

# Audience Profile

Jan 1 - Dec 31, 2023

## Shoppers World

1 Worcester Rd, Framingham, MA 1701

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Overview

	1 Mile	3 Mile	5 Mile
Population	7,167	87,704	151,556
Households	2,831	34,243	57,737
Persons per Household	2.53 <span>98</span>	2.45 <span>95</span>	2.51 <span>97</span>
Household Median Income	\$113,180.56 <span>163</span>	\$99,812.91 <span>144</span>	\$115,471.2 <span>166</span>
Household Median Disposable Income	\$92,811.94 <span>154</span>	\$82,910.42 <span>138</span>	\$94,104.42 <span>156</span>
Household Median Discretionary Income	\$63,913.01 <span>149</span>	\$60,457.75 <span>141</span>	\$70,558.43 <span>164</span>
Average Income Per Person	\$51,377.03 <span>138</span>	\$52,929.36 <span>142</span>	\$63,870.98 <span>171</span>
Median Rent	\$2,228.05 <span>176</span>	\$1,621.31 <span>128</span>	\$1,679.33 <span>32</span>
Median House Value	\$761,049.73 <span>185</span>	\$715,727.56 <span>174</span>	\$821,472.77 <span>200</span>
Households in Poverty	182 (6.4%) <span>51</span>	3,271 (9.6%) <span>76</span>	4,451 (7.7%) <span>61</span>
Household Median Wealth	\$93,882.1 <span>120</span>	\$90,384.93 <span>115</span>	\$103,406.19 <span>32</span>
Average Age	41.24 <span>103</span>	41.36 <span>103</span>	42.04 <span>105</span>
Median Age	42.48 <span>110</span>	41.91 <span>109</span>	42.55 <span>111</span>
Households with Children	789 (27.9%) <span>101</span>	10,357 (30.2%) <span>110</span>	18,090 (31.3%) <span>114</span>
High School Graduate or Higher	4,603 (91.5%) <span>103</span>	56,002 (91.5%) <span>103</span>	98,908 (94.1%) <span>106</span>

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats


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Bachelor's Degree or Higher	2,941 (58.5%) 	32,490 (53.1%) 	64,089 (61%) 
Pop density (per sq mi)	2,919	3,511	1,907
Area (based on blockgroups)	2	25	79

### Population

Population 2022 Q4	7,167	87,704	151,556
Population 2022 Q3	7,166	87,471	151,065
Population 2022 Q2	7,158	87,411	151,002
Population 2022 Q1	7,166	87,437	151,088
Population 2021 Q4	7,165	86,942	150,548
Population 2021 Q3	7,174	86,983	150,658
Population 2021 Q2	7,199	87,170	150,961
Population 2021 Q1	7,225	87,499	151,443
Population 2020 Q4	7,229	87,602	151,475
Population 5 Years Forecast	7,094	87,810	151,807
Population 10 Years Forecast	7,068	88,125	152,418
Persons per Household	2.53 	2.45 	2.51 

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Group Quarters	5	(<0.5%) 	3,762	(4.3%) 	6,538	(4.3%) 
Transient Population - Average Last 4 Quarters	1,130	(15.8%) 	1,168	(1.3%) 	1,652	(1.1%) 

### Households

Households 2022 Q4	2,831	34,243	57,737
Households 2022 Q3	2,831	34,158	57,554
Households 2022 Q2	2,828	34,135	57,531
Households 2022 Q1	2,830	34,137	57,555
Households 2021 Q4	2,831	33,951	57,350
Households 2021 Q3	2,834	33,968	57,393
Households 2021 Q2	2,842	34,044	57,516
Households 2021 Q1	2,854	34,177	57,709
Households 2020 Q4	2,854	34,221	57,724
Households 5 Years Forecast	2,803	34,307	57,857
Households 10 Years Forecast	2,792	34,450	58,120

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### Gender

Gender	1 Mile	3 Mile	5 Mile
Male	3,530 (49.3%)	42,332 (48.3%)	72,172 (47.6%)
Female	3,637 (50.7%)	45,372 (51.7%)	79,384 (52.4%)

### Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	4,390 (61.3%)	58,291 (66.5%)	108,008 (71.3%)
Asian	1,128 (15.7%)	7,336 (8.4%)	14,164 (9.3%)
Hispanic (Ethnic)	824 (11.5%)	10,980 (12.5%)	13,873 (9.2%)
Black	460 (6.4%)	3,844 (4.4%)	5,463 (3.6%)
Other	365 (5.1%)	7,253 (8.3%)	10,048 (6.6%)

### Household by Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	1,768 (62.5%)	22,378 (65.4%)	40,876 (70.8%)
Asian	448 (15.8%)	3,428 (10%)	5,573 (9.7%)
Hispanic (Ethnic)	283 (10%)	3,408 (10%)	4,456 (7.7%)
Other	187 (6.6%)	3,706 (10.8%)	4,871 (8.4%)
Black	145 (5.1%)	1,323 (3.9%)	1,961 (3.4%)

### Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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Household Average Income	\$130,000.76	33	\$131,519.64	35	\$163,449.55	168
Average Income Per Person	\$51,377.03	138	\$52,929.36	142	\$63,870.98	171
Household Median Income	\$113,180.56	163	\$99,812.91	144	\$115,471.2	166
<\$15K	113 (4%)	44	2,495 (7.3%)	8	3,440 (6%)	65
\$15K - \$25K	191 (6.7%)	88	2,172 (6.3%)	8	2,883 (5%)	65
\$25K - \$35K	55 (1.9%)	24	1,466 (4.3%)	53	2,177 (3.8%)	47
\$35K - \$50K	214 (7.6%)	66	2,702 (7.9%)	69	4,045 (7%)	61
\$50K - \$75K	215 (7.6%)	45	4,283 (12.5%)	74	6,621 (11.5%)	68
\$75K - \$100K	463 (16.4%)	126	4,029 (11.8%)	91	6,256 (10.8%)	84
\$100K - \$150K	685 (24.2%)	147	6,218 (18.2%)	110	9,863 (17.1%)	103
\$150K - \$175K	255 (9%)	172	2,786 (8.1%)	155	4,635 (8%)	153
\$175K - \$200K	124 (4.4%)	8	3,115 (9.1%)	169	7,423 (12.9%)	238
\$200K - \$250K	288 (10.2%)	273	2,783 (8.1%)	218	5,816 (10.1%)	270
\$250K - \$500K	123 (4.3%)	273	1,193 (3.5%)	219	2,491 (4.3%)	271
>\$500K	105 (3.7%)	278	1,001 (2.9%)	219	2,087 (3.6%)	271

### Disposable Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Disposable Income	\$103,544.52	140	\$95,330.81	129	\$105,346.84	142
Household Median Disposable Income	\$92,811.94	154	\$82,910.42	138	\$94,104.42	156
<\$15K	146 (5.2%)	52	3,025 (8.8%)	89	4,100 (7.1%)	71
\$15K - \$25K	177 (6.3%)	69	2,098 (6.1%)	68	2,882 (5%)	55
\$25K - \$35K	73 (2.6%)	28	1,921 (5.6%)	60	2,930 (5.1%)	55
\$35K - \$50K	264 (9.3%)	69	3,301 (9.6%)	72	4,884 (8.5%)	63
\$50K - \$75K	416 (14.7%)	71	5,241 (15.3%)	83	8,188 (14.2%)	71
\$75K - \$100K	450 (15.9%)	114	4,704 (13.7%)	99	7,502 (13%)	93
\$100K - \$150K	746 (26.4%)	168	6,963 (20.3%)	130	11,513 (19.9%)	127
\$150K - \$175K	146 (5.2%)	107	3,022 (8.8%)	183	7,466 (12.9%)	268
\$175K - \$200K	122 (4.3%)	277	1,164 (3.4%)	218	2,425 (4.2%)	270
\$200K - \$250K	118 (4.2%)	273	1,131 (3.3%)	217	2,356 (4.1%)	268
\$250K - \$500K	160 (5.7%)	270	1,544 (4.5%)	215	3,215 (5.6%)	266
>\$500K	13 (<0.5%)	250	129 (<0.5%)	205	276 (<0.5%)	261

### Discretionary Households Income

Household Average Discretionary Income	\$71,912.29	139	\$68,029.48	131	\$76,707.74	148
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Household Median Discretionary Income	\$63,913.01	149	\$60,457.75	141	\$70,558.43	164
<\$10K	162 (5.7%)	56	2,919 (8.5%)	83	3,833 (6.6%)	65
\$10K - \$20K	196 (6.9%)	53	3,174 (9.3%)	71	4,241 (7.3%)	57
\$20K - \$30K	211 (7.5%)	60	2,755 (8%)	64	4,177 (7.2%)	58
\$30K - \$40K	155 (5.5%)	48	2,867 (8.4%)	74	4,234 (7.3%)	65
\$40K - \$50K	250 (8.8%)	92	2,787 (8.1%)	85	4,395 (7.6%)	7
\$50K - \$75K	713 (25.2%)	139	6,020 (17.6%)	97	9,559 (16.6%)	92
\$75K - \$100K	423 (14.9%)	141	4,557 (13.3%)	126	7,372 (12.8%)	121
\$100K - \$125K	257 (9.1%)	34	4,556 (13.3%)	196	7,874 (13.6%)	201
\$125K - \$150K	175 (6.2%)	140	2,335 (6.8%)	155	6,912 (12%)	272
>\$150K	289 (10.2%)	406	2,273 (6.6%)	264	5,140 (8.9%)	354

### Households Income by Ethnicity

Average Income - White	\$121,268.54	139	\$111,964.8	129	\$119,645.11	137
Median Income - White	\$130,543.71	172	\$112,958.71	149	\$126,590.47	167
Average Income - Black	\$67,447.23	110	\$63,910.47	104	\$79,131.97	29
Median Income - Black	\$46,944.06	98	\$43,265.47	90	\$62,709.91	31

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Average Income - Asian	\$117,947.43 (114)	\$124,265.71 (120)	\$130,730.15 (126)
Median Income - Asian	\$108,543.96 (110)	\$129,691.69 (131)	\$143,554.7 (145)
Average Income - Hispanic	\$95,434.26 (34)	\$81,007.54 (114)	\$86,316.65 (121)
Median Income - Hispanic	\$102,205.8 (173)	\$69,099.39 (117)	\$74,687.96 (126)
Average Income - Other	\$88,077.9 (111)	\$77,099.32 (98)	\$85,815.14 (109)
Median Income - Other	\$81,562.24 (121)	\$67,414.28 (100)	\$73,922.46 (110)

## Age

Average Age	41.24 (103)	41.36 (103)	42.04 (105)
Median Age	42.48 (110)	41.91 (109)	42.55 (111)
0-4	394 (5.5%) (90)	4,505 (5.1%) (84)	7,032 (4.6%) (74)
5-13	790 (11%) (100)	8,998 (10.3%) (93)	14,429 (9.5%) (86)
14-17	387 (5.4%) (109)	4,491 (5.1%) (104)	7,690 (5.1%) (103)
18-21	348 (4.9%) (8)	5,372 (6.1%) (101)	10,647 (7%) (116)
22-24	219 (3.1%) (72)	3,155 (3.6%) (88)	6,628 (4.4%) (107)
25-29	365 (5.1%) (7)	4,945 (5.6%) (87)	9,196 (6.1%) (94)
30-34	357 (5%) (8)	4,595 (5.2%) (86)	7,500 (4.9%) (8)

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35-39	413	(5.8%)	96	5,002	(5.7%)	95	7,238	(4.8%)	7
40-44	500	(7%)	115	5,838	(6.7%)	109	8,494	(5.6%)	92
45-49	540	(7.5%)	125	6,130	(7%)	116	9,576	(6.3%)	105
50-54	548	(7.6%)	125	6,237	(7.1%)	116	10,610	(7%)	114
55-59	534	(7.5%)	116	6,465	(7.4%)	115	11,498	(7.6%)	118
60-64	507	(7.1%)	110	6,089	(6.9%)	108	11,151	(7.4%)	114
65-69	451	(6.3%)	108	5,171	(5.9%)	101	9,709	(6.4%)	110
70-74	340	(4.7%)	98	4,134	(4.7%)	98	7,911	(5.2%)	108
75-79	228	(3.2%)	90	2,934	(3.3%)	95	5,620	(3.7%)	105
80-84	140	(2%)	88	1,901	(2.2%)	97	3,569	(2.4%)	106
85+	106	(1.5%)	86	1,742	(2%)	116	3,058	(2%)	118

### Age - Male

Male Average Age	40.48		104	40.15		103	41.02		106
Male Median Age	42.02		113	40.96		110	41.63		112
0-4	201	(5.7%)	90	2,298	(5.4%)	86	3,599	(5%)	7
5-13	402	(11.4%)	99	4,610	(10.9%)	95	7,405	(10.3%)	90

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14-17	195	(5.5%)	108	2,339	(5.5%)	108	3,970	(5.5%)	107
18-21	173	(4.9%)	92	2,510	(5.9%)	95	4,462	(6.2%)	99
22-24	108	(3.1%)	70	1,532	(3.6%)	83	2,978	(4.1%)	95
25-29	182	(5.2%)	72	2,453	(5.8%)	85	4,644	(6.4%)	94
30-34	174	(4.9%)	72	2,266	(5.4%)	84	3,750	(5.2%)	8
35-39	201	(5.7%)	93	2,461	(5.8%)	95	3,567	(4.9%)	8
40-44	255	(7.2%)	118	2,903	(6.9%)	112	4,202	(5.8%)	95
45-49	278	(7.9%)	120	3,060	(7.2%)	120	4,690	(6.5%)	108
50-54	275	(7.8%)	117	3,053	(7.2%)	118	5,121	(7.1%)	116
55-59	263	(7.5%)	118	3,113	(7.4%)	116	5,507	(7.6%)	121
60-64	250	(7.1%)	113	2,930	(6.9%)	110	5,344	(7.4%)	118
65-69	218	(6.2%)	111	2,445	(5.8%)	104	4,580	(6.3%)	114
70-74	161	(4.6%)	102	1,884	(4.5%)	99	3,606	(5%)	112
75-79	103	(2.9%)	93	1,260	(3%)	95	2,442	(3.4%)	107
80-84	58	(1.6%)	88	722	(1.7%)	92	1,404	(1.9%)	105
85+	33	(0.9%)	83	493	(1.2%)	103	901	(1.2%)	110

### Age - Female

Female Average Age	41.97		102	42.49		103	42.97		104
Female Median Age	42.96		105	42.85		105	43.45		106
0-4	193	(5.3%)	91	2,207	(4.9%)	83	3,433	(4.3%)	7
5-13	388	(10.7%)	101	4,388	(9.7%)	91	7,024	(8.8%)	84
14-17	192	(5.3%)	111	2,152	(4.7%)	100	3,720	(4.7%)	99
18-21	175	(4.8%)	92	2,862	(6.3%)	108	6,185	(7.8%)	134
22-24	111	(3.1%)	70	1,623	(3.6%)	93	3,650	(4.6%)	119
25-29	183	(5%)	72	2,492	(5.5%)	90	4,552	(5.7%)	94
30-34	183	(5%)	86	2,329	(5.1%)	88	3,750	(4.7%)	8
35-39	212	(5.8%)	99	2,541	(5.6%)	95	3,671	(4.6%)	7
40-44	245	(6.7%)	112	2,935	(6.5%)	107	4,292	(5.4%)	90
45-49	262	(7.2%)	120	3,070	(6.8%)	113	4,886	(6.2%)	103
50-54	273	(7.5%)	122	3,184	(7%)	114	5,489	(6.9%)	113
55-59	271	(7.5%)	115	3,352	(7.4%)	114	5,991	(7.5%)	116
60-64	257	(7.1%)	107	3,159	(7%)	105	5,807	(7.3%)	111
65-69	233	(6.4%)	105	2,726	(6%)	98	5,129	(6.5%)	106
70-74	179	(4.9%)	96	2,250	(5%)	96	4,305	(5.4%)	105
75-79	125	(3.4%)	89	1,674	(3.7%)	95	3,178	(4%)	103
80-84	82	(2.3%)	87	1,179	(2.6%)	101	2,165	(2.7%)	106
85+	73	(2%)	88	1,249	(2.8%)	121	2,157	(2.7%)	119

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### Employment by Occupation

Occupation	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	3,789	50,106	86,408
Professional Specialty	1,376 (36.3%)	15,463 (30.9%)	29,264 (33.9%)
Managerial/Executive	934 (24.7%)	9,710 (19.4%)	20,093 (23.3%)
Sales	285 (7.5%)	4,503 (9%)	7,742 (9%)
Office Admin	283 (7.5%)	4,063 (8.1%)	7,150 (8.3%)
Building Maintenance & Cleaning	238 (6.3%)	2,820 (5.6%)	3,729 (4.3%)
Production & Transportation	142 (3.7%)	3,130 (6.2%)	4,486 (5.2%)
Food Preparation & Serving	138 (3.6%)	2,790 (5.6%)	3,446 (4%)
Construction	121 (3.2%)	3,590 (7.2%)	4,821 (5.6%)
Personal Care	98 (2.6%)	1,743 (3.5%)	2,483 (2.9%)
Protective	96 (2.5%)	1,036 (2.1%)	1,527 (1.8%)
Healthcare support	78 (2.1%)	1,200 (2.4%)	1,582 (1.8%)
Farming, Fishing & Forestry	58 (<0.5%)	58 (<0.5%)	85 (<0.5%)

### Employment by Industry

Industry	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	3,789	50,106	86,408

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Educational Services	1,054	(27.8%)	119	13,538	(27%)	116	23,150	(26.8%)	115
Professional Services	581	(15.3%)	205	6,822	(13.6%)	182	13,798	(16%)	213
Entertainment Services	384	(10.1%)	112	4,170	(8.3%)	92	5,927	(6.9%)	76
Manufacturing	348	(9.2%)	91	4,172	(8.3%)	83	7,137	(8.3%)	8
Wholesale Retail	341	(9%)	67	5,728	(11.4%)	85	9,315	(10.8%)	8
Financial, Insurance & Real Estate	281	(7.4%)	112	3,233	(6.5%)	98	7,578	(8.8%)	33
Information	166	(4.4%)	234	1,377	(2.7%)	146	2,405	(2.8%)	148
Administrative/Waste Services	162	(4.3%)	102	2,477	(4.9%)	118	3,610	(4.2%)	100
Public Administration	135	(3.6%)	74	1,767	(3.5%)	75	2,917	(3.4%)	70
Other Professional Services	128	(3.4%)	71	2,236	(4.5%)	94	3,654	(4.2%)	89
Agriculture/Mining/Construction	96	(2.5%)	29	3,252	(6.5%)	75	4,728	(5.5%)	64
Transportation	72	(1.9%)	34	1,270	(2.5%)	45	2,034	(2.4%)	42
Management Services	41	(1.1%)	771	64	(<0.5%)	91	155	(<0.5%)	128

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● 1 Mile ● 3 Mile ● 5 Mile

### Language Spoken

Language Spoken	Count	Percentage	1 Mile	Count	Percentage	3 Mile	Count	Percentage	5 Mile
Speak English at Home	4,361	(64.4%)	83	53,109	(63.8%)	8	99,492	(68.8%)	88
Speak Other Language at Home	1,737	(25.6%)	316	20,010	(24.1%)	297	31,883	(22.1%)	272
Speak Spanish at Home	675	(10%)	72	10,080	(12.1%)	87	13,149	(9.1%)	65

### Ancestry

Ancestry	Count	Percentage	1 Mile	Count	Percentage	3 Mile	Count	Percentage	5 Mile
Other	1,850	(25.8%)	119	23,610	(26.9%)	124	36,974	(24.4%)	112
Unclassified	900	(12.6%)	75	11,958	(13.6%)	8	20,797	(13.7%)	8
Scottish/Irish	732	(10.2%)	150	9,733	(11.1%)	163	17,692	(11.7%)	172
Chinese	508	(7.1%)	595	2,771	(3.2%)	265	5,597	(3.7%)	310
South Central Asian (e.g. Indian)	409	(5.7%)	435	3,231	(3.7%)	281	5,981	(3.9%)	301
Italian	407	(5.7%)	190	5,700	(6.5%)	217	10,425	(6.9%)	230
Other European (e.g. Greek/Russian)	350	(4.9%)	152	4,570	(5.2%)	162	9,520	(6.3%)	195
British	333	(4.6%)	86	4,777	(5.4%)	100	9,519	(6.3%)	116
Puerto Rican	278	(3.9%)	151	3,126	(3.6%)	139	3,598	(2.4%)	92
South American	185	(2.6%)	242	1,647	(1.9%)	176	2,598	(1.7%)	161
American	153	(2.1%)	43	2,066	(2.4%)	48	4,151	(2.7%)	56

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Shoppers World

1 Worcester Rd, Framingham, MA 1701

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
German	149	(2.1%)	2,226	(2.5%)	4,845	(3.2%)
Central American	141	(2%)	3,376	(3.8%)	3,642	(2.4%)
Polish	112	(1.6%)	1,323	(1.5%)	2,748	(1.8%)
South East Asian (e.g. Vietnamese)	97	(1.4%)	624	(0.7%)	1,176	(0.8%)
Other Hispanic	91	(1.3%)	1,020	(1.2%)	1,442	(1%)
French	78	(1.1%)	1,040	(1.2%)	2,078	(1.4%)
Dominican	71	(1%)	1,125	(1.3%)	1,244	(0.8%)
Middle Eastern	68	(0.9%)	791	(0.9%)	1,750	(1.2%)
Scandinavian	57	(0.8%)	1,292	(1.5%)	2,379	(1.6%)
Mexican	55	(0.8%)	543	(0.6%)	1,105	(0.7%)
Japanese	43	(0.6%)	120	(<0.5%)	245	(<0.5%)
Other Asian	40	(0.6%)	212	(<0.5%)	456	(<0.5%)
Korean	31	(<0.5%)	378	(<0.5%)	709	(<0.5%)
Dutch	21	(<0.5%)	165	(<0.5%)	422	(<0.5%)
Native American (Indian/Eskimo)	5	(<0.5%)	107	(<0.5%)	180	(<0.5%)
Cuban	3	(<0.5%)	143	(<0.5%)	244	(<0.5%)

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

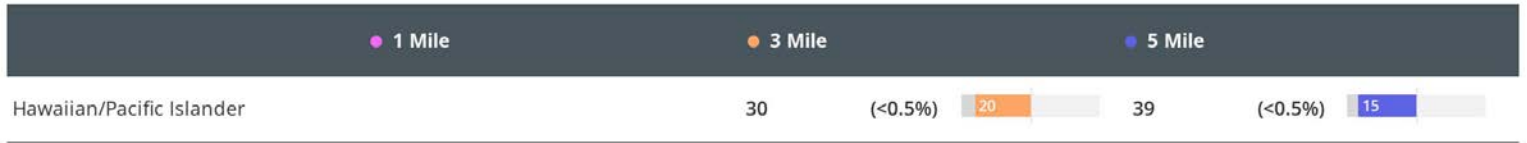
# Audience Profile

Jan 1 - Dec 31, 2023

## Shoppers World

1 Worcester Rd, Framingham, MA 1701

Benchmark: Nationwide



### Education (Age 25+)

Education Level	1 Mile	3 Mile	5 Mile
Total Educated Population	5,029	61,183	105,130
Elementary (0 to 8 Years)	203 (4%)	2,487 (4.1%)	2,958 (2.8%)
Some High School (9 to 11 Years)	223 (4.4%)	2,694 (4.4%)	3,264 (3.1%)
High School Graduate (12 Years)	825 (16.4%)	12,557 (20.5%)	17,558 (16.7%)
Some College (13 to 16 Years)	603 (12%)	7,614 (12.4%)	11,752 (11.2%)
Associates Degree Only	234 (4.7%)	3,341 (5.5%)	5,509 (5.2%)
Bachelor's Degree Only	1,755 (34.9%)	17,568 (28.7%)	32,379 (30.8%)
Graduate Degree	1,186 (23.6%)	14,922 (24.4%)	31,710 (30.2%)

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Shoppers World

1 Worcester Rd, Framingham, MA 1701

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	2,831	34,243	57,737
One Person Households	689 (24.3%)	10,093 (29.5%)	15,499 (26.8%)
Married Couple	1,378 (48.7%)	17,086 (49.9%)	32,078 (55.6%)
Male Householder	73 (2.6%)	1,245 (3.6%)	1,699 (2.9%)
Female Householder	448 (15.8%)	3,715 (10.8%)	5,117 (8.9%)
Non Family Households	243 (8.6%)	2,104 (6.1%)	3,344 (5.8%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	2,831	34,243	57,737
1 Person Household	689 (24.3%)	10,093 (29.5%)	15,499 (26.8%)
2 Person Household	929 (32.8%)	10,533 (30.8%)	18,419 (31.9%)
3 Person Household	551 (19.5%)	5,836 (17%)	9,732 (16.9%)
4 Person Household	444 (15.7%)	4,973 (14.5%)	9,102 (15.8%)
5 Person Household	150 (5.3%)	1,924 (5.6%)	3,541 (6.1%)
6 Person Household	46 (1.6%)	615 (1.8%)	1,047 (1.8%)
7+ Person Household	22 (0.8%)	269 (0.8%)	397 (0.7%)

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



# Audience Profile

Jan 1 - Dec 31, 2023

## Shoppers World

1 Worcester Rd, Framingham, MA 1701

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Housing Units

Total Housing Units	3,036	35,866	60,422
Owner Occupied Housing	1,716	20,407	38,848
Renter Occupied Housing	1,115	13,836	18,889
Vacant Housing	205	1,623	2,685

### Housing Rent

Average Rent	\$2,322.14	167	\$1,605.88	115	\$1,685.06	121
Median Rent	\$2,228.05	176	\$1,621.31	128	\$1,679.33	32
Total Cash Rents Housing	1,091	13,437	18,273			
<\$300	1	(<0.5%) 3	698	(5.2%) 163	871	(4.8%) 150
\$300-\$500	2	(<0.5%) 4	809	(6%) 138	1,080	(5.9%) 135
\$500-\$750	17	(1.6%) 14	870	(6.5%) 59	1,062	(5.8%) 53
\$750-\$1000	21	(1.9%) 12	721	(5.4%) 34	854	(4.7%) 29
\$1000-\$1500	97	(8.9%) 31	2,659	(19.8%) 68	3,308	(18.1%) 63
\$1500-\$2000	288	(26.4%) 137	3,963	(29.5%) 153	5,469	(29.9%) 155
\$2000-\$2500	262	(24%) 261	2,068	(15.4%) 167	2,890	(15.8%) 172

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Shoppers World

1 Worcester Rd, Framingham, MA 1701

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile		
\$2500-\$3000	175	(16%)	395	888	(6.6%)	1,301	(7.1%)
\$3000-\$3500	95	(8.7%)	438	465	(3.5%)	722	(4%)
>\$3500	133	(12.2%)	568	296	(2.2%)	716	(3.9%)

### Value of Owner-Occupied Housing Units

Average House Value	\$747,691.56	142	\$754,623.9	143	\$947,173.85	179			
Median House Value	\$761,049.73	185	\$715,727.56	174	\$821,472.77	200			
Owner Occupied Housing	1,716		20,407		38,848				
<\$100K	14	(0.8%)	9	126	(0.6%)	7	254	(0.7%)	7
\$100K - \$200K				194	(1%)	7	223	(0.6%)	4
\$200K - \$300K	40	(2.3%)	16	735	(3.6%)	25	1,100	(2.8%)	20
\$300K - \$400K	38	(2.2%)	19	1,133	(5.6%)	48	1,756	(4.5%)	39
\$400K - \$500K	127	(7.4%)	7	2,020	(9.9%)	104	3,137	(8.1%)	85
\$500K - \$1000K	1,158	(67.5%)	261	12,017	(58.9%)	228	19,296	(49.7%)	192
>\$1000K	339	(19.8%)	26	4,182	(20.5%)	31	13,082	(33.7%)	215

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Shoppers World

1 Worcester Rd, Framingham, MA 1701

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Poverty

Households in Poverty	182	(6.4%)	51	3,271	(9.6%)	76	4,451	(7.7%)	61
Households Above Poverty	2,649	(93.6%)	107	30,972	(90.4%)	104	53,286	(92.3%)	106
Households in Poverty (Married)	20	(0.7%)	32	706	(2.1%)	93	864	(1.5%)	67
Households in Poverty (Male Householder)				71	(<0.5%)	32	138	(<0.5%)	37
Households in Poverty (Female Householder)	66	(2.3%)	76	817	(2.4%)	76	1,045	(1.8%)	59
Households in Poverty (Non-Family)	92	(3.2%)	54	1,587	(4.6%)	77	2,286	(4%)	65
Households in Poverty (Non-Family Student)	4	(<0.5%)	23	90	(<0.5%)	42	118	(<0.5%)	33

### Wealth per Household

Household Average Wealth	\$263,134.05		111	\$257,914.9		109	\$273,517.89		115
Household Median Wealth	\$93,882.1		120	\$90,384.93		115	\$103,406.19		32
<\$0K	471	(16.6%)	95	5,786	(16.9%)	96	9,220	(16%)	91
\$0K - \$5K	219	(7.7%)	89	2,735	(8%)	92	4,158	(7.2%)	83
\$5K - \$10K	120	(4.2%)	92	1,479	(4.3%)	94	2,314	(4%)	87
\$10K - \$25K	172	(6.1%)	95	2,095	(6.1%)	96	3,393	(5.9%)	92
\$25K - \$50K	186	(6.6%)	96	2,273	(6.6%)	97	3,788	(6.6%)	96

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Shoppers World

1 Worcester Rd, Framingham, MA 1701

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
\$50K - \$100K	282	(10%)	97	3,409	(10%)	97	5,753	(10%)	97
\$100K - \$250K	512	(18.1%)	100	6,183	(18.1%)	100	10,679	(18.5%)	102
\$250K - \$500K	394	(13.9%)	107	4,686	(13.7%)	105	8,271	(14.3%)	110
>\$500K	475	(16.8%)	116	5,597	(16.3%)	113	10,161	(17.6%)	122

## Vehicles per Household

Total Number of Vehicles	4,757			55,870			100,459		
Average Number of Vehicles	1.68		92	1.63		89	1.74		95
No Vehicles	162	(5.7%)	70	3,069	(9%)	109	4,194	(7.3%)	88
1 Vehicle	945	(33.4%)	103	12,773	(37.3%)	115	19,380	(33.6%)	104
2 Vehicles	1,401	(49.5%)	33	13,271	(38.8%)	104	24,106	(41.8%)	112
3 or more Vehicles	323	(11.4%)	51	5,130	(15%)	67	10,057	(17.4%)	7

## Population Change

Births	69			805			1,398		
Deaths	61			736			1,357		
Migration	-6			693			967		

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Shoppers World

1 Worcester Rd, Framingham, MA 1701

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Workplace

Total Businesses

854

3,300

5,303

Total Employees

16,986

63,455

90,686

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats