Webster Commons
120 East Main Street, Webster, Massachusetts, 01570
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 42.05869
Longitude: -71.86484

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	6,603	25,462	41,371
2020 Total Population	7,110	26,570	42,630
2020 Group Quarters	92	285	1,101
2022 Total Population	7,332	27,049	43,075
2022 Group Quarters	92	285	1,101
2027 Total Population	7,627	27,609	43,542
2022-2027 Annual Rate	0.79%	0.41%	0.22%
2022 Total Daytime Population	8,175	26,114	38,148
Workers	4,204	12,329	16,921
Residents	3,971	13,785	21,227
Household Summary			
2010 Households	2,957	10,368	16,182
2010 Average Household Size	2.20	2.43	2.48
2020 Total Households	3,230	11,133	17,257
2020 Average Household Size	2.17	2.36	2.41
2022 Households	3,329	11,344	17,472
2022 Average Household Size	2.17	2.36	2.40
2027 Households	3,462	11,613	17,731
2027 Average Household Size	2.18	2.35	2.39
2022-2027 Annual Rate	0.79%	0.47%	0.29%
2010 Families	1,679	6,618	10,866
2010 Average Family Size	2.83	2.98	3.00
2022 Families	1,854	7,104	11,544
2022 Average Family Size	2.82	2.92	2.92
2027 Families	1,927	7,255	11,684
2027 Average Family Size	2.81	2.91	2.90
2022-2027 Annual Rate	0.78%	0.42%	0.24%
Housing Unit Summary			
2000 Housing Units	3,397	10,818	16,401
Owner Occupied Housing Units	35.8%	55.1%	62.5%
Renter Occupied Housing Units	55.8%	37.5%	31.4%
Vacant Housing Units	8.4%	7.3%	6.1%
2010 Housing Units	3,353	11,549	17,698
Owner Occupied Housing Units	35.3%	55.2%	62.8%
Renter Occupied Housing Units	52.9%	34.6%	28.6%
Vacant Housing Units	11.8%	10.2%	8.6%
2020 Housing Units	3,547	12,114	18,580
Vacant Housing Units	8.9%	8.1%	7.1%
2022 Housing Units	3,685	12,385	18,867
Owner Occupied Housing Units	35.7%	53.9%	60.8%
Renter Occupied Housing Units	54.7%	37.7%	31.8%
Vacant Housing Units	9.7%	8.4%	7.4%
2027 Housing Units	3,825	12,674	19,176
Owner Occupied Housing Units	36.5%	54.8%	61.5%
Renter Occupied Housing Units	53.9%	36.8%	31.0%
Vacant Housing Units	9.5%	8.4%	7.5%
Median Household Income			
2022	$53,856	$73,472	$79,918
2027	$63,106	$84,692	$95,033
Median Home Value			
2022	$271,886	$314,622	$332,528
2027	$466,418	$464,840	$448,259
Per Capita Income			
2022	$34,574	$40,885	$42,837
2027	$41,556	$49,016	$50,666
Median Age			
2010	38.6	40.7	40.4
2022	38.9	42.4	42.3
2027	38.6	42.3	42.3

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 05, 2022

Market Profile

Webster Commons
120 East Main Street, Webster, Massachusetts, 01570
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
2022 Households by Income			
Household Income Base	3,329	11,344	17,472
<$15,000	8.4%	6.1%	6.1%
$15,000 - $24,999	11.0%	7.4%	7.0%
$25,000 - $34,999	11.6%	9.2%	8.0%
$35,000 - $49,999	15.4%	10.6%	9.4%
$50,000 - $74,999	16.8%	17.4%	15.9%
$75,000 - $99,999	12.1%	14.6%	14.1%
$100,000 - $149,999	16.1%	18.4%	19.1%
$150,000 - $199,999	4.8%	9.7%	11.4%
$200,000+	3.8%	6.5%	8.9%
Average Household Income	$77,084	$96,972	$106,526
2027 Households by Income			
Household Income Base	3,462	11,613	17,731
<$15,000	6.7%	4.8%	4.9%
$15,000 - $24,999	8.6%	5.5%	5.4%
$25,000 - $34,999	10.3%	7.8%	6.3%
$35,000 - $49,999	15.1%	10.7%	8.9%
$50,000 - $74,999	15.2%	15.4%	13.8%
$75,000 - $99,999	11.4%	13.0%	12.8%
$100,000 - $149,999	19.6%	20.0%	21.0%
$150,000 - $199,999	7.7%	13.8%	15.7%
$200,000+	5.4%	9.2%	11.2%
Average Household Income	$92,723	$115,889	$125,487
2022 Owner Occupied Housing Units by Value			
Total	1,314	6,678	11,464
<$50,000	5.3%	1.8%	1.3%
$50,000 - $99,999	1.5%	0.6%	0.5%
$100,000 - $149,999	5.0%	1.9%	1.4%
$150,000 - $199,999	15.2%	8.4%	8.0%
$200,000 - $249,999	13.5%	16.0%	14.6%
$250,000 - $299,999	21.4%	18.3%	16.0%
$300,000 - $399,999	16.4%	20.0%	25.3%
$400,000 - $499,999	5.6%	10.3%	13.7%
$500,000 - $749,999	8.7%	15.3%	14.1%
$750,000 - $999,999	3.5%	2.7%	1.9%
$1,000,000 - $1,499,999	0.9%	1.9%	1.3%
$1,500,000 - $1,999,999	1.8%	1.9%	1.3%
$2,000,000 +	1.1%	0.8%	0.5%
Average Home Value	$360,864	$414,856	$399,762
2027 Owner Occupied Housing Units by Value			
Total	1,398	6,945	11,796
<$50,000	3.9%	1.5%	1.1%
$50,000 - $99,999	0.3%	0.1%	0.1%
$100,000 - $149,999	0.3%	0.2%	0.3%
$150,000 - $199,999	1.9%	1.6%	3.1%
$200,000 - $249,999	2.1%	3.9%	5.6%
$250,000 - $299,999	11.7%	7.7%	7.3%
$300,000 - $399,999	20.2%	19.0%	21.0%
$400,000 - $499,999	14.4%	24.7%	23.6%
$500,000 - $749,999	24.7%	25.4%	26.4%
$750,000 - $999,999	7.8%	5.2%	4.2%
$1,000,000 - $1,499,999	2.9%	4.3%	3.0%
$1,500,000 - $1,999,999	6.0%	3.9%	2.6%
$2,000,000 +	3.8%	2.5%	1.6%
Average Home Value	$626,501	$593,687	$539,073

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 05, 2022

Market Profile

Webster Commons

120 East Main Street, Webster, Massachusetts, 01570

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Prepared by WHLR

Latitude: 42.05869

Longitude: -71.86484

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	6,605	25,463	41,369
0 - 4	6.6%	5.8%	5.5%
5 - 9	6.0%	6.0%	6.1%
10 - 14	5.8%	6.2%	6.5%
15 - 24	13.2%	12.3%	13.9%
25 - 34	14.0%	12.0%	10.8%
35 - 44	13.1%	14.2%	14.3%
45 - 54	15.2%	16.4%	16.8%
55 - 64	10.8%	12.6%	12.7%
65 - 74	6.6%	6.9%	6.8%
75 - 84	5.2%	4.6%	4.3%
85 +	3.5%	3.0%	2.3%
18 +	77.9%	77.8%	77.7%
2022 Population by Age			
Total	7,332	27,048	43,075
0 - 4	6.1%	5.1%	4.9%
5 - 9	5.9%	5.3%	5.3%
10 - 14	5.8%	5.6%	5.6%
15 - 24	12.3%	11.5%	13.0%
25 - 34	14.8%	13.5%	12.6%
35 - 44	12.1%	12.0%	11.8%
45 - 54	12.3%	13.6%	13.9%
55 - 64	13.0%	14.8%	14.9%
65 - 74	9.6%	10.8%	10.8%
75 - 84	5.2%	5.3%	5.1%
85 +	2.9%	2.5%	2.2%
18 +	78.9%	80.5%	80.5%
2027 Population by Age			
Total	7,625	27,609	43,541
0 - 4	6.3%	5.3%	5.0%
5 - 9	5.8%	5.1%	5.1%
10 - 14	5.7%	5.4%	5.5%
15 - 24	12.3%	11.1%	12.4%
25 - 34	15.1%	13.6%	12.7%
35 - 44	12.8%	12.7%	12.6%
45 - 54	11.3%	12.4%	12.6%
55 - 64	12.1%	13.9%	14.0%
65 - 74	9.8%	11.4%	11.5%
75 - 84	6.0%	6.6%	6.5%
85 +	2.6%	2.4%	2.2%
18 +	78.9%	80.9%	81.0%
2010 Population by Sex			
Males	3,153	12,373	20,358
Females	3,450	13,089	21,013
2022 Population by Sex			
Males	3,529	13,212	21,138
Females	3,802	13,836	21,937
2027 Population by Sex			
Males	3,689	13,535	21,435
Females	3,938	14,073	22,107

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 05, 2022

WHLR REAL ESTATE INVESTMENT TRUST

Webster Commons

120 East Main Street, Webster, Massachusetts, 01570

Rings: 1, 3, 5 mile radii

Prepared by WHLR

Latitude: 42.05869

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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	6,603	25,462	41,371
White Alone	88.0%	92.9%	93.9%
Black Alone	4.1%	2.2%	1.7%
American Indian Alone	0.4%	0.3%	0.2%
Asian Alone	1.0%	1.0%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.7%	1.8%	1.5%
Two or More Races	2.7%	1.9%	1.7%
Hispanic Origin	10.0%	5.5%	4.5%
Diversity Index	36.1	22.6	19.2
2020 Population by Race/Ethnicity			
Total	7,110	26,570	42,630
White Alone	75.0%	82.3%	85.1%
Black Alone	4.6%	3.6%	2.8%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	2.4%	1.6%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.9%	4.8%	3.8%
Two or More Races	9.6%	7.3%	6.6%
Hispanic Origin	17.7%	11.5%	10.7%
Diversity Index	58.9	45.3	40.9
2022 Population by Race/Ethnicity			
Total	7,333	27,049	43,075
White Alone	74.2%	81.6%	84.4%
Black Alone	4.7%	3.7%	2.9%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	2.4%	1.6%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.2%	5.0%	4.0%
Two or More Races	10.0%	7.7%	7.0%
Hispanic Origin	18.1%	11.9%	11.0%
Diversity Index	59.9	46.5	42.0
2027 Population by Race/Ethnicity			
Total	7,626	27,609	43,542
White Alone	71.6%	79.5%	82.5%
Black Alone	5.1%	4.0%	3.2%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	2.6%	1.8%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.2%	5.8%	4.6%
Two or More Races	11.0%	8.6%	7.8%
Hispanic Origin	19.1%	12.7%	11.6%
Diversity Index	63.0	49.9	45.1
2010 Population by Relationship and Household Type			
Total	6,603	25,463	41,371
In Households	98.6%	98.7%	97.1%
In Family Households	75.3%	80.3%	81.2%
Householder	25.1%	26.1%	26.1%
Spouse	14.5%	18.5%	19.4%
Child	28.8%	29.6%	30.1%
Other relative	3.5%	3.3%	3.1%
Nonrelative	3.4%	2.9%	2.5%
In Nonfamily Households	23.3%	18.4%	15.9%
In Group Quarters	1.4%	1.3%	2.9%
Institutionalized Population	1.2%	1.2%	0.9%
Noninstitutionalized Population	0.3%	0.1%	2.1%

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Population 25+ by Educational Attainment			
Total	5,124	19,587	30,670
Less than 9th Grade	4.4%	2.7%	2.4%
9th - 12th Grade, No Diploma	8.9%	5.1%	4.7%
High School Graduate	31.2%	30.9%	29.7%
GED/Alternative Credential	5.3%	4.3%	3.8%
Some College, No Degree	16.5%	17.6%	18.3%
Associate Degree	10.8%	10.9%	10.9%
Bachelor's Degree	17.1%	19.9%	20.6%
Graduate/Professional Degree	5.8%	8.6%	9.6%
2022 Population 15+ by Marital Status			
Total	6,028	22,706	36,275
Never Married	38.4%	33.3%	34.4%
Married	39.7%	47.4%	48.2%
Widowed	6.8%	7.3%	6.6%
Divorced	15.2%	12.0%	10.8%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,727	14,350	23,466
Population 16+ Employed	91.6%	93.6%	94.2%
Population 16+ Unemployment rate	8.4%	6.4%	5.8%
Population 16-24 Employed	15.6%	12.8%	14.7%
Population 16-24 Unemployment rate	18.6%	14.8%	11.8%
Population 25-54 Employed	62.1%	62.6%	60.3%
Population 25-54 Unemployment rate	6.6%	5.2%	4.7%
Population 55-64 Employed	17.7%	19.4%	19.2%
Population 55-64 Unemployment rate	4.1%	3.5%	4.4%
Population 65+ Employed	4.7%	5.2%	5.9%
Population 65+ Unemployment rate	9.7%	7.9%	4.5%
2022 Employed Population 16+ by Industry			
Total	3,413	13,436	22,116
Agriculture/Mining	0.1%	0.4%	0.4%
Construction	5.3%	5.1%	5.9%
Manufacturing	16.2%	14.2%	13.6%
Wholesale Trade	4.1%	3.6%	3.1%
Retail Trade	15.4%	13.7%	13.3%
Transportation/Utilities	3.9%	5.8%	6.5%
Information	1.5%	1.9%	1.8%
Finance/Insurance/Real Estate	8.7%	8.7%	7.9%
Services	42.7%	42.2%	43.4%
Public Administration	2.3%	4.5%	4.1%
2022 Employed Population 16+ by Occupation			
Total	3,414	13,434	22,114
White Collar	51.9%	56.8%	59.6%
Management/Business/Financial	12.2%	15.7%	16.4%
Professional	17.3%	20.4%	21.9%
Sales	8.4%	8.6%	9.0%
Administrative Support	14.0%	12.1%	12.3%
Services	18.7%	16.2%	15.3%
Blue Collar	29.4%	27.0%	25.1%
Farming/Forestry/Fishing	1.2%	0.4%	0.3%
Construction/Extraction	4.8%	4.9%	4.8%
Installation/Maintenance/Repair	3.0%	4.2%	4.2%
Production	9.5%	8.4%	7.6%
Transportation/Material Moving	10.8%	9.2%	8.2%

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2010 Households by Type			
Total	2,957	10,369	16,181
Households with 1 Person	35.5%	28.9%	26.4%
Households with 2+ People	64.5%	71.1%	73.6%
Family Households	56.8%	63.8%	67.2%
Husband-wife Families	32.8%	45.1%	50.1%
With Related Children	13.4%	19.0%	21.6%
Other Family (No Spouse Present)	24.0%	18.7%	17.1%
Other Family with Male Householder	6.7%	5.7%	5.2%
With Related Children	3.5%	3.0%	2.8%
Other Family with Female Householder	17.3%	13.1%	11.9%
With Related Children	12.4%	8.8%	7.9%
Nonfamily Households	7.7%	7.3%	6.5%
All Households with Children	29.7%	31.2%	32.7%
Multigenerational Households	2.5%	3.0%	3.4%
Unmarried Partner Households	9.4%	9.0%	8.2%
Male-female	9.1%	8.5%	7.6%
Same-sex	0.2%	0.5%	0.6%
2010 Households by Size			
Total	2,956	10,369	16,180
1 Person Household	35.5%	28.9%	26.4%
2 Person Household	32.1%	33.2%	32.9%
3 Person Household	15.5%	16.9%	17.5%
4 Person Household	10.8%	13.2%	14.5%
5 Person Household	4.3%	5.4%	5.9%
6 Person Household	1.3%	1.6%	1.8%
7 + Person Household	0.5%	0.7%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	2,957	10,368	16,182
Owner Occupied	40.0%	61.5%	68.7%
Owned with a Mortgage/Loan	27.1%	44.6%	51.1%
Owned Free and Clear	13.0%	16.9%	17.6%
Renter Occupied	60.0%	38.5%	31.3%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	88	101	103
Percent of Income for Mortgage	26.6%	22.6%	21.9%
Wealth Index	53	85	104
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,353	11,549	17,698
Housing Units Inside Urbanized Area	98.9%	94.7%	82.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.1%	5.3%	17.8%
2010 Population By Urban/ Rural Status			
Total Population	6,603	25,462	41,371
Population Inside Urbanized Area	98.6%	93.8%	80.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.4%	6.2%	19.1%

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Top 3 Tapestry Segments			
1.	Front Porches (8E)	Front Porches (8E)	Parks and Rec (5C)
2.	Set to Impress (11D)	Parks and Rec (5C)	Front Porches (8E)
3.	Parks and Rec (5C)	Set to Impress (11D)	Green Acres (6A)
2022 Consumer Spending			
Apparel & Services: Total $	$6,030,215	$25,204,733	$42,301,473
Average Spent	$1,811.42	$2,221.86	$2,421.10
Spending Potential Index	75	92	101
Education: Total $	$5,346,011	$22,264,552	$37,041,449
Average Spent	$1,605.89	$1,962.67	$2,120.05
Spending Potential Index	82	100	108
Entertainment/Recreation: Total $	$8,838,732	$38,220,124	$64,844,612
Average Spent	$2,655.07	$3,369.19	$3,711.34
Spending Potential Index	72	92	101
Food at Home: Total $	$15,453,518	$64,807,505	$108,566,180
Average Spent	$4,642.09	$5,712.93	$6,213.72
Spending Potential Index	75	92	100
Food Away from Home: Total $	$10,767,936	$44,817,329	$75,042,575
Average Spent	$3,234.59	$3,950.75	$4,295.02
Spending Potential Index	75	92	100
Health Care: Total $	$16,601,435	$73,116,150	$124,852,506
Average Spent	$4,986.91	$6,445.36	$7,145.86
Spending Potential Index	70	91	101
HH Furnishings & Equipment: Total $	$6,141,941	$26,688,958	$45,443,687
Average Spent	$1,844.98	$2,352.69	$2,600.94
Spending Potential Index	72	92	102
Personal Care Products & Services: Total $	$2,528,942	$10,729,169	$18,099,345
Average Spent	$759.67	$945.80	$1,035.91
Spending Potential Index	74	93	102
Shelter: Total $	$59,133,089	$245,834,920	$409,510,185
Average Spent	$17,763.02	$21,670.92	$23,438.08
Spending Potential Index	78	95	102
Support Payments/Cash Contributions/Gifts in Kind: Total $	$6,213,030	$27,902,432	$47,523,676
Average Spent	$1,866.34	$2,459.66	$2,719.99
Spending Potential Index	69	91	100
Travel: Total $	$6,845,630	$30,109,440	$51,385,256
Average Spent	$2,056.36	$2,654.22	$2,941.01
Spending Potential Index	72	92	102
Vehicle Maintenance & Repairs: Total $	$3,080,477	$13,164,373	$22,173,630
Average Spent	$925.35	$1,160.47	$1,269.10
Spending Potential Index	73	92	101

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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