

# Audience Profile

Jan 1 - Dec 31, 2023

## The Shops at Riverwood

892 River St, Hyde Park, MA 02136

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Overview

Population	25,736		176,935		448,649	
Households	9,166		66,498		173,467	
Persons per Household	2.79	108	2.6	101	2.53	98
Household Median Income	\$84,796.08	122	\$86,944.57	125	\$86,246.21	124
Household Median Disposable Income	\$71,417.16	119	\$73,203.32	122	\$72,637.87	121
Household Median Discretionary Income	\$44,884.68	105	\$49,025.26	114	\$49,072.7	114
Average Income Per Person	\$38,040.25	102	\$45,142.35	121	\$46,866.77	126
Median Rent	\$1,677.82	32	\$1,723.41	36	\$1,713.19	35
Median House Value	\$623,514.32	152	\$693,398.49	169	\$748,616.48	182
Households in Poverty	1,246 (13.6%)	108	8,414 (12.7%)	100	25,457 (14.7%)	116
Household Median Wealth	\$71,952.1	92	\$75,821.83	97	\$74,192.26	94
Average Age	41.27	103	40.71	102	40.25	100
Median Age	40.41	105	40.3	105	38.97	101
Households with Children	2,412 (26.3%)	95	19,023 (28.6%)	104	44,375 (25.6%)	93
High School Graduate or Higher	16,109 (88.1%)	99	109,782 (89.2%)	101	274,903 (88.2%)	100

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

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Bachelor's Degree or Higher	6,156 (33.6%)	51,251 (41.7%)	142,610 (45.8%)
Pop density (per sq mi)	9,268	6,022	6,301
Area (based on blockgroups)	3	29	71

### Population

Population 2022 Q4	25,736	176,935	448,649
Population 2022 Q3	25,836	177,702	448,824
Population 2022 Q2	26,014	178,619	451,215
Population 2022 Q1	26,164	179,334	452,459
Population 2021 Q4	26,406	181,086	456,849
Population 2021 Q3	26,389	180,905	456,488
Population 2021 Q2	26,457	181,161	456,834
Population 2021 Q1	26,578	181,877	458,081
Population 2020 Q4	26,482	182,157	459,133
Population 5 Years Forecast	25,257	174,923	448,513
Population 10 Years Forecast	25,110	174,645	450,449
Persons per Household	2.79	2.6	2.53

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




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Group Quarters	165 (0.6%) 	3,717 (2.1%) 	9,203 (2.1%) 
Transient Population - Average Last 4 Quarters			1,920 (<0.5%) 

### Households

Households 2022 Q4	9,166	66,498	173,467
Households 2022 Q3	9,199	66,761	173,520
Households 2022 Q2	9,263	67,104	174,466
Households 2022 Q1	9,321	67,379	174,912
Households 2021 Q4	9,410	68,048	176,626
Households 2021 Q3	9,405	67,978	176,516
Households 2021 Q2	9,429	68,065	176,668
Households 2021 Q1	9,473	68,346	177,139
Households 2020 Q4	9,434	68,469	177,591
Households 5 Years Forecast	8,996	65,742	173,517
Households 10 Years Forecast	8,945	65,644	174,341

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### Gender

Gender	Count	Percentage	1 Mile	3 Mile	5 Mile
Male	12,127	(47.1%)	96	82,994 (46.9%)	95
Female	13,609	(52.9%)	104	93,941 (53.1%)	105

### Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
Black	14,962	(58.1%)	491	67,176 (38%)	321
Hispanic (Ethnic)	4,768	(18.5%)	102	29,430 (16.6%)	92
White	4,462	(17.3%)	28	66,869 (37.8%)	62
Other	1,176	(4.6%)	126	7,361 (4.2%)	115
Asian	368	(1.4%)	28	6,099 (3.4%)	68

### Household by Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
Black	4,299	(46.9%)	417	22,183 (33.4%)	297
Hispanic (Ethnic)	2,347	(25.6%)	173	11,197 (16.8%)	113
White	1,597	(17.4%)	27	26,106 (39.3%)	61
Other	806	(8.8%)	162	4,967 (7.5%)	137
Asian	117	(1.3%)	29	2,045 (3.1%)	70

### Households Income

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

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Benchmark: Nationwide

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Household Average Income	\$106,088.05	109	\$117,820.11	121	\$118,545.54	122
Average Income Per Person	\$38,040.25	102	\$45,142.35	121	\$46,866.77	126
Household Median Income	\$84,796.08	122	\$86,944.57	125	\$86,246.21	124
<\$15K	942 (10.3%)	112	6,589 (9.9%)	108	19,469 (11.2%)	123
\$15K - \$25K	693 (7.6%)	98	4,765 (7.2%)	93	12,311 (7.1%)	92
\$25K - \$35K	516 (5.6%)	70	3,796 (5.7%)	71	9,957 (5.7%)	71
\$35K - \$50K	938 (10.2%)	90	5,849 (8.8%)	77	13,799 (8%)	70
\$50K - \$75K	945 (10.3%)	61	8,062 (12.1%)	72	21,600 (12.5%)	74
\$75K - \$100K	1,308 (14.3%)	110	8,036 (12.1%)	93	19,517 (11.3%)	87
\$100K - \$150K	1,870 (20.4%)	124	11,644 (17.5%)	106	30,104 (17.4%)	105
\$150K - \$175K	493 (5.4%)	102	4,680 (7%)	134	12,280 (7.1%)	135
\$175K - \$200K	601 (6.6%)	122	5,021 (7.6%)	140	12,254 (7.1%)	131
\$200K - \$250K	483 (5.3%)	141	4,516 (6.8%)	182	12,420 (7.2%)	192
\$250K - \$500K	205 (2.2%)	140	1,933 (2.9%)	182	5,324 (3.1%)	193
>\$500K	172 (1.9%)	141	1,607 (2.4%)	181	4,432 (2.6%)	191

### Disposable Households Income

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

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Average Disposable Income	\$80,967.98	109	\$86,647.43	117	\$86,608.01	117
Household Median Disposable Income	\$71,417.16	119	\$73,203.32	122	\$72,637.87	121
<\$15K	1,146 (12.5%)	126	7,603 (11.4%)	115	22,078 (12.7%)	128
\$15K - \$25K	572 (6.2%)	69	4,738 (7.1%)	74	12,788 (7.4%)	81
\$25K - \$35K	766 (8.4%)	90	4,711 (7.1%)	76	11,353 (6.5%)	71
\$35K - \$50K	864 (9.4%)	70	6,891 (10.4%)	77	17,567 (10.1%)	75
\$50K - \$75K	1,465 (16%)	86	10,014 (15.1%)	88	25,200 (14.5%)	77
\$75K - \$100K	1,662 (18.1%)	130	9,064 (13.6%)	98	22,939 (13.2%)	95
\$100K - \$150K	1,405 (15.3%)	98	12,441 (18.7%)	119	32,122 (18.5%)	118
\$150K - \$175K	602 (6.6%)	136	4,649 (7%)	145	11,815 (6.8%)	141
\$175K - \$200K	199 (2.2%)	139	1,867 (2.8%)	180	5,154 (3%)	191
\$200K - \$250K	195 (2.1%)	139	1,816 (2.7%)	179	5,010 (2.9%)	189
\$250K - \$500K	269 (2.9%)	140	2,484 (3.7%)	178	6,848 (3.9%)	188
>\$500K	21 (<0.5%)	125	220 (<0.5%)	180	593 (<0.5%)	186

### Discretionary Households Income

Household Average Discretionary Income	\$52,642.81	102	\$58,551.32	113	\$58,748.2	113
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Household Median Discretionary Income	\$44,884.68	105	\$49,025.26	114	\$49,072.7	114
<\$10K	1,255 (13.7%)	34	8,579 (12.9%)	126	23,716 (13.7%)	34
\$10K - \$20K	932 (10.2%)	7	7,118 (10.7%)	8	19,398 (11.2%)	86
\$20K - \$30K	1,170 (12.8%)	102	6,780 (10.2%)	8	16,578 (9.6%)	7
\$30K - \$40K	756 (8.2%)	7	5,741 (8.6%)	76	15,139 (8.7%)	7
\$40K - \$50K	905 (9.9%)	103	5,569 (8.4%)	87	13,096 (7.5%)	7
\$50K - \$75K	1,889 (20.6%)	114	11,489 (17.3%)	96	29,674 (17.1%)	95
\$75K - \$100K	895 (9.8%)	92	7,825 (11.8%)	111	20,209 (11.7%)	110
\$100K - \$125K	731 (8%)	118	6,385 (9.6%)	142	15,781 (9.1%)	34
\$125K - \$150K	498 (5.4%)	123	4,560 (6.9%)	156	12,674 (7.3%)	166
>\$150K	135 (1.5%)	59	2,452 (3.7%)	147	7,202 (4.2%)	165

### Households Income by Ethnicity

Average Income - White	\$114,745.78	32	\$115,821.88	33	\$114,421.63	31
Median Income - White	\$120,904.34	159	\$121,267.96	160	\$117,166.2	154
Average Income - Black	\$83,927.05	37	\$81,659.4	33	\$75,723	24
Median Income - Black	\$76,660.65	160	\$69,683.34	146	\$62,650.47	31

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$105,928.63   102	\$112,434.33   109	\$98,008.2   95
Median Income - Asian	\$116,405.59   118	\$113,882.42   115	\$91,218.43   92
Average Income - Hispanic	\$83,354.91   117	\$77,738.61   109	\$73,040.37   103
Median Income - Hispanic	\$81,454.66   138	\$66,774.14   113	\$54,098.5   92
Average Income - Other	\$92,692.92   117	\$84,871.91   107	\$80,208.71   102
Median Income - Other	\$101,358.64   150	\$75,210.27   112	\$66,776.56   99

### Age

Average Age	41.27   103	40.71   102	40.25   100
Median Age	40.41   105	40.3   105	38.97   101
0-4	1,402 (5.4%)   89	10,072 (5.7%)   93	27,146 (6.1%)   99
5-13	2,567 (10%)   91	18,762 (10.6%)   96	48,541 (10.8%)   98
14-17	1,161 (4.5%)   91	8,505 (4.8%)   97	20,605 (4.6%)   93
18-21	1,238 (4.8%)   8	9,561 (5.4%)   90	24,719 (5.5%)   91
22-24	1,073 (4.2%)   102	6,991 (4%)   96	16,095 (3.6%)   87
25-29	1,841 (7.2%)   110	11,462 (6.5%)   100	26,843 (6%)   92
30-34	1,837 (7.1%)   117	11,391 (6.4%)   106	29,276 (6.5%)   107

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35-39	1,599	(6.2%)	103	10,904	(6.2%)	103	31,365	(7%)	116
40-44	1,448	(5.6%)	92	10,815	(6.1%)	100	30,819	(6.9%)	113
45-49	1,458	(5.7%)	94	10,940	(6.2%)	103	28,880	(6.4%)	107
50-54	1,592	(6.2%)	101	11,373	(6.4%)	105	28,345	(6.3%)	103
55-59	1,752	(6.8%)	106	11,979	(6.8%)	106	28,997	(6.5%)	101
60-64	1,820	(7.1%)	110	11,840	(6.7%)	104	28,468	(6.3%)	98
65-69	1,679	(6.5%)	112	10,676	(6%)	103	25,815	(5.8%)	98
70-74	1,387	(5.4%)	112	8,637	(4.9%)	101	21,070	(4.7%)	97
75-79	935	(3.6%)	103	5,960	(3.4%)	96	14,766	(3.3%)	94
80-84	551	(2.1%)	96	3,815	(2.2%)	97	9,274	(2.1%)	93
85+	396	(1.5%)	90	3,252	(1.8%)	107	7,625	(1.7%)	99

### Age - Male

Male Average Age	39.22		101	38.74		100	38.55		99
Male Median Age	36.73		99	36.81		99	37.2		100
0-4	716	(5.9%)	93	5,151	(6.2%)	98	13,900	(6.5%)	103
5-13	1,301	(10.7%)	94	9,599	(11.6%)	101	24,816	(11.6%)	102

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14-17	586	(4.8%)	94	4,339	(5.2%)	102	10,479	(4.9%)	96
18-21	648	(5.3%)	86	4,801	(5.8%)	93	12,598	(5.9%)	95
22-24	562	(4.6%)	106	3,594	(4.3%)	99	8,244	(3.9%)	89
25-29	957	(7.9%)	115	5,931	(7.1%)	104	13,769	(6.5%)	94
30-34	949	(7.8%)	123	5,731	(6.9%)	108	14,594	(6.8%)	107
35-39	795	(6.6%)	107	5,184	(6.2%)	102	14,972	(7%)	114
40-44	683	(5.6%)	92	4,889	(5.9%)	96	14,333	(6.7%)	109
45-49	653	(5.4%)	89	4,821	(5.8%)	96	13,379	(6.3%)	104
50-54	691	(5.7%)	93	5,073	(6.1%)	100	13,189	(6.2%)	101
55-59	760	(6.3%)	99	5,398	(6.5%)	103	13,521	(6.3%)	100
60-64	789	(6.5%)	103	5,275	(6.4%)	101	13,015	(6.1%)	97
65-69	735	(6.1%)	109	4,681	(5.6%)	101	11,463	(5.4%)	97
70-74	602	(5%)	111	3,731	(4.5%)	100	9,153	(4.3%)	96
75-79	382	(3.1%)	100	2,463	(3%)	94	6,110	(2.9%)	91
80-84	206	(1.7%)	91	1,440	(1.7%)	93	3,529	(1.7%)	89
85+	112	(0.9%)	9	893	(1.1%)	95	2,196	(1%)	91

### Age - Female

Female Average Age	43.09		104	42.44		103	41.8		101
Female Median Age	43.14		106	42.47		104	41.57		102
0-4	686	(5%)	86	4,921	(5.2%)	89	13,246	(5.6%)	96
5-13	1,266	(9.3%)	88	9,163	(9.8%)	92	23,725	(10.1%)	95
14-17	575	(4.2%)	89	4,166	(4.4%)	93	10,126	(4.3%)	90
18-21	590	(4.3%)	7	4,760	(5.1%)	87	12,121	(5.1%)	88
22-24	511	(3.8%)	97	3,397	(3.6%)	94	7,851	(3.3%)	86
25-29	884	(6.5%)	106	5,531	(5.9%)	96	13,074	(5.6%)	91
30-34	888	(6.5%)	112	5,660	(6%)	103	14,682	(6.2%)	107
35-39	804	(5.9%)	101	5,720	(6.1%)	104	16,393	(7%)	119
40-44	765	(5.6%)	93	5,926	(6.3%)	105	16,486	(7%)	116
45-49	805	(5.9%)	99	6,119	(6.5%)	109	15,501	(6.6%)	110
50-54	901	(6.6%)	108	6,300	(6.7%)	109	15,156	(6.4%)	105
55-59	992	(7.3%)	112	6,581	(7%)	108	15,476	(6.6%)	101
60-64	1,031	(7.6%)	115	6,565	(7%)	106	15,453	(6.6%)	99
65-69	944	(6.9%)	113	5,995	(6.4%)	104	14,352	(6.1%)	100
70-74	785	(5.8%)	112	4,906	(5.2%)	101	11,917	(5.1%)	98
75-79	553	(4.1%)	105	3,497	(3.7%)	96	8,656	(3.7%)	95
80-84	345	(2.5%)	98	2,375	(2.5%)	98	5,745	(2.4%)	94
85+	284	(2.1%)	91	2,359	(2.5%)	110	5,429	(2.3%)	101

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### Employment by Occupation

Occupation	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	14,090	98,218	244,399
Professional Specialty	3,516 (25%)	28,166 (28.7%)	75,376 (30.8%)
Managerial/Executive	1,966 (14%)	16,320 (16.6%)	43,432 (17.8%)
Office Admin	1,850 (13.1%)	11,472 (11.7%)	26,320 (10.8%)
Production & Transportation	1,602 (11.4%)	8,472 (8.6%)	19,279 (7.9%)
Building Maintenance & Cleaning	1,170 (8.3%)	4,803 (4.9%)	10,073 (4.1%)
Sales	993 (7%)	7,493 (7.6%)	20,043 (8.2%)
Healthcare support	884 (6.3%)	5,933 (6%)	11,220 (4.6%)
Construction	754 (5.4%)	5,007 (5.1%)	11,163 (4.6%)
Personal Care	468 (3.3%)	3,216 (3.3%)	8,377 (3.4%)
Food Preparation & Serving	461 (3.3%)	4,456 (4.5%)	12,751 (5.2%)
Protective	415 (2.9%)	2,857 (2.9%)	6,189 (2.5%)
Farming, Fishing & Forestry	11 (<0.5%)	23 (<0.5%)	176 (<0.5%)

### Employment by Industry

Total Employees (16+ Years Old)	14,090	98,218	244,399
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Educational Services	4,968	(35.3%)	34,091	(34.7%)	80,739	(33%)
Wholesale Retail	1,429	(10.1%)	10,247	(10.4%)	25,559	(10.5%)
Financial, Insurance & Real Estate	1,144	(8.1%)	7,272	(7.4%)	18,900	(7.7%)
Transportation	1,088	(7.7%)	5,464	(5.6%)	11,470	(4.7%)
Entertainment Services	1,051	(7.5%)	7,957	(8.1%)	21,784	(8.9%)
Public Administration	1,027	(7.3%)	5,484	(5.6%)	12,137	(5%)
Manufacturing	771	(5.5%)	4,185	(4.3%)	10,968	(4.5%)
Administrative/Waste Services	695	(4.9%)	4,042	(4.1%)	9,809	(4%)
Other Professional Services	574	(4.1%)	5,197	(5.3%)	12,106	(5%)
Information	458	(3.3%)	2,198	(2.2%)	5,523	(2.3%)
Professional Services	450	(3.2%)	8,215	(8.4%)	25,987	(10.6%)
Agriculture/Mining/Construction	435	(3.1%)	3,764	(3.8%)	9,119	(3.7%)
Management Services			102	(<0.5%)	298	(<0.5%)

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### Language Spoken

Speak English at Home	14,853	(61%)	7	111,869	(67%)	86	274,671	(65.2%)	84
Speak Other Language at Home	5,029	(20.7%)	255	31,629	(19%)	234	93,540	(22.2%)	274
Speak Spanish at Home	4,452	(18.3%)	31	23,365	(14%)	100	53,292	(12.6%)	91

### Ancestry

Other	12,726	(49.4%)	227	70,214	(39.7%)	182	154,207	(34.4%)	158
Unclassified	3,744	(14.5%)	87	24,606	(13.9%)	83	60,770	(13.5%)	8
Puerto Rican	2,208	(8.6%)	334	9,832	(5.6%)	216	21,484	(4.8%)	186
Scottish/Irish	1,505	(5.8%)	86	18,082	(10.2%)	150	46,525	(10.4%)	153
Dominican	1,110	(4.3%)	759	10,273	(5.8%)	1021	23,851	(5.3%)	935
Italian	686	(2.7%)	89	5,990	(3.4%)	113	15,254	(3.4%)	114
Central American	505	(2%)	32	3,378	(1.9%)	129	7,586	(1.7%)	114
American	501	(1.9%)	40	3,457	(2%)	40	8,400	(1.9%)	38
South American	462	(1.8%)	168	2,237	(1.3%)	119	5,207	(1.2%)	109
Other European (e.g. Greek/Russian)	338	(1.3%)	41	5,109	(2.9%)	90	14,541	(3.2%)	101
British	306	(1.2%)	22	4,530	(2.6%)	47	11,549	(2.6%)	47

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

# Audience Profile

Jan 1 - Dec 31, 2023

## The Shops at Riverwood

892 River St, Hyde Park, MA 02136

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Other Hispanic	234	(0.9%)	2,141	(1.2%)	6,257	(1.4%)
German	211	(0.8%)	3,301	(1.9%)	8,470	(1.9%)
Chinese	198	(0.8%)	2,191	(1.2%)	20,149	(4.5%)
Scandinavian	182	(0.7%)	1,353	(0.8%)	3,697	(0.8%)
Cuban	172	(0.7%)	656	(<0.5%)	1,608	(<0.5%)
Polish	125	(<0.5%)	1,419	(0.8%)	4,044	(0.9%)
Native American (Indian/Eskimo)	102	(<0.5%)	488	(<0.5%)	1,124	(<0.5%)
South East Asian (e.g. Vietnamese)	96	(<0.5%)	2,323	(1.3%)	13,796	(3.1%)
French	95	(<0.5%)	1,178	(0.7%)	3,193	(0.7%)
Mexican	77	(<0.5%)	913	(0.5%)	2,447	(0.5%)
Middle Eastern	68	(<0.5%)	1,422	(0.8%)	4,483	(1%)
South Central Asian (e.g. Indian)	38	(<0.5%)	1,040	(0.6%)	5,407	(1.2%)
Japanese	20	(<0.5%)	152	(<0.5%)	1,096	(<0.5%)
Korean	11	(<0.5%)	200	(<0.5%)	1,232	(<0.5%)
Dutch	9	(<0.5%)	208	(<0.5%)	617	(<0.5%)
Other Asian	5	(<0.5%)	193	(<0.5%)	1,516	(<0.5%)

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

# Audience Profile

Jan 1 - Dec 31, 2023

## The Shops at Riverwood

892 River St, Hyde Park, MA 02136

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Hawaiian/Pacific Islander	2 (<0.5%)	49 (<0.5%)	139 (<0.5%)

### Education (Age 25+)

	1 Mile	3 Mile	5 Mile
Total Educated Population	18,295	123,044	311,543
Elementary (0 to 8 Years)	1,162 (6.4%)	6,495 (5.3%)	19,336 (6.2%)
Some High School (9 to 11 Years)	1,024 (5.6%)	6,767 (5.5%)	17,304 (5.6%)
High School Graduate (12 Years)	4,832 (26.4%)	27,927 (22.7%)	66,402 (21.3%)
Some College (13 to 16 Years)	3,691 (20.2%)	21,697 (17.6%)	47,146 (15.1%)
Associates Degree Only	1,430 (7.8%)	8,907 (7.2%)	18,745 (6%)
Bachelor's Degree Only	3,878 (21.2%)	27,582 (22.4%)	74,654 (24%)
Graduate Degree	2,278 (12.5%)	23,669 (19.2%)	67,956 (21.8%)

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

# Audience Profile

Jan 1 - Dec 31, 2023

## The Shops at Riverwood

892 River St, Hyde Park, MA 02136

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	9,166	66,498	173,467
One Person Households	2,267 (24.7%)	18,515 (27.8%)	51,945 (29.9%)
Married Couple	3,483 (38%)	26,144 (39.3%)	63,802 (36.8%)
Male Householder	791 (8.6%)	3,591 (5.4%)	8,398 (4.8%)
Female Householder	2,020 (22%)	13,867 (20.9%)	30,795 (17.8%)
Non Family Households	605 (6.6%)	4,381 (6.6%)	18,527 (10.7%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	9,166	66,498	173,467
1 Person Household	2,267 (24.7%)	18,515 (27.8%)	51,945 (29.9%)
2 Person Household	2,416 (26.4%)	19,102 (28.7%)	50,442 (29.1%)
3 Person Household	1,791 (19.5%)	12,000 (18%)	29,789 (17.2%)
4 Person Household	1,387 (15.1%)	9,193 (13.8%)	22,650 (13.1%)
5 Person Household	730 (8%)	4,663 (7%)	11,104 (6.4%)
6 Person Household	316 (3.4%)	1,794 (2.7%)	4,425 (2.6%)
7+ Person Household	259 (2.8%)	1,231 (1.9%)	3,112 (1.8%)

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



# Audience Profile

Jan 1 - Dec 31, 2023

## The Shops at Riverwood

892 River St, Hyde Park, MA 02136

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Housing Units

Total Housing Units	9,659	70,415	184,346
Owner Occupied Housing	5,209	34,747	84,249
Renter Occupied Housing	3,957	31,751	89,218
Vacant Housing	493	3,917	10,879

### Housing Rent

Average Rent	\$1,618.49	116	\$1,676.75	120	\$1,687.04	121
Median Rent	\$1,677.82	132	\$1,723.41	136	\$1,713.19	135
Total Cash Rents Housing	3,840	30,725	86,794			
<\$300	237 (6.2%)	194	1,519 (4.9%)	155	5,339 (6.2%)	193
\$300-\$500	198 (5.2%)	118	1,640 (5.3%)	122	5,508 (6.3%)	145
\$500-\$750	117 (3%)	28	1,948 (6.3%)	58	5,913 (6.8%)	62
\$750-\$1000	133 (3.5%)	22	1,570 (5.1%)	32	5,207 (6%)	38
\$1000-\$1500	778 (20.3%)	70	5,056 (16.5%)	57	12,804 (14.8%)	51
\$1500-\$2000	1,285 (33.5%)	174	8,123 (26.4%)	137	20,231 (23.3%)	121
\$2000-\$2500	729 (19%)	206	6,537 (21.3%)	231	16,333 (18.8%)	205

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

# Audience Profile

Jan 1 - Dec 31, 2023

## The Shops at Riverwood

892 River St, Hyde Park, MA 02136

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	276	(7.2%)	177	3,031	(9.9%)	243	9,029	(10.4%)	256
\$3000-\$3500	72	(1.9%)	94	829	(2.7%)	136	3,863	(4.5%)	224
>\$3500	15	(<0.5%)	18	472	(1.5%)	72	2,567	(3%)	138

### Value of Owner-Occupied Housing Units

Average House Value	\$608,107.72	115	\$732,444.58	139	\$836,482.3	158			
Median House Value	\$623,514.32	152	\$693,398.49	169	\$748,616.48	182			
Owner Occupied Housing	5,209		34,747		84,249				
<\$100K	223	(4.3%)	45	873	(2.5%)	27	1,672	(2%)	21
\$100K - \$200K	2	(<0.5%)		210	(0.6%)	4	619	(0.7%)	5
\$200K - \$300K	242	(4.6%)	33	919	(2.6%)	19	1,887	(2.2%)	16
\$300K - \$400K	499	(9.6%)	8	2,402	(6.9%)	59	4,561	(5.4%)	46
\$400K - \$500K	724	(13.9%)	146	4,084	(11.8%)	123	8,138	(9.7%)	101
\$500K - \$1000K	2,907	(55.8%)	216	19,587	(56.4%)	218	45,225	(53.7%)	207
>\$1000K	612	(11.7%)	75	6,672	(19.2%)	123	22,147	(26.3%)	168

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

# Audience Profile

Jan 1 - Dec 31, 2023

## The Shops at Riverwood

892 River St, Hyde Park, MA 02136

Benchmark: Nationwide



### Poverty

	1 Mile	3 Mile	5 Mile
Households in Poverty	1,246 (13.6%)	8,414 (12.7%)	25,457 (14.7%)
Households Above Poverty	7,920 (86.4%)	58,084 (87.3%)	148,010 (85.3%)
Households in Poverty (Married)	203 (2.2%)	726 (1.1%)	2,517 (1.5%)
Households in Poverty (Male Householder)	80 (0.9%)	299 (<0.5%)	659 (<0.5%)
Households in Poverty (Female Householder)	329 (3.6%)	3,278 (4.9%)	7,024 (4%)
Households in Poverty (Non-Family)	593 (6.5%)	3,753 (5.6%)	13,660 (7.9%)
Households in Poverty (Non-Family Student)	41 (<0.5%)	358 (0.5%)	1,597 (0.9%)

### Wealth per Household

	1 Mile	3 Mile	5 Mile
Household Average Wealth	\$230,950.52	\$238,909.33	\$238,407.33
Household Median Wealth	\$71,952.1	\$75,821.83	\$74,192.26
<\$0K	1,677 (18.3%)	12,021 (18.1%)	31,694 (18.3%)
\$0K - \$5K	841 (9.2%)	5,973 (9%)	15,816 (9.1%)
\$5K - \$10K	437 (4.8%)	3,134 (4.7%)	8,254 (4.8%)
\$10K - \$25K	595 (6.5%)	4,251 (6.4%)	11,137 (6.4%)
\$25K - \$50K	626 (6.8%)	4,463 (6.7%)	11,591 (6.7%)

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

# Audience Profile

Jan 1 - Dec 31, 2023

## The Shops at Riverwood

892 River St, Hyde Park, MA 02136

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
\$50K - \$100K	927	(10.1%)	6,597	(9.9%)	17,033	(9.8%)
\$100K - \$250K	1,612	(17.6%)	11,638	(17.5%)	30,014	(17.3%)
\$250K - \$500K	1,160	(12.7%)	8,553	(12.9%)	22,133	(12.8%)
>\$500K	1,291	(14.1%)	9,868	(14.8%)	25,795	(14.9%)

### Vehicles per Household

Total Number of Vehicles	13,635		92,989		223,910	
Average Number of Vehicles	1.49		1.4		1.29	
No Vehicles	1,981	(21.6%)	12,248	(18.4%)	36,987	(21.3%)
1 Vehicle	2,981	(32.5%)	26,089	(39.2%)	71,051	(41%)
2 Vehicles	2,666	(29.1%)	19,997	(30.1%)	48,914	(28.2%)
3 or more Vehicles	1,538	(16.8%)	8,164	(12.3%)	16,515	(9.5%)

### Population Change

Births	294		1,916		4,857
Deaths	224		1,478		3,603
Migration	-740		-4,589		-9,454

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# Audience Profile

Jan 1 - Dec 31, 2023

## The Shops at Riverwood

892 River St, Hyde Park, MA 02136

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Workplace

Total Businesses	338	2,482	7,619
Total Employees	3,592	33,171	136,406

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