



Shoppers World

1 Worcester Rd, Framingham, MA 1701

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

| | | | | | | |
|---------------------------------------|---------------|-----|----------------|-----|-----------------|-----|
| Population | 7,632 | | 89,910 | | 156,495 | |
| Households | 3,204 | | 34,628 | | 58,916 | |
| Persons per Household | 2.38 | 93 | 2.51 | 98 | 2.56 | 100 |
| Household Median Income | \$121,632.69 | 153 | \$107,255.23 | 135 | \$125,045.69 | 157 |
| Household Median Disposable Income | \$99,265.2 | 145 | \$88,640.78 | 129 | \$102,401.54 | 149 |
| Household Median Discretionary Income | \$82,521.62 | 162 | \$66,199.96 | 130 | \$82,597.7 | 162 |
| Average Income Per Person | \$62,636.08 | 145 | \$57,033.23 | 132 | \$70,143.66 | 163 |
| Median Rent | \$2,315.86 | 164 | \$1,854.34 | 132 | \$1,951.88 | 139 |
| Median House Value | \$809,782.62 | 213 | \$774,191.52 | 203 | \$869,952.23 | 229 |
| Households in Poverty | 162 (5.1%) | 40 | 3,683 (10.6%) | 84 | 5,154 (8.7%) | 69 |
| Household Median Wealth | \$96,313.17 | 119 | \$89,291.19 | 110 | \$104,079.43 | 128 |
| Average Age | 40.76 | 99 | 41.07 | 100 | 41.77 | 102 |
| Median Age | 38.74 | 96 | 40.53 | 101 | 41.55 | 103 |
| Households with Children | 787 (24.6%) | 92 | 10,662 (30.8%) | 115 | 18,570 (31.5%) | 118 |
| High School Graduate or Higher | 5,139 (91.8%) | 103 | 56,856 (90.1%) | 101 | 101,271 (93.1%) | 104 |

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



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| Bachelor's Degree or Higher | 3,704 (66.2%) | 33,399 (52.9%) | 66,361 (61%) |
| Pop density (per sq mi) | 3,060 | 3,707 | 1,995 |
| Area (based on blockgroups) | 2 | 24 | 78 |

Population

| | | | |
|------------------------------|-----------|-----------|------------|
| Population 2024 Q4 | 7,632 | 89,910 | 156,495 |
| Population 2024 Q3 | 7,641 | 89,831 | 156,366 |
| Population 2024 Q2 | 7,631 | 89,301 | 155,780 |
| Population 2024 Q1 | 7,634 | 89,364 | 155,895 |
| Population 2023 Q4 | 7,621 | 88,975 | 155,413 |
| Population 2023 Q3 | 7,618 | 88,574 | 154,984 |
| Population 2023 Q2 | 7,595 | 88,391 | 154,676 |
| Population 2023 Q1 | 7,592 | 88,364 | 154,600 |
| Population 2022 Q4 | 7,631 | 88,346 | 154,620 |
| Population 5 Years Forecast | 7,616 | 91,613 | 158,539 |
| Population 10 Years Forecast | 7,629 | 92,769 | 160,084 |
| Persons per Household | 2.38 (93) | 2.51 (98) | 2.56 (100) |

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Audience Profile

Jan 1 - Dec 31, 2024

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|--|----------|---------|----------|--------|----------|--------|
| Group Quarters | 12 | (<0.5%) | 3,041 | (3.4%) | 5,862 | (3.7%) |
| Transient Population - Average Last 4 Quarters | 1,249 | (16.4%) | 1,292 | (1.4%) | 1,853 | (1.2%) |

Households

| | | | |
|------------------------------|-------|--------|--------|
| Households 2024 Q4 | 3,204 | 34,628 | 58,916 |
| Households 2024 Q3 | 3,204 | 34,572 | 58,831 |
| Households 2024 Q2 | 3,199 | 34,364 | 58,592 |
| Households 2024 Q1 | 3,201 | 34,388 | 58,638 |
| Households 2023 Q4 | 3,194 | 34,232 | 58,446 |
| Households 2023 Q3 | 3,192 | 34,081 | 58,280 |
| Households 2023 Q2 | 3,181 | 34,010 | 58,154 |
| Households 2023 Q1 | 3,180 | 33,998 | 58,118 |
| Households 2022 Q4 | 3,198 | 33,996 | 58,140 |
| Households 5 Years Forecast | 3,197 | 35,268 | 59,699 |
| Households 10 Years Forecast | 3,202 | 35,715 | 60,302 |

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Gender

| Gender | Count | Percentage | 1 Mile | 3 Mile | 5 Mile |
|--------|-------|------------|--------|--------|-------------|
| Male | 3,791 | (49.7%) | 101 | 43,787 | (48.7%) 99 |
| Female | 3,841 | (50.3%) | 99 | 46,123 | (51.3%) 101 |

Ethnicity

| Ethnicity | Count | Percentage | 1 Mile | 3 Mile | 5 Mile |
|-------------------|-------|------------|--------|--------|-------------|
| White | 4,127 | (54.1%) | 94 | 52,036 | (57.9%) 100 |
| Asian | 1,275 | (16.7%) | 290 | 8,354 | (9.3%) 161 |
| Hispanic (Ethnic) | 1,042 | (13.7%) | 70 | 13,425 | (14.9%) 76 |
| Other | 698 | (9.1%) | 176 | 11,927 | (13.3%) 255 |
| Black | 490 | (6.4%) | 54 | 4,168 | (4.6%) 39 |

Household by Ethnicity

| Ethnicity | Count | Percentage | 1 Mile | 3 Mile | 5 Mile |
|-------------------|-------|------------|--------|--------|-------------|
| White | 2,068 | (64.5%) | 105 | 21,095 | (60.9%) 99 |
| Asian | 444 | (13.9%) | 306 | 3,033 | (8.8%) 193 |
| Other | 317 | (9.9%) | 130 | 5,740 | (16.6%) 218 |
| Hispanic (Ethnic) | 225 | (7%) | 46 | 3,519 | (10.2%) 67 |
| Black | 150 | (4.7%) | 42 | 1,241 | (3.6%) 32 |

Households Income

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



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| Household Average Income | \$148,998.36 | 134 | \$145,443.69 | 131 | \$183,707.25 | 165 |
| Average Income Per Person | \$62,636.08 | 145 | \$57,033.23 | 132 | \$70,143.66 | 163 |
| Household Median Income | \$121,632.69 | 153 | \$107,255.23 | 135 | \$125,045.69 | 157 |
| <\$15K | 114 (3.6%) | 44 | 2,571 (7.4%) | 92 | 3,627 (6.2%) | 76 |
| \$15K - \$25K | 127 (4%) | 61 | 1,652 (4.8%) | 74 | 2,228 (3.8%) | 58 |
| \$25K - \$35K | 69 (2.2%) | 32 | 1,252 (3.6%) | 54 | 1,945 (3.3%) | 49 |
| \$35K - \$50K | 82 (2.6%) | 25 | 2,133 (6.2%) | 60 | 3,346 (5.7%) | 55 |
| \$50K - \$75K | 302 (9.4%) | 60 | 4,626 (13.4%) | 85 | 6,421 (10.9%) | 69 |
| \$75K - \$100K | 516 (16.1%) | 126 | 3,976 (11.5%) | 90 | 6,017 (10.2%) | 80 |
| \$100K - \$150K | 717 (22.4%) | 126 | 6,274 (18.1%) | 102 | 10,243 (17.4%) | 98 |
| \$150K - \$175K | 302 (9.4%) | 150 | 2,453 (7.1%) | 113 | 4,108 (7%) | 111 |
| \$175K - \$200K | 384 (12%) | 183 | 2,519 (7.3%) | 111 | 6,379 (10.8%) | 165 |
| \$200K - \$250K | 332 (10.4%) | 199 | 4,010 (11.6%) | 222 | 8,172 (13.9%) | 266 |
| \$250K - \$500K | 142 (4.4%) | 199 | 1,721 (5%) | 223 | 3,503 (5.9%) | 267 |
| >\$500K | 117 (3.7%) | 196 | 1,441 (4.2%) | 223 | 2,927 (5%) | 266 |

Disposable Households Income

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



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| Household Average Disposable Income | \$112,268.39 | | 136 | \$103,592.17 | | 126 | \$114,396.55 | | 139 |
| Household Median Disposable Income | \$99,265.2 | | 145 | \$88,640.78 | | 129 | \$102,401.54 | | 149 |
| <\$15K | 133 | (4.2%) | 47 | 2,938 | (8.5%) | 97 | 4,097 | (7%) | 7 |
| \$15K - \$25K | 139 | (4.3%) | 57 | 1,729 | (5%) | 66 | 2,441 | (4.1%) | 54 |
| \$25K - \$35K | 54 | (1.7%) | 21 | 1,533 | (4.4%) | 56 | 2,251 | (3.8%) | 48 |
| \$35K - \$50K | 149 | (4.7%) | 38 | 2,888 | (8.3%) | 68 | 4,489 | (7.6%) | 63 |
| \$50K - \$75K | 523 | (16.3%) | 92 | 5,548 | (16%) | 90 | 7,926 | (13.5%) | 76 |
| \$75K - \$100K | 620 | (19.4%) | 136 | 5,026 | (14.5%) | 102 | 7,690 | (13.1%) | 92 |
| \$100K - \$150K | 764 | (23.8%) | 133 | 6,424 | (18.6%) | 104 | 11,528 | (19.6%) | 109 |
| \$150K - \$175K | 348 | (10.9%) | 178 | 2,820 | (8.1%) | 134 | 6,844 | (11.6%) | 191 |
| \$175K - \$200K | 140 | (4.4%) | 198 | 1,683 | (4.9%) | 221 | 3,421 | (5.8%) | 264 |
| \$200K - \$250K | 134 | (4.2%) | 196 | 1,624 | (4.7%) | 219 | 3,311 | (5.6%) | 263 |
| \$250K - \$500K | 185 | (5.8%) | 197 | 2,219 | (6.4%) | 219 | 4,524 | (7.7%) | 262 |
| >\$500K | 15 | (<0.5%) | 182 | 196 | (0.6%) | 220 | 394 | (0.7%) | 260 |

Discretionary Households Income

| | | | | | | | | | |
|--|-------------|--|-----|-------------|--|-----|------------|--|-----|
| Household Average Discretionary Income | \$85,201.65 | | 139 | \$76,442.35 | | 125 | \$88,546.2 | | 144 |
|--|-------------|--|-----|-------------|--|-----|------------|--|-----|

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| Household Median Discretionary Income | \$82,521.62 | 162 | \$66,199.96 | 130 | \$82,597.7 | 162 |
| <\$10K | 114 (3.6%) | 38 | 3,272 (9.4%) | 102 | 4,538 (7.7%) | 83 |
| \$10K - \$20K | 154 (4.8%) | 45 | 2,345 (6.8%) | 64 | 3,230 (5.5%) | 52 |
| \$20K - \$30K | 113 (3.5%) | 33 | 2,614 (7.5%) | 71 | 3,638 (6.2%) | 58 |
| \$30K - \$40K | 166 (5.2%) | 52 | 2,431 (7%) | 71 | 3,600 (6.1%) | 61 |
| \$40K - \$50K | 234 (7.3%) | 8 | 2,982 (8.6%) | 97 | 4,006 (6.8%) | 7 |
| \$50K - \$75K | 660 (20.6%) | 118 | 5,319 (15.4%) | 88 | 8,042 (13.6%) | 7 |
| \$75K - \$100K | 625 (19.5%) | 166 | 4,506 (13%) | 111 | 7,396 (12.6%) | 107 |
| \$100K - \$125K | 415 (13%) | 160 | 3,355 (9.7%) | 120 | 6,015 (10.2%) | 126 |
| \$125K - \$150K | 436 (13.6%) | 205 | 3,421 (9.9%) | 149 | 7,806 (13.2%) | 199 |
| >\$150K | 287 (9%) | 152 | 4,383 (12.7%) | 214 | 10,645 (18.1%) | 306 |

Households Income by Ethnicity

| | | | | | | |
|------------------------|--------------|-----|--------------|-----|--------------|-----|
| Average Income - White | \$127,115.78 | 133 | \$118,158.12 | 124 | \$126,735.65 | 33 |
| Median Income - White | \$128,571.29 | 148 | \$119,032.8 | 137 | \$138,875.72 | 160 |
| Average Income - Black | \$113,093.05 | 164 | \$101,028.59 | 146 | \$109,510.5 | 158 |
| Median Income - Black | \$134,482.38 | 243 | \$94,403.98 | 170 | \$114,150.37 | 206 |

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| Average Income - Asian | \$127,063.05 (113) | \$135,165.51 (120) | \$139,209.22 (123) |
| Median Income - Asian | \$121,847.87 (106) | \$148,676.06 (130) | \$163,141.23 (143) |
| Average Income - Hispanic | \$110,937.93 (137) | \$92,183.13 (114) | \$99,051.02 (122) |
| Median Income - Hispanic | \$107,236.56 (154) | \$83,698.97 (120) | \$94,338.85 (136) |
| Average Income - Other | \$97,157.26 (109) | \$84,727.02 (95) | \$93,578.54 (105) |
| Median Income - Other | \$88,770.64 (112) | \$75,471.16 (95) | \$84,763.35 (106) |

Age

| | | | |
|-------------|------------------|---------------------|---------------------|
| Average Age | 40.76 (99) | 41.07 (100) | 41.77 (102) |
| Median Age | 38.74 (96) | 40.53 (101) | 41.55 (103) |
| 0-4 | 423 (5.5%) (103) | 4,416 (4.9%) (91) | 7,044 (4.5%) (83) |
| 5-13 | 726 (9.5%) (92) | 9,312 (10.4%) (100) | 15,915 (10.2%) (99) |
| 14-17 | 333 (4.4%) (81) | 4,515 (5%) (95) | 8,602 (5.5%) (103) |
| 18-21 | 323 (4.2%) (77) | 4,804 (5.3%) (97) | 9,147 (5.8%) (106) |
| 22-24 | 232 (3%) (72) | 3,772 (4.2%) (101) | 7,006 (4.5%) (108) |
| 25-29 | 489 (6.4%) (108) | 4,957 (5.5%) (93) | 8,106 (5.2%) (87) |
| 30-34 | 665 (8.7%) (133) | 5,684 (6.3%) (97) | 8,419 (5.4%) (82) |

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| 35-39 | 668 | (8.8%) | 6,655 | (7.4%) | 10,017 | (6.4%) |
| 40-44 | 574 | (7.5%) | 6,382 | (7.1%) | 10,293 | (6.6%) |
| 45-49 | 458 | (6%) | 5,800 | (6.5%) | 9,929 | (6.3%) |
| 50-54 | 491 | (6.4%) | 5,576 | (6.2%) | 10,125 | (6.5%) |
| 55-59 | 480 | (6.3%) | 5,742 | (6.4%) | 10,618 | (6.8%) |
| 60-64 | 484 | (6.3%) | 5,949 | (6.6%) | 10,778 | (6.9%) |
| 65-69 | 398 | (5.2%) | 5,189 | (5.8%) | 9,573 | (6.1%) |
| 70-74 | 358 | (4.7%) | 4,122 | (4.6%) | 7,556 | (4.8%) |
| 75-79 | 246 | (3.2%) | 3,119 | (3.5%) | 5,922 | (3.8%) |
| 80-84 | 149 | (2%) | 1,923 | (2.1%) | 3,742 | (2.4%) |
| 85+ | 135 | (1.8%) | 1,993 | (2.2%) | 3,703 | (2.4%) |

Age - Male

| | | | | | | |
|------------------|-------|---------|-------|--------|-------|---------|
| Male Average Age | 38.96 | | 39.65 | | 40.67 | |
| Male Median Age | 37.13 | | 38.24 | | 40.59 | |
| 0-4 | 221 | (5.8%) | 2,271 | (5.2%) | 3,616 | (4.8%) |
| 5-13 | 398 | (10.5%) | 4,820 | (11%) | 8,218 | (10.9%) |

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| 14-17 | 170 | (4.5%) | 8 | 2,285 | (5.2%) | 95 | 4,145 | (5.5%) | 100 |
| 18-21 | 167 | (4.4%) | 7 | 2,434 | (5.6%) | 97 | 4,262 | (5.7%) | 99 |
| 22-24 | 122 | (3.2%) | 7 | 1,918 | (4.4%) | 100 | 3,210 | (4.3%) | 98 |
| 25-29 | 275 | (7.3%) | 118 | 2,619 | (6%) | 97 | 4,171 | (5.6%) | 90 |
| 30-34 | 363 | (9.6%) | 143 | 2,875 | (6.6%) | 98 | 4,257 | (5.7%) | 85 |
| 35-39 | 337 | (8.9%) | 133 | 3,300 | (7.5%) | 113 | 4,927 | (6.6%) | 98 |
| 40-44 | 295 | (7.8%) | 121 | 3,143 | (7.2%) | 111 | 5,041 | (6.7%) | 104 |
| 45-49 | 217 | (5.7%) | 95 | 2,824 | (6.4%) | 107 | 4,827 | (6.4%) | 107 |
| 50-54 | 231 | (6.1%) | 102 | 2,673 | (6.1%) | 102 | 4,871 | (6.5%) | 109 |
| 55-59 | 216 | (5.7%) | 93 | 2,757 | (6.3%) | 103 | 5,086 | (6.8%) | 111 |
| 60-64 | 229 | (6%) | 96 | 2,863 | (6.5%) | 104 | 5,198 | (6.9%) | 110 |
| 65-69 | 179 | (4.7%) | 8 | 2,422 | (5.5%) | 95 | 4,467 | (5.9%) | 102 |
| 70-74 | 170 | (4.5%) | 95 | 1,861 | (4.3%) | 90 | 3,461 | (4.6%) | 97 |
| 75-79 | 101 | (2.7%) | 7 | 1,318 | (3%) | 85 | 2,571 | (3.4%) | 97 |
| 80-84 | 54 | (1.4%) | 68 | 776 | (1.8%) | 85 | 1,549 | (2.1%) | 99 |
| 85+ | 46 | (1.2%) | 6 | 628 | (1.4%) | 97 | 1,215 | (1.6%) | 110 |

Age - Female

| | | | | | | | | | |
|--------------------|-------|--------|-----|-------|--------|-----|-------|--------|-----|
| Female Average Age | 42.54 | | 101 | 42.42 | | 101 | 42.78 | | 102 |
| Female Median Age | 41.64 | | 101 | 41.81 | | 101 | 42.48 | | 103 |
| 0-4 | 202 | (5.3%) | 102 | 2,145 | (4.7%) | 90 | 3,428 | (4.2%) | 8 |
| 5-13 | 328 | (8.5%) | 86 | 4,492 | (9.7%) | 98 | 7,697 | (9.5%) | 96 |
| 14-17 | 163 | (4.2%) | 83 | 2,230 | (4.8%) | 95 | 4,457 | (5.5%) | 107 |
| 18-21 | 156 | (4.1%) | 7 | 2,370 | (5.1%) | 97 | 4,885 | (6%) | 114 |
| 22-24 | 110 | (2.9%) | 7 | 1,854 | (4%) | 102 | 3,796 | (4.7%) | 118 |
| 25-29 | 214 | (5.6%) | 98 | 2,338 | (5.1%) | 89 | 3,935 | (4.8%) | 85 |
| 30-34 | 302 | (7.9%) | 123 | 2,809 | (6.1%) | 96 | 4,162 | (5.1%) | 6 |
| 35-39 | 331 | (8.6%) | 132 | 3,355 | (7.3%) | 112 | 5,090 | (6.3%) | 96 |
| 40-44 | 279 | (7.3%) | 114 | 3,239 | (7%) | 110 | 5,252 | (6.5%) | 102 |
| 45-49 | 241 | (6.3%) | 105 | 2,976 | (6.5%) | 108 | 5,102 | (6.3%) | 105 |
| 50-54 | 260 | (6.8%) | 113 | 2,903 | (6.3%) | 105 | 5,254 | (6.5%) | 108 |
| 55-59 | 264 | (6.9%) | 111 | 2,985 | (6.5%) | 105 | 5,532 | (6.8%) | 110 |
| 60-64 | 255 | (6.6%) | 102 | 3,086 | (6.7%) | 102 | 5,580 | (6.9%) | 105 |
| 65-69 | 219 | (5.7%) | 91 | 2,767 | (6%) | 95 | 5,106 | (6.3%) | 100 |
| 70-74 | 188 | (4.9%) | 92 | 2,261 | (4.9%) | 93 | 4,095 | (5%) | 95 |
| 75-79 | 145 | (3.8%) | 91 | 1,801 | (3.9%) | 94 | 3,351 | (4.1%) | 99 |
| 80-84 | 95 | (2.5%) | 91 | 1,147 | (2.5%) | 92 | 2,193 | (2.7%) | 100 |
| 85+ | 89 | (2.3%) | 91 | 1,365 | (3%) | 116 | 2,488 | (3.1%) | 120 |

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Employment by Occupation

| | | | | | | | | | |
|---------------------------------|-------|---------|-----|--------|---------|-----|--------|---------|-----|
| Total Employees (16+ Years Old) | 4,097 | | | 50,633 | | | 86,954 | | |
| Professional Specialty | 1,713 | (41.8%) | 169 | 16,009 | (31.6%) | 128 | 29,744 | (34.2%) | 138 |
| Managerial/Executive | 1,030 | (25.1%) | 145 | 9,391 | (18.5%) | 107 | 19,935 | (22.9%) | 132 |
| Building Maintenance & Cleaning | 301 | (7.3%) | 216 | 3,271 | (6.5%) | 190 | 4,009 | (4.6%) | 136 |
| Sales | 283 | (6.9%) | 74 | 3,903 | (7.7%) | 83 | 6,770 | (7.8%) | 83 |
| Food Preparation & Serving | 216 | (5.3%) | 103 | 2,819 | (5.6%) | 109 | 3,504 | (4%) | 71 |
| Production & Transportation | 141 | (3.4%) | 27 | 3,495 | (6.9%) | 53 | 4,920 | (5.7%) | 44 |
| Protective | 121 | (3%) | 136 | 981 | (1.9%) | 89 | 1,567 | (1.8%) | 83 |
| Office Admin | 96 | (2.3%) | 22 | 3,809 | (7.5%) | 71 | 6,667 | (7.7%) | 72 |
| Healthcare support | 79 | (1.9%) | 59 | 1,301 | (2.6%) | 74 | 1,792 | (2.1%) | 63 |
| Personal Care | 63 | (1.5%) | 62 | 1,821 | (3.6%) | 144 | 2,676 | (3.1%) | 123 |
| Construction | 54 | (1.3%) | 16 | 3,781 | (7.5%) | 93 | 5,292 | (6.1%) | 74 |
| Farming, Fishing & Forestry | | | | 52 | (<0.5%) | 18 | 78 | (<0.5%) | 16 |

Employment by Industry

| | | | | | | | | | |
|---------------------------------|-------|--|--|--------|--|--|--------|--|--|
| Total Employees (16+ Years Old) | 4,097 | | | 50,633 | | | 86,954 | | |
|---------------------------------|-------|--|--|--------|--|--|--------|--|--|

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| Educational Services | 1,015 | (24.8%) | 106 | 12,941 | (25.6%) | 109 | 22,382 | (25.7%) | 110 |
| Professional Services | 851 | (20.8%) | 258 | 7,562 | (14.9%) | 185 | 14,602 | (16.8%) | 208 |
| Manufacturing | 391 | (9.5%) | 96 | 3,810 | (7.5%) | 76 | 6,887 | (7.9%) | 8 |
| Entertainment Services | 308 | (7.5%) | 87 | 3,987 | (7.9%) | 91 | 5,663 | (6.5%) | 75 |
| Administrative/Waste Services | 300 | (7.3%) | 175 | 2,914 | (5.8%) | 138 | 4,195 | (4.8%) | 115 |
| Wholesale Retail | 298 | (7.3%) | 55 | 6,253 | (12.3%) | 94 | 9,796 | (11.3%) | 86 |
| Information | 227 | (5.5%) | 297 | 1,127 | (2.2%) | 119 | 2,175 | (2.5%) | 34 |
| Financial, Insurance & Real Estate | 225 | (5.5%) | 8 | 2,460 | (4.9%) | 72 | 6,476 | (7.4%) | 111 |
| Public Administration | 130 | (3.2%) | 66 | 1,667 | (3.3%) | 69 | 2,769 | (3.2%) | 67 |
| Agriculture/Mining/Construction | 109 | (2.7%) | 31 | 3,897 | (7.7%) | 90 | 5,695 | (6.5%) | 7 |
| Other Professional Services | 101 | (2.5%) | 52 | 2,331 | (4.6%) | 98 | 3,807 | (4.4%) | 93 |
| Transportation | 89 | (2.2%) | 37 | 1,562 | (3.1%) | 53 | 2,289 | (2.6%) | 45 |
| Management Services | 53 | (1.3%) | 1023 | 122 | (<0.5%) | 191 | 218 | (<0.5%) | 198 |

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



Shoppers World

1 Worcester Rd, Framingham, MA 1701

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Language Spoken

| | | | | | | | | | |
|------------------------------|-------|---------|-----|--------|---------|-----|---------|---------|-----|
| Speak English at Home | 4,692 | (65.1%) | 84 | 52,185 | (61%) | 74 | 100,405 | (67.2%) | 87 |
| Speak Other Language at Home | 1,897 | (26.3%) | 311 | 22,313 | (26.1%) | 309 | 34,747 | (23.2%) | 275 |
| Speak Spanish at Home | 620 | (8.6%) | 61 | 10,996 | (12.9%) | 91 | 14,299 | (9.6%) | 68 |

Ancestry

| | | | | | | | | | |
|-------------------------------------|-------|---------|-----|--------|---------|-----|--------|---------|-----|
| Other | 1,871 | (24.5%) | 116 | 23,484 | (26.1%) | 124 | 36,778 | (23.5%) | 111 |
| Unclassified | 960 | (12.6%) | 77 | 11,726 | (13%) | 86 | 20,451 | (13.1%) | 80 |
| Scottish/Irish | 762 | (10%) | 150 | 9,488 | (10.6%) | 159 | 17,598 | (11.2%) | 169 |
| South Central Asian (e.g. Indian) | 524 | (6.9%) | 440 | 3,630 | (4%) | 258 | 6,945 | (4.4%) | 284 |
| Chinese | 484 | (6.3%) | 508 | 3,010 | (3.3%) | 268 | 6,196 | (4%) | 317 |
| Other European (e.g. Greek/Russian) | 385 | (5%) | 159 | 4,492 | (5%) | 158 | 9,445 | (6%) | 191 |
| Italian | 360 | (4.7%) | 158 | 5,517 | (6.1%) | 206 | 10,330 | (6.6%) | 222 |
| British | 332 | (4.4%) | 80 | 4,654 | (5.2%) | 97 | 9,396 | (6%) | 113 |
| Puerto Rican | 313 | (4.1%) | 146 | 3,680 | (4.1%) | 145 | 4,378 | (2.8%) | 99 |
| South American | 224 | (2.9%) | 235 | 2,132 | (2.4%) | 190 | 3,423 | (2.2%) | 175 |
| Central American | 212 | (2.8%) | 167 | 4,251 | (4.7%) | 284 | 4,686 | (3%) | 180 |

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



Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

Shoppers World

1 Worcester Rd, Framingham, MA 1701

Benchmark: Nationwide

| | 1 Mile | | 3 Mile | | 5 Mile | | | | |
|------------------------------------|--------|---------|--------|-------|---------|-----|-------|---------|-----|
| German | 149 | (2%) | 25 | 2,148 | (2.4%) | 31 | 4,786 | (3.1%) | 39 |
| American | 146 | (1.9%) | 40 | 2,009 | (2.2%) | 47 | 4,157 | (2.7%) | 56 |
| South East Asian (e.g. Vietnamese) | 134 | (1.8%) | 100 | 912 | (1%) | 58 | 1,857 | (1.2%) | 67 |
| Other Hispanic | 111 | (1.5%) | 102 | 1,230 | (1.4%) | 96 | 1,815 | (1.2%) | 8 |
| Scandinavian | 99 | (1.3%) | 68 | 1,253 | (1.4%) | 74 | 2,329 | (1.5%) | 7 |
| Polish | 96 | (1.3%) | 8 | 1,273 | (1.4%) | 92 | 2,700 | (1.7%) | 112 |
| Dominican | 85 | (1.1%) | 175 | 1,257 | (1.4%) | 219 | 1,432 | (0.9%) | 143 |
| Mexican | 85 | (1.1%) | 10 | 689 | (0.8%) | 7 | 1,320 | (0.8%) | 8 |
| French | 69 | (0.9%) | 73 | 1,014 | (1.1%) | 91 | 2,069 | (1.3%) | 107 |
| Korean | 65 | (0.9%) | 164 | 424 | (<0.5%) | 91 | 785 | (0.5%) | 97 |
| Middle Eastern | 58 | (0.8%) | 122 | 776 | (0.9%) | 139 | 1,735 | (1.1%) | 179 |
| Japanese | 43 | (0.6%) | 235 | 129 | (<0.5%) | 60 | 272 | (<0.5%) | 72 |
| Other Asian | 25 | (<0.5%) | 7 | 249 | (<0.5%) | 65 | 631 | (<0.5%) | 94 |
| Dutch | 15 | (<0.5%) | 33 | 159 | (<0.5%) | 29 | 429 | (<0.5%) | 45 |
| Native American (Indian/Eskimo) | 12 | (<0.5%) | 25 | 124 | (<0.5%) | 22 | 177 | (<0.5%) | 18 |
| Cuban | 12 | (<0.5%) | 22 | 186 | (<0.5%) | 29 | 345 | (<0.5%) | 30 |

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



Shoppers World

1 Worcester Rd, Framingham, MA 1701

Benchmark: Nationwide

| | 1 Mile | | 3 Mile | | 5 Mile | |
|---------------------------|--------|---------|--------|---------|--------|---------|
| Hawaiian/Pacific Islander | 1 | (<0.5%) | 14 | (<0.5%) | 30 | (<0.5%) |

Education (Age 25+)

| | 1 Mile | | 3 Mile | | 5 Mile | |
|----------------------------------|--------|---------|--------|---------|---------|---------|
| Total Educated Population | 5,595 | | 63,091 | | 108,781 | |
| Elementary (0 to 8 Years) | 128 | (2.3%) | 3,063 | (4.9%) | 3,658 | (3.4%) |
| Some High School (9 to 11 Years) | 328 | (5.9%) | 3,172 | (5%) | 3,852 | (3.5%) |
| High School Graduate (12 Years) | 524 | (9.4%) | 12,600 | (20%) | 17,668 | (16.2%) |
| Some College (13 to 16 Years) | 664 | (11.9%) | 7,355 | (11.7%) | 11,645 | (10.7%) |
| Associates Degree Only | 247 | (4.4%) | 3,502 | (5.6%) | 5,597 | (5.1%) |
| Bachelor's Degree Only | 2,065 | (36.9%) | 18,164 | (28.8%) | 33,630 | (30.9%) |
| Graduate Degree | 1,639 | (29.3%) | 15,235 | (24.1%) | 32,731 | (30.1%) |

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



Shoppers World

1 Worcester Rd, Framingham, MA 1701

Benchmark: Nationwide



Household Type

| Household Type | 1 Mile | 3 Mile | 5 Mile |
|-----------------------|---------------|----------------|----------------|
| Households | 3,204 | 34,628 | 58,916 |
| One Person Households | 930 (29%) | 9,711 (28%) | 15,204 (25.8%) |
| Married Couple | 1,332 (41.6%) | 17,085 (49.3%) | 32,479 (55.1%) |
| Male Householder | 175 (5.5%) | 1,397 (4%) | 2,160 (3.7%) |
| Female Householder | 384 (12%) | 3,984 (11.5%) | 5,577 (9.5%) |
| Non Family Households | 383 (12%) | 2,451 (7.1%) | 3,496 (5.9%) |

Household Size

| Household Size | 1 Mile | 3 Mile | 5 Mile |
|---------------------|---------------|----------------|----------------|
| Households | 3,204 | 34,628 | 58,916 |
| 1 Person Household | 930 (29%) | 9,711 (28%) | 15,204 (25.8%) |
| 2 Person Household | 1,110 (34.6%) | 10,695 (30.9%) | 18,414 (31.3%) |
| 3 Person Household | 556 (17.4%) | 5,982 (17.3%) | 10,211 (17.3%) |
| 4 Person Household | 418 (13%) | 5,394 (15.6%) | 9,936 (16.9%) |
| 5 Person Household | 114 (3.6%) | 1,884 (5.4%) | 3,509 (6%) |
| 6 Person Household | 47 (1.5%) | 634 (1.8%) | 1,080 (1.8%) |
| 7+ Person Household | 29 (0.9%) | 328 (0.9%) | 562 (1%) |

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



Shoppers World

1 Worcester Rd, Framingham, MA 1701

Benchmark: Nationwide



Housing Units

| | | | |
|-------------------------|-------|--------|--------|
| Total Housing Units | 3,421 | 36,209 | 61,521 |
| Owner Occupied Housing | 1,784 | 19,845 | 38,942 |
| Renter Occupied Housing | 1,420 | 14,783 | 19,974 |
| Vacant Housing | 217 | 1,581 | 2,605 |

Housing Rent

| | | | | | | |
|--------------------------|-------------|-----|---------------|-----|---------------|-----|
| Average Rent | \$2,398.34 | 155 | \$1,846.07 | 120 | \$1,946.36 | 126 |
| Median Rent | \$2,315.86 | 164 | \$1,854.34 | 132 | \$1,951.88 | 139 |
| Total Cash Rents Housing | 1,386 | | 14,279 | | 19,253 | |
| <\$300 | | | 505 (3.5%) | 126 | 655 (3.4%) | 121 |
| \$300-\$500 | 4 (<0.5%) | 7 | 663 (4.6%) | 120 | 858 (4.5%) | 115 |
| \$500-\$750 | 17 (1.2%) | 14 | 893 (6.3%) | 72 | 1,104 (5.7%) | 66 |
| \$750-\$1000 | 17 (1.2%) | 9 | 716 (5%) | 38 | 819 (4.3%) | 33 |
| \$1000-\$1500 | 108 (7.8%) | 30 | 1,931 (13.5%) | 51 | 2,326 (12.1%) | 46 |
| \$1500-\$2000 | 324 (23.4%) | 111 | 3,431 (24%) | 114 | 4,276 (22.2%) | 106 |
| \$2000-\$2500 | 353 (25.5%) | 218 | 3,076 (21.5%) | 184 | 4,264 (22.1%) | 189 |

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



Jan 1 - Dec 31, 2024

Shoppers World

1 Worcester Rd, Framingham, MA 1701

Benchmark: Nationwide

| | 1 Mile | | 3 Mile | | 5 Mile | | | | |
|---------------|--------|---------|--------|-------|---------|-----|-------|---------|-----|
| \$2500-\$3000 | 228 | (16.5%) | 286 | 1,625 | (11.4%) | 198 | 2,367 | (12.3%) | 214 |
| \$3000-\$3500 | 165 | (11.9%) | 391 | 739 | (5.2%) | 170 | 1,117 | (5.8%) | 191 |
| >\$3500 | 170 | (12.3%) | 336 | 700 | (4.9%) | 134 | 1,467 | (7.6%) | 209 |

Value of Owner-Occupied Housing Units

| | | | | | | | | | |
|------------------------|--------------|---------|--------------|--------|--------------|-----|--------|---------|-----|
| Average House Value | \$823,821.64 | 158 | \$828,956.53 | 159 | \$1.01M | 194 | | | |
| Median House Value | \$809,782.62 | 213 | \$774,191.52 | 203 | \$869,952.23 | 229 | | | |
| Owner Occupied Housing | 1,784 | | 19,845 | | 38,942 | | | | |
| <\$100K | 23 | (1.3%) | 15 | 270 | (1.4%) | 16 | 421 | (1.1%) | 13 |
| \$100K - \$200K | | | | 129 | (0.7%) | 5 | 189 | (<0.5%) | 4 |
| \$200K - \$300K | 29 | (1.6%) | 10 | 534 | (2.7%) | 17 | 852 | (2.2%) | 14 |
| \$300K - \$400K | 27 | (1.5%) | 10 | 984 | (5%) | 34 | 1,389 | (3.6%) | 24 |
| \$400K - \$500K | 58 | (3.3%) | 28 | 1,128 | (5.7%) | 49 | 1,869 | (4.8%) | 42 |
| \$500K - \$1000K | 1,245 | (69.8%) | 282 | 12,240 | (61.7%) | 249 | 20,084 | (51.6%) | 208 |
| >\$1000K | 402 | (22.5%) | 206 | 4,560 | (23%) | 210 | 14,138 | (36.3%) | 332 |

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



Shoppers World

1 Worcester Rd, Framingham, MA 1701

Benchmark: Nationwide



Poverty

| | | | | | | | | | |
|--|-------|---------|-----|--------|---------|-----|--------|---------|-----|
| Households in Poverty | 162 | (5.1%) | 40 | 3,683 | (10.6%) | 84 | 5,154 | (8.7%) | 69 |
| Households Above Poverty | 3,042 | (94.9%) | 109 | 30,945 | (89.4%) | 102 | 53,762 | (91.3%) | 104 |
| Households in Poverty (Married) | | | | 645 | (1.9%) | 85 | 857 | (1.5%) | 67 |
| Households in Poverty (Male Householder) | | | | 106 | (<0.5%) | 48 | 202 | (<0.5%) | 54 |
| Households in Poverty (Female Householder) | 102 | (3.2%) | 108 | 1,005 | (2.9%) | 98 | 1,276 | (2.2%) | 73 |
| Households in Poverty (Non-Family) | 55 | (1.7%) | 27 | 1,852 | (5.3%) | 85 | 2,709 | (4.6%) | 73 |
| Households in Poverty (Non-Family Student) | 5 | (<0.5%) | 25 | 75 | (<0.5%) | 35 | 110 | (<0.5%) | 30 |

Wealth per Household

| | | | | | | | | | |
|--------------------------|--------------|---------|-----|--------------|--------|-----|--------------|--------|-----|
| Household Average Wealth | \$269,270.44 | | 111 | \$257,569.31 | | 107 | \$274,905.93 | | 114 |
| Household Median Wealth | \$96,313.17 | | 119 | \$89,291.19 | | 110 | \$104,079.43 | | 128 |
| <\$0K | 532 | (16.6%) | 95 | 5,890 | (17%) | 98 | 9,402 | (16%) | 92 |
| \$0K - \$5K | 244 | (7.6%) | 89 | 2,808 | (8.1%) | 95 | 4,259 | (7.2%) | 84 |
| \$5K - \$10K | 134 | (4.2%) | 92 | 1,507 | (4.4%) | 96 | 2,365 | (4%) | 88 |
| \$10K - \$25K | 193 | (6%) | 95 | 2,130 | (6.2%) | 97 | 3,462 | (5.9%) | 93 |
| \$25K - \$50K | 210 | (6.6%) | 97 | 2,293 | (6.6%) | 98 | 3,849 | (6.5%) | 96 |

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



Shoppers World

1 Worcester Rd, Framingham, MA 1701

Benchmark: Nationwide

| | 1 Mile | | 3 Mile | | 5 Mile | |
|-----------------|--------|---------|--------|---------|--------|---------|
| \$50K - \$100K | 312 | (9.7%) | 3,418 | (9.9%) | 5,826 | (9.9%) |
| \$100K - \$250K | 572 | (17.9%) | 6,201 | (17.9%) | 10,847 | (18.4%) |
| \$250K - \$500K | 449 | (14%) | 4,712 | (13.6%) | 8,445 | (14.3%) |
| >\$500K | 558 | (17.4%) | 5,669 | (16.4%) | 10,461 | (17.8%) |

Vehicles per Household

| | | | | | | |
|----------------------------|-------|---------|--------|---------|---------|---------|
| Total Number of Vehicles | 4,630 | | 55,568 | | 101,298 | |
| Average Number of Vehicles | 1.45 | | 1.6 | | 1.72 | |
| No Vehicles | 204 | (6.4%) | 3,057 | (8.8%) | 4,209 | (7.1%) |
| 1 Vehicle | 1,639 | (51.2%) | 13,591 | (39.2%) | 20,731 | (35.2%) |
| 2 Vehicles | 1,137 | (35.5%) | 13,238 | (38.2%) | 24,229 | (41.1%) |
| 3 or more Vehicles | 224 | (7%) | 4,742 | (13.7%) | 9,747 | (16.5%) |

Population Change

| | | | | | |
|-----------|----|--|-----|--|-------|
| Births | 77 | | 785 | | 1,282 |
| Deaths | 55 | | 687 | | 1,279 |
| Migration | | | 892 | | 1,168 |

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



Audience Profile

Jan 1 - Dec 31, 2024

Shoppers World

1 Worcester Rd, Framingham, MA 1701

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

| | 1 Mile | 3 Mile | 5 Mile |
|------------------|--------|--------|--------|
| Total Businesses | 752 | 3,888 | 6,120 |
| Total Employees | 9,058 | 48,268 | 68,938 |

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