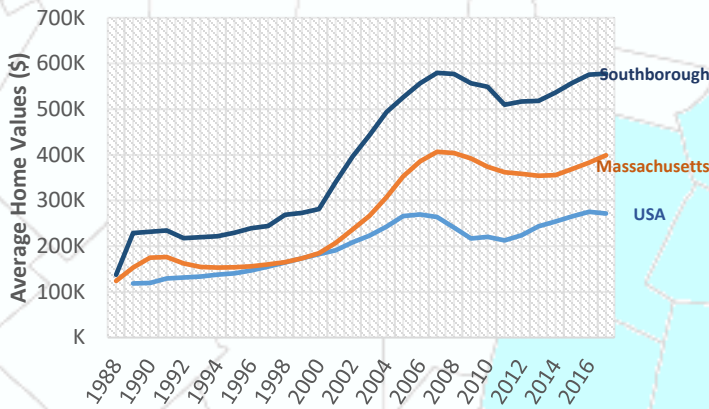
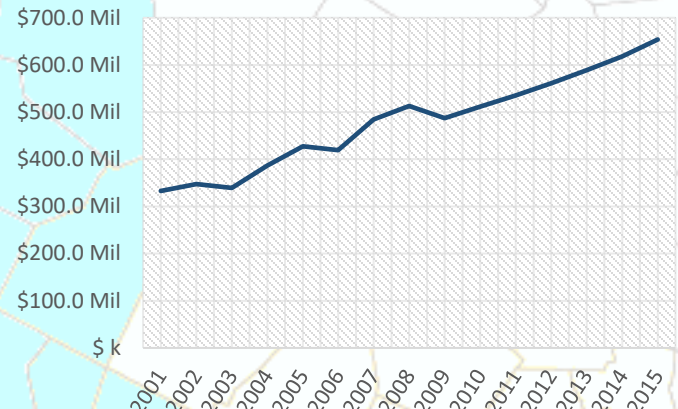


Rising Home Values



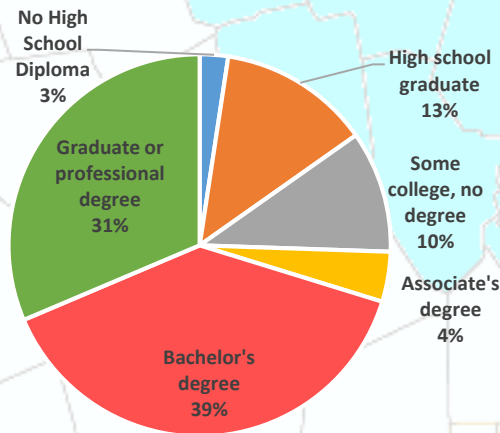
Beyond the year to year averages, in February 2017, the median single family home in Southborough sold for \$315,000¹. This is higher than the national average for February which was \$228,200².

Increasing Payroll



From Q2 2015 to Q2 2016, the payroll for all places of employment in Southborough was \$672,630,597.³ As the town has recovered from the recession the payroll has increased significantly in the last few years.

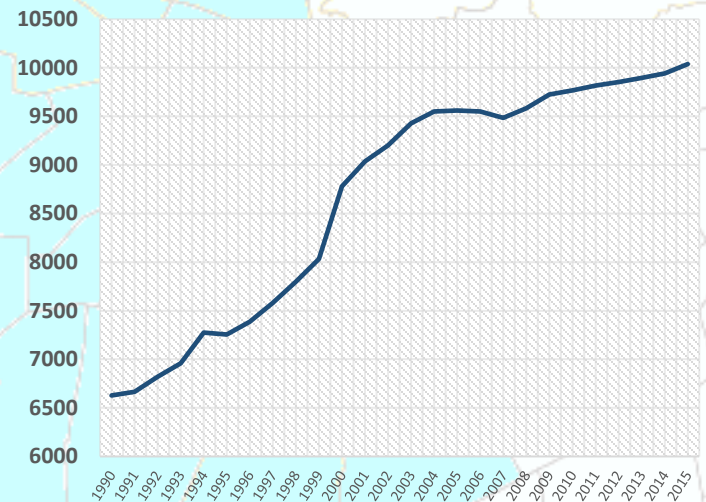
Highly Educated



2011-2015 ACS (U.S. Census Bureau)

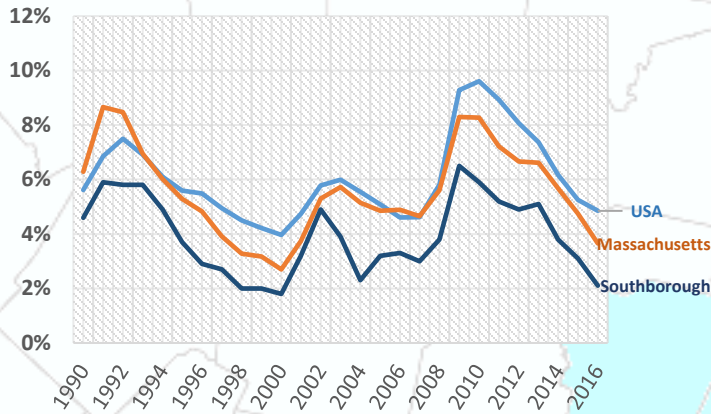
Southborough has a highly educated population compared to the state and to the nation with 70% of residents having a bachelor's degree or higher. During the same time 40.5% of people in Massachusetts had a bachelor's degree or higher, while only 29.8% of all people in the U.S. had one.⁴

Growing Population



The population of Southborough has been increasing steadily. In 2000, the population of Southborough was 8,781 this increased to 9,767 by 2010, and in 2015, the population of Southborough was estimated to be approximately 10,038.⁵

Low Unemployment



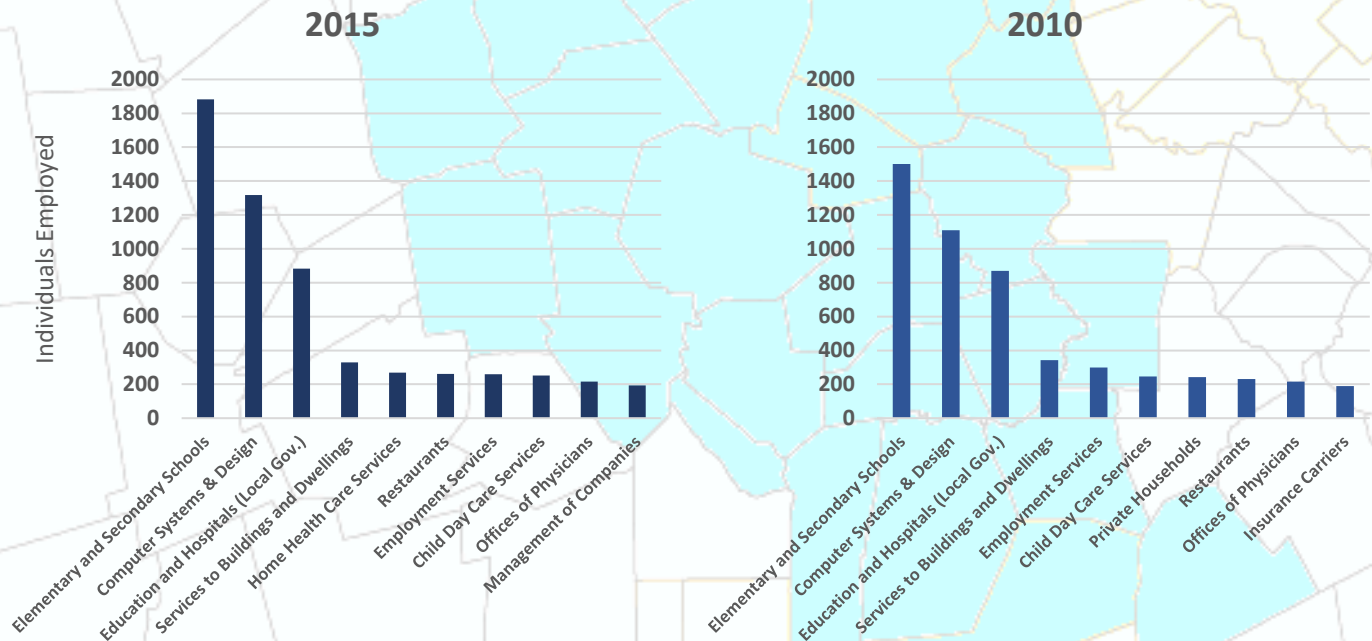
Expanding Employers



Beyond the year to year averages, in February 2017, the unemployment rate in Southborough was 3.2%. This is lower than the state and 495/MetroWest regional unemployment rates, which were both 3.4%, and much lower than the national unemployment rate of 4.8%³

The number of employers in Southborough has been increasing at a steady rate. In 2001, there were 351 employers in the town, and by Q2 2016 this number had increased to 439.³

Top Ten Industries In Southborough



Top Ten Industries data and analysis conducted by the Public Policy Center at UMass Dartmouth for the 495/MetroWest Partnership in support of the 495/MW Suburban Edge Community Commission utilizing 2014 US Census Bureau Local Employment Dynamics. For more information on these data sets please visit <http://lehd.ces.census.gov/>

Sources:

- Mass.gov Municipal Databank <http://www.mass.gov/dor/local-officials/municipal-databank-and-local-aid-unit/databank-reports-new.html> (Line graph municipal data)
 1. The Warren Group <http://www.twgstats.com/tssub/start.asp> 2. Ycharts Average US Home Values https://ycharts.com/indicators/sales_price_of_existing_homes
 3. Mass.gov Labor and Workforce Development <http://www.mass.gov/lwd/economic-data/> 4. US Census Bureau <https://www.census.gov/> 5. UMASS Donahue Institute <http://www.donahue.umassp.edu/news-events/institute-news/new-population-estimates-for-mass-released-interactive-map-available>