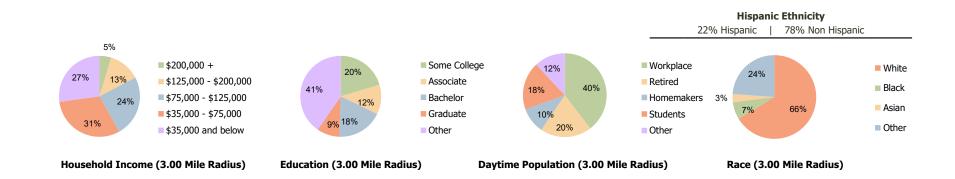
# BRIXMOR

## **Demographic Summary Report**

2020 Census, 2023 Estimates & 2028 Projections Calculated using TAS Retrieval

| WaterTower Plaza<br>Leominster, MA        | 1.00 Mile Radius | 3.00 Mile Radius | 5.00 Mile Radius |  |  |  |  |
|---|------------------|------------------|------------------|--|--|--|--|
| Current Year Demographics                 |                  |                  |                  |  |  |  |  |
| Current Population                        | 7,717            | 51,784           | 95,961           |  |  |  |  |
| Total Daytime Pop                         | 8,529            | 39,555           | 90,492           |  |  |  |  |
| Workplace Pop                             | 4,318            | 15,658           | 26,706           |  |  |  |  |
| Average Household Income                  | \$86,534         | \$81,334         | \$83,530         |  |  |  |  |
| Average Disposable Income                 | \$67,798         | \$65,397         | \$67,156         |  |  |  |  |
| Total Households                          | 3,320            | 21,237           | 37,769           |  |  |  |  |
| Median Home Value                         | \$372,480        | \$361,958        | \$363,409        |  |  |  |  |
| College (4+)                              | 31.8%            | 27.4%            | 27.3%            |  |  |  |  |
| Total Consumer Spending/Capita (Weekly)   | \$436            | \$437            | \$438            |  |  |  |  |
| Population per Household                  | 2.13             | 2.01             | 2.47             |  |  |  |  |
| % of Households with Children             | 22.4%            | 26.6%            | 26.1%            |  |  |  |  |
| 2028 Demographic Projections              |                  |                  |                  |  |  |  |  |
| Projected Population                      | 7,539            | 51,594           | 95,913           |  |  |  |  |
| Projected 5 Year Annual Growth Rate (Pop) | -0.5%            | -0.1%            | 0.0%             |  |  |  |  |



## BRIXMOR

### **Demographic Summary Report**

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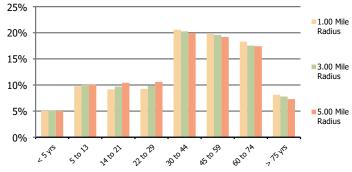
WaterTower Plaza Leominster, MA

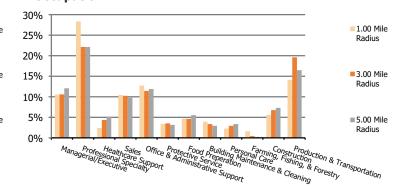
1.00 Mile Radius

3.00 Mile Radius

5.00 Mile Radius

Population by Age Range





|          | Current Estimated Population                                       | 7,717 | 51,784 | 95,961 |
|----------|--|-------|--------|--------|
| 5        | 2010 Census Population   | 7,336 | 40,711 | 75,885 |
| i te     | 2000 Census Population   | 7,534 | 41,416 | 75,210 |
|          | Historical Annual Growth 2000 to 2010                              | -0.3% | -0.2%  | 0.1%   |
| č        | Estimated Annual Growth 2010 to 2023                               | 0.4%  | 1.8%   | 1.8%   |
|          | Projected Annual Growth 2023 to 2028                               | -0.5% | -0.1%  | 0.0%   |
| <u>.</u> |  |       |        |        |
| h        | Hispanic or Latino Population<br>Non Hispanic or Latino Population | 20%   | 22%    | 22%    |
| ά        | Non Hispanic or Latino Population                                  | 80%   | 78%    | 78%    |
|          | White  | 65.9% | 66.2%  | 66.3%  |
|          | Black or African American  | 7.6%  | 6.7%   | 6.8%   |
| Ra       | Asian & Pacific Islander   | 2.6%  | 3.2%   | 3.2%   |
|          | Other Races  | 23.9% | 23.9%  | 23.8%  |
|          |  |       |        |        |

#### Occupation