



Community Profile

Rings: 1, 3, 5 mile radii

PetSmart, 1 Worcester Rd, Framingham, MA

Latitude: 42.3018

Longitude: -71.39568

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	8,941	83,014	138,843
2020 Total Population	10,106	89,628	150,271
2020 Group Quarters	32	3,195	5,842
2023 Total Population	10,080	92,026	152,687
2023 Group Quarters	32	3,195	5,842
2028 Total Population	9,957	91,710	152,473
2023-2028 Annual Rate	-0.25%	-0.07%	-0.03%
2023 Total Daytime Population	25,848	105,268	171,647
Workers	21,062	63,957	101,118
Residents	4,786	41,311	70,529
Household Summary			
2010 Households	3,614	32,417	52,729
2010 Average Household Size	2.47	2.44	2.51
2020 Total Households	4,156	34,690	56,575
2020 Average Household Size	2.42	2.49	2.55
2023 Households	4,186	35,594	57,676
2023 Average Household Size	2.40	2.50	2.55
2028 Households	4,178	35,697	57,975
2028 Average Household Size	2.38	2.48	2.53
2023-2028 Annual Rate	-0.04%	0.06%	0.10%
2010 Families	2,330	20,421	35,098
2010 Average Family Size	3.05	3.04	3.07
2023 Families	2,657	21,884	37,629
2023 Average Family Size	2.99	3.14	3.15
2028 Families	2,654	21,956	37,876
2028 Average Family Size	2.95	3.12	3.12
2023-2028 Annual Rate	-0.02%	0.07%	0.13%
Housing Unit Summary			
2000 Housing Units	3,579	32,985	52,851
Owner Occupied Housing Units	57.2%	58.1%	65.4%
Renter Occupied Housing Units	40.6%	39.7%	32.4%
Vacant Housing Units	2.3%	2.2%	2.2%
2010 Housing Units	3,891	34,155	55,442
Owner Occupied Housing Units	53.8%	56.4%	63.9%
Renter Occupied Housing Units	39.0%	38.5%	31.2%
Vacant Housing Units	7.1%	5.1%	4.9%
2020 Housing Units	4,363	36,575	59,493
Vacant Housing Units	4.7%	5.2%	4.9%
2023 Housing Units	4,397	37,621	60,910
Owner Occupied Housing Units	55.6%	53.3%	61.7%
Renter Occupied Housing Units	39.6%	41.3%	33.0%
Vacant Housing Units	4.8%	5.4%	5.3%
2028 Housing Units	4,398	37,811	61,231
Owner Occupied Housing Units	56.4%	53.8%	62.2%
Renter Occupied Housing Units	38.6%	40.6%	32.4%
Vacant Housing Units	5.0%	5.6%	5.3%
Median Household Income			
2023	\$104,948	\$103,459	\$118,875
2028	\$113,469	\$117,420	\$141,505
Median Home Value			
2023	\$609,312	\$624,728	\$680,157
2028	\$679,557	\$689,055	\$747,161
Per Capita Income			
2023	\$58,627	\$57,888	\$68,339
2028	\$68,200	\$67,014	\$78,548
Median Age			
2010	39.3	38.6	39.6
2023	41.7	40.2	41.3
2028	42.5	41.1	42.1

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households.

Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 25, 2023



Community Profile

Rings: 1, 3, 5 mile radii

PetSmart, 1 Worcester Rd, Framingham, MA

Latitude: 42.3018

Longitude: -71.39568

	1 mile	3 mile	5 mile
2023 Households by Income			
Household Income Base	4,186	35,594	57,676
<\$15,000	6.4%	7.0%	6.2%
\$15,000 - \$24,999	6.0%	5.7%	4.7%
\$25,000 - \$34,999	3.5%	4.4%	3.9%
\$35,000 - \$49,999	7.2%	7.4%	6.4%
\$50,000 - \$74,999	9.2%	12.7%	11.4%
\$75,000 - \$99,999	14.0%	11.1%	10.2%
\$100,000 - \$149,999	24.1%	16.9%	15.6%
\$150,000 - \$199,999	10.7%	12.4%	12.3%
\$200,000+	18.9%	22.4%	29.4%
Average Household Income	\$142,908	\$150,194	\$180,654
2028 Households by Income			
Household Income Base	4,178	35,697	57,975
<\$15,000	5.8%	6.3%	5.6%
\$15,000 - \$24,999	5.0%	4.8%	3.9%
\$25,000 - \$34,999	2.8%	3.5%	3.1%
\$35,000 - \$49,999	5.7%	5.9%	5.2%
\$50,000 - \$74,999	8.9%	11.9%	10.3%
\$75,000 - \$99,999	13.0%	10.6%	9.3%
\$100,000 - \$149,999	23.5%	16.1%	14.6%
\$150,000 - \$199,999	11.6%	14.0%	13.7%
\$200,000+	23.6%	26.9%	34.4%
Average Household Income	\$165,017	\$172,766	\$206,356
2023 Owner Occupied Housing Units by Value			
Total	2,443	20,043	37,549
<\$50,000	1.5%	1.1%	0.7%
\$50,000 - \$99,999	0.0%	0.4%	0.3%
\$100,000 - \$149,999	0.1%	0.5%	0.3%
\$150,000 - \$199,999	0.5%	0.9%	0.6%
\$200,000 - \$249,999	0.5%	0.7%	0.6%
\$250,000 - \$299,999	0.7%	1.5%	1.2%
\$300,000 - \$399,999	6.1%	6.6%	5.5%
\$400,000 - \$499,999	18.4%	15.4%	12.2%
\$500,000 - \$749,999	50.6%	45.9%	39.8%
\$750,000 - \$999,999	17.1%	19.4%	22.8%
\$1,000,000 - \$1,499,999	2.9%	5.4%	10.2%
\$1,500,000 - \$1,999,999	0.6%	1.0%	3.1%
\$2,000,000 +	0.9%	1.2%	2.7%
Average Home Value	\$642,103	\$669,391	\$771,841
2028 Owner Occupied Housing Units by Value			
Total	2,481	20,340	38,099
<\$50,000	0.3%	0.5%	0.3%
\$50,000 - \$99,999	0.0%	0.2%	0.1%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.0%	0.1%	0.1%
\$200,000 - \$249,999	0.0%	0.3%	0.2%
\$250,000 - \$299,999	0.0%	0.3%	0.2%
\$300,000 - \$399,999	1.5%	1.9%	1.3%
\$400,000 - \$499,999	9.9%	9.7%	7.7%
\$500,000 - \$749,999	53.3%	49.0%	40.7%
\$750,000 - \$999,999	26.6%	26.2%	27.9%
\$1,000,000 - \$1,499,999	5.5%	8.3%	14.0%
\$1,500,000 - \$1,999,999	1.1%	1.7%	4.5%
\$2,000,000 +	1.8%	1.9%	3.2%
Average Home Value	\$744,332	\$763,373	\$863,329

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 25, 2023



Community Profile

Rings: 1, 3, 5 mile radii

PetSmart, 1 Worcester Rd, Framingham, MA

Latitude: 42.3018

Longitude: -71.39568

	1 mile	3 mile	5 mile
2010 Population by Age			
Total	8,943	83,013	138,846
0 - 4	7.0%	6.6%	6.5%
5 - 9	6.1%	5.9%	6.4%
10 - 14	5.4%	5.7%	6.3%
15 - 24	10.2%	12.2%	12.4%
25 - 34	14.6%	14.2%	12.1%
35 - 44	15.9%	15.1%	14.7%
45 - 54	15.0%	15.3%	15.8%
55 - 64	11.8%	11.2%	12.0%
65 - 74	7.2%	6.4%	6.8%
75 - 84	5.1%	4.8%	4.7%
85 +	1.8%	2.6%	2.3%
18 +	78.1%	78.2%	77.0%
2023 Population by Age			
Total	10,079	92,027	152,687
0 - 4	5.7%	5.5%	5.3%
5 - 9	6.3%	5.9%	6.0%
10 - 14	6.7%	6.5%	6.9%
15 - 24	10.5%	12.6%	13.2%
25 - 34	11.3%	12.2%	10.7%
35 - 44	14.4%	14.0%	12.8%
45 - 54	13.8%	13.2%	13.3%
55 - 64	12.9%	12.8%	13.5%
65 - 74	10.5%	9.7%	10.5%
75 - 84	5.7%	5.2%	5.5%
85 +	2.2%	2.4%	2.4%
18 +	77.6%	78.3%	77.5%
2028 Population by Age			
Total	9,957	91,709	152,474
0 - 4	5.7%	5.5%	5.4%
5 - 9	6.0%	5.6%	5.7%
10 - 14	6.0%	5.8%	6.1%
15 - 24	11.0%	12.8%	13.1%
25 - 34	11.4%	12.4%	11.0%
35 - 44	13.4%	13.2%	12.3%
45 - 54	14.0%	13.2%	13.0%
55 - 64	12.3%	12.4%	12.9%
65 - 74	10.7%	10.1%	11.0%
75 - 84	6.9%	6.3%	6.8%
85 +	2.5%	2.7%	2.7%
18 +	78.6%	79.4%	78.6%
2010 Population by Sex			
Males	4,347	39,811	66,026
Females	4,594	43,203	72,817
2023 Population by Sex			
Males	4,935	45,551	75,190
Females	5,145	46,475	77,497
2028 Population by Sex			
Males	4,879	45,328	75,007
Females	5,078	46,382	77,466

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 25, 2023



Community Profile

Rings: 1, 3, 5 mile radii

PetSmart, 1 Worcester Rd, Framingham, MA

Latitude: 42.3018

Longitude: -71.39568

	1 mile	3 mile	5 mile
2010 Population by Race/Ethnicity			
Total	8,941	83,015	138,843
White Alone	73.5%	76.1%	79.1%
Black Alone	6.1%	4.8%	3.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	9.1%	6.5%	7.6%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	7.9%	8.4%	6.0%
Two or More Races	3.2%	4.0%	3.3%
Hispanic Origin	8.3%	11.0%	8.2%
Diversity Index	52.5	52.2	45.8
2020 Population by Race/Ethnicity			
Total	10,106	89,628	150,271
White Alone	58.5%	61.1%	65.8%
Black Alone	7.1%	5.0%	4.1%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	12.7%	9.2%	10.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	11.1%	12.6%	9.0%
Two or More Races	10.3%	11.7%	10.2%
Hispanic Origin	12.6%	13.7%	10.6%
Diversity Index	69.9	68.4	62.4
2023 Population by Race/Ethnicity			
Total	10,080	92,025	152,686
White Alone	57.6%	59.4%	64.4%
Black Alone	7.1%	5.2%	4.2%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	13.2%	9.4%	10.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	11.2%	13.3%	9.5%
Two or More Races	10.5%	12.3%	10.6%
Hispanic Origin	13.1%	14.5%	11.3%
Diversity Index	70.8	70.1	64.2
2028 Population by Race/Ethnicity			
Total	9,958	91,710	152,473
White Alone	54.6%	56.6%	61.7%
Black Alone	7.3%	5.3%	4.4%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	14.3%	10.2%	11.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	11.9%	14.2%	10.2%
Two or More Races	11.4%	13.2%	11.6%
Hispanic Origin	13.9%	15.4%	12.0%
Diversity Index	73.3	72.5	66.9
2010 Population by Relationship and Household Type			
Total	8,941	83,013	138,843
In Households	99.9%	95.4%	95.4%
In Family Households	81.2%	76.7%	79.3%
Householder	26.3%	24.5%	25.3%
Spouse	20.5%	18.9%	20.5%
Child	28.3%	27.8%	28.8%
Other relative	4.3%	3.6%	3.1%
Nonrelative	1.8%	1.9%	1.6%
In Nonfamily Households	18.7%	18.6%	16.2%
In Group Quarters	0.1%	4.6%	4.6%
Institutionalized Population	0.0%	2.2%	1.6%
Noninstitutionalized Population	0.1%	2.4%	3.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 25, 2023



Community Profile

Rings: 1, 3, 5 mile radii

PetSmart, 1 Worcester Rd, Framingham, MA

Latitude: 42.3018

Longitude: -71.39568

	1 mile	3 mile	5 mile
2023 Population 25+ by Educational Attainment			
Total	7,139	63,878	104,703
Less than 9th Grade	3.4%	3.7%	2.6%
9th - 12th Grade, No Diploma	3.7%	4.1%	2.9%
High School Graduate	15.2%	17.5%	14.9%
GED/Alternative Credential	3.1%	2.4%	1.8%
Some College, No Degree	9.7%	10.7%	9.6%
Associate Degree	5.8%	5.9%	5.7%
Bachelor's Degree	34.2%	30.1%	31.8%
Graduate/Professional Degree	25.0%	25.6%	30.6%
2023 Population 15+ by Marital Status			
Total	8,195	75,471	124,848
Never Married	34.9%	33.9%	31.6%
Married	51.9%	52.7%	56.0%
Widowed	4.7%	4.8%	4.7%
Divorced	8.5%	8.6%	7.7%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,653	53,752	86,852
Population 16+ Employed	95.9%	96.0%	96.1%
Population 16+ Unemployment rate	4.1%	4.0%	3.9%
Population 16-24 Employed	10.3%	12.5%	12.4%
Population 16-24 Unemployment rate	10.4%	9.0%	8.7%
Population 25-54 Employed	63.4%	60.7%	58.6%
Population 25-54 Unemployment rate	3.5%	2.8%	2.7%
Population 55-64 Employed	18.0%	17.3%	18.7%
Population 55-64 Unemployment rate	3.5%	3.4%	3.0%
Population 65+ Employed	8.4%	9.5%	10.3%
Population 65+ Unemployment rate	2.2%	5.9%	6.0%
2023 Employed Population 16+ by Industry			
Total	5,419	51,593	83,495
Agriculture/Mining	0.3%	0.2%	0.2%
Construction	3.2%	6.4%	5.6%
Manufacturing	8.7%	8.0%	8.2%
Wholesale Trade	1.8%	1.1%	1.1%
Retail Trade	9.3%	9.3%	9.0%
Transportation/Utilities	2.3%	2.6%	2.6%
Information	4.0%	2.4%	2.4%
Finance/Insurance/Real Estate	7.8%	6.4%	8.3%
Services	59.1%	59.7%	58.9%
Public Administration	3.4%	3.7%	3.6%
2023 Employed Population 16+ by Occupation			
Total	5,418	51,594	83,494
White Collar	74.3%	67.9%	74.1%
Management/Business/Financial	22.3%	20.0%	23.9%
Professional	37.1%	33.5%	35.3%
Sales	9.1%	7.9%	7.9%
Administrative Support	5.8%	6.6%	7.0%
Services	17.4%	18.6%	14.6%
Blue Collar	8.3%	13.5%	11.3%
Farming/Forestry/Fishing	0.0%	0.1%	0.0%
Construction/Extraction	2.8%	5.8%	4.7%
Installation/Maintenance/Repair	0.8%	1.4%	1.2%
Production	1.2%	2.2%	1.8%
Transportation/Material Moving	3.5%	4.0%	3.5%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 25, 2023



Community Profile

Rings: 1, 3, 5 mile radii

PetSmart, 1 Worcester Rd, Framingham, MA

Latitude: 42.3018

Longitude: -71.39568

	1 mile	3 mile	5 mile
2010 Households by Type			
Total	3,614	32,416	52,729
Households with 1 Person	28.2%	29.3%	26.7%
Households with 2+ People	71.8%	70.7%	73.3%
Family Households	64.5%	63.0%	66.6%
Husband-wife Families	50.3%	48.7%	54.0%
With Related Children	23.8%	23.6%	26.6%
Other Family (No Spouse Present)	14.2%	14.3%	12.5%
Other Family with Male Householder	4.2%	3.8%	3.2%
With Related Children	1.5%	1.6%	1.4%
Other Family with Female Householder	10.0%	10.5%	9.3%
With Related Children	5.9%	6.4%	5.5%
Nonfamily Households	7.4%	7.7%	6.7%
All Households with Children	31.4%	31.8%	33.7%
Multigenerational Households	2.9%	2.8%	2.6%
Unmarried Partner Households	5.4%	5.8%	5.2%
Male-female	4.5%	4.9%	4.3%
Same-sex	0.9%	0.9%	0.9%
2010 Households by Size			
Total	3,615	32,417	52,729
1 Person Household	28.2%	29.3%	26.7%
2 Person Household	31.9%	30.9%	31.8%
3 Person Household	18.0%	17.1%	17.0%
4 Person Household	14.6%	14.5%	15.8%
5 Person Household	5.0%	5.6%	6.1%
6 Person Household	1.6%	1.8%	1.8%
7 + Person Household	0.7%	0.8%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	3,614	32,416	52,728
Owner Occupied	58.0%	59.4%	67.2%
Owned with a Mortgage/Loan	44.1%	45.0%	50.7%
Owned Free and Clear	13.9%	14.4%	16.5%
Renter Occupied	42.0%	40.6%	32.8%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	66	63	67
Percent of Income for Mortgage	34.9%	36.3%	34.4%
Wealth Index	145	154	201
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,891	34,155	55,442
Housing Units Inside Urbanized Area	100.0%	99.8%	98.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.2%	1.3%
2010 Population By Urban/ Rural Status			
Total Population	8,941	83,014	138,843
Population Inside Urbanized Area	100.0%	99.8%	98.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.2%	1.3%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 25, 2023



Community Profile

Rings: 1, 3, 5 mile radii

PetSmart, 1 Worcester Rd, Framingham, MA

Latitude: 42.3018

Longitude: -71.39568

	1 mile	3 mile	5 mile
Top 3 Tapestry Segments			
1.	Urban Chic (2A)	Diverse Convergence (13A)	Urban Chic (2A)
2.	Pleasantville (2B)	Urban Chic (2A)	Top Tier (1A)
3.	Diverse Convergence (13A)	Pleasantville (2B)	Pleasantville (2B)
2023 Consumer Spending			
Apparel & Services: Total \$	\$12,654,932	\$111,749,504	\$212,632,241
Average Spent	\$3,023.16	\$3,139.56	\$3,686.67
Spending Potential Index	137	143	168
Education: Total \$	\$11,601,773	\$103,644,856	\$205,024,363
Average Spent	\$2,771.57	\$2,911.86	\$3,554.76
Spending Potential Index	155	162	198
Entertainment/Recreation: Total \$	\$20,219,214	\$180,655,511	\$352,541,742
Average Spent	\$4,830.20	\$5,075.45	\$6,112.45
Spending Potential Index	128	134	162
Food at Home: Total \$	\$38,164,164	\$337,743,602	\$642,226,163
Average Spent	\$9,117.10	\$9,488.78	\$11,135.07
Spending Potential Index	134	140	164
Food Away from Home: Total \$	\$20,500,410	\$183,484,586	\$351,090,729
Average Spent	\$4,897.37	\$5,154.93	\$6,087.29
Spending Potential Index	132	138	163
Health Care: Total \$	\$37,051,188	\$329,955,529	\$646,404,583
Average Spent	\$8,851.22	\$9,269.98	\$11,207.51
Spending Potential Index	120	126	152
HH Furnishings & Equipment: Total \$	\$16,154,694	\$144,337,671	\$281,453,007
Average Spent	\$3,859.22	\$4,055.11	\$4,879.90
Spending Potential Index	131	137	165
Personal Care Products & Services: Total \$	\$5,317,895	\$47,597,093	\$91,726,647
Average Spent	\$1,270.40	\$1,337.22	\$1,590.38
Spending Potential Index	133	140	166
Shelter: Total \$	\$144,504,354	\$1,285,898,431	\$2,460,965,893
Average Spent	\$34,520.87	\$36,126.83	\$42,668.80
Spending Potential Index	139	146	172
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$16,185,080	\$143,881,181	\$290,819,911
Average Spent	\$3,866.48	\$4,042.29	\$5,042.30
Spending Potential Index	124	129	161
Travel: Total \$	\$12,360,826	\$111,086,112	\$219,605,654
Average Spent	\$2,952.90	\$3,120.92	\$3,807.57
Spending Potential Index	131	139	169
Vehicle Maintenance & Repairs: Total \$	\$6,669,644	\$59,556,319	\$114,795,563
Average Spent	\$1,593.32	\$1,673.21	\$1,990.35
Spending Potential Index	122	128	152

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 25, 2023