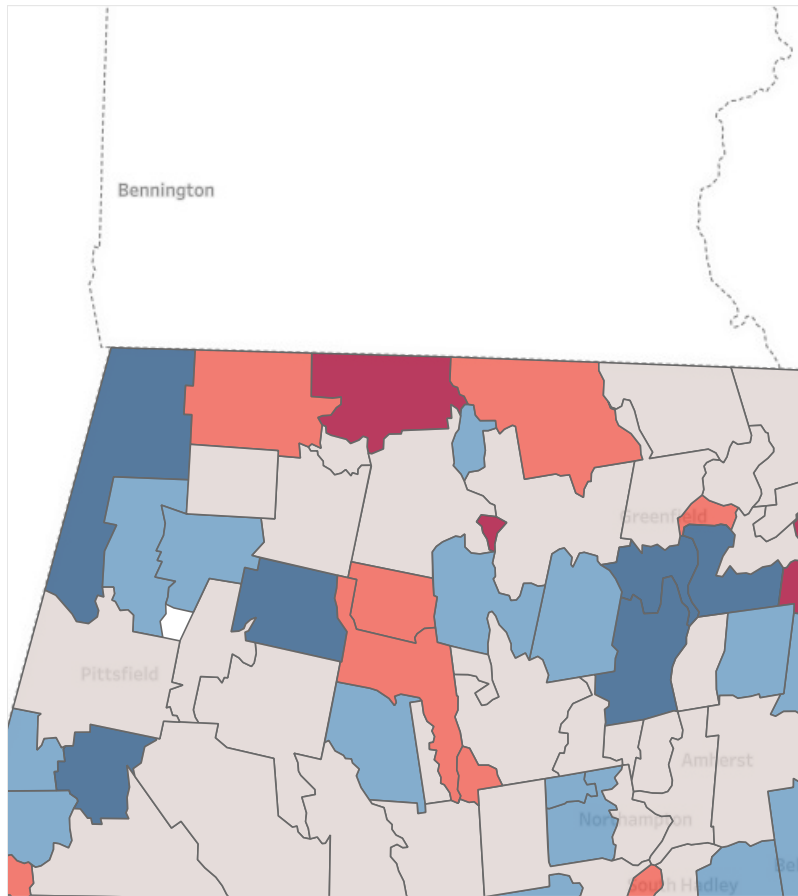


Closer Look at Rural Areas

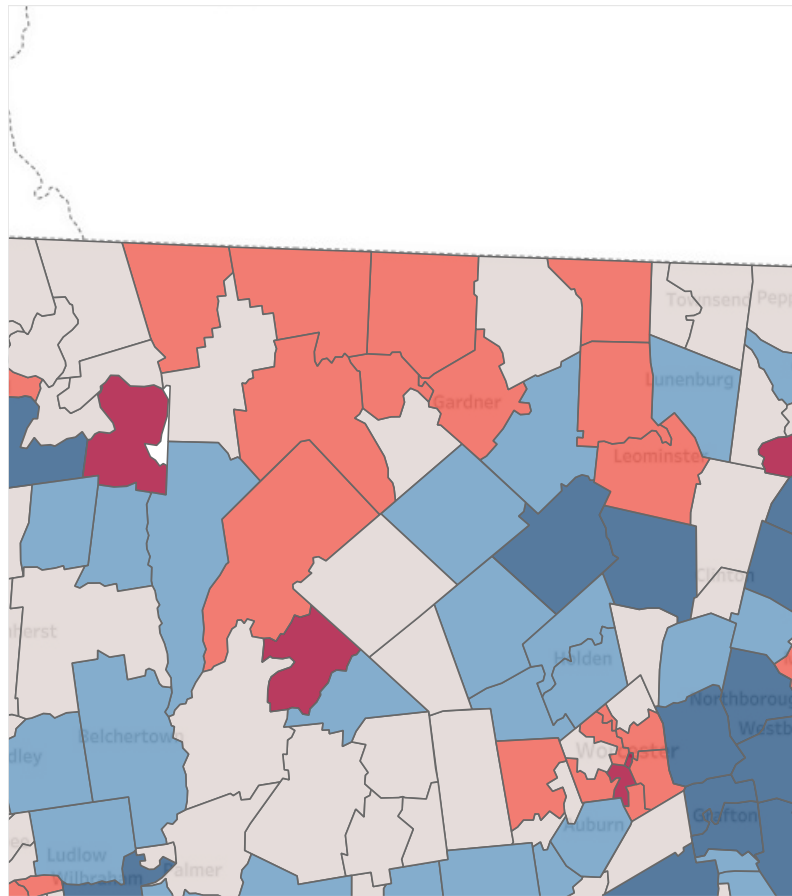
50.0%  150.0%

There are large sections of rural communities with low degree attainment that are not immediately surrounded by higher income communities. This seems to suggest that there are fewer occupational opportunities for college-educated workers in some of these rural areas. This is particularly evident in the mid-northern portion of the Commonwealth.

North Adams



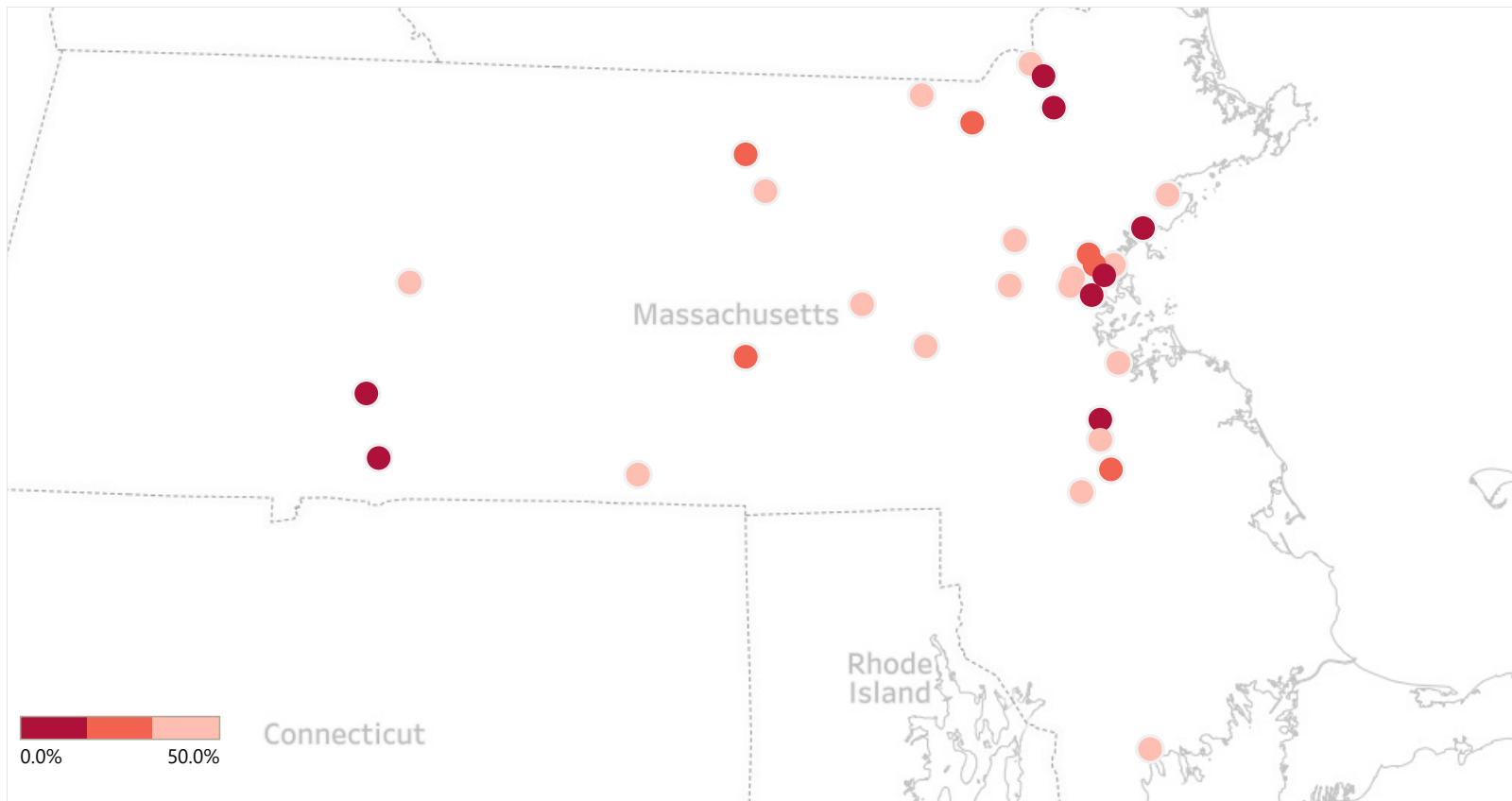
Fitchburg/Gardner/Leominster



Rapidly Increasing Diversity in the Next Generation

Highlighted on this map are Massachusetts school districts with less than 50% White students. There is a great deal of overlap with the communities identified as potentially underserved earlier in this analysis. What does the diversity of the next generation of potential college students in these communities tell us about strategies needed to transform these underserved areas?

MA Public School Districts with <50% White Students



Source: Massachusetts Department of Elementary and Secondary Education