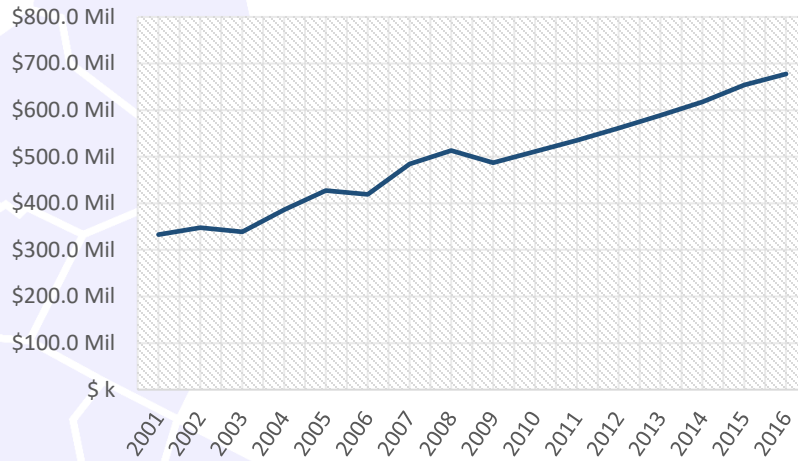
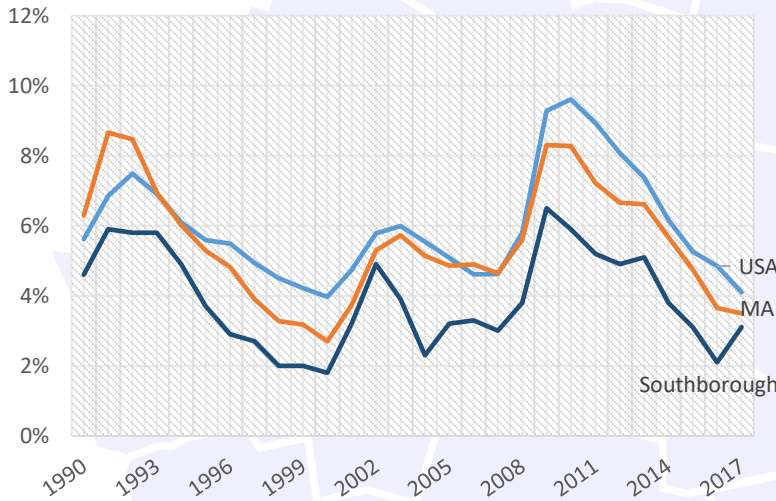


Increasing Payroll

From Q2 2016 to Q2 2017, the payroll for all places of employment in Southborough was \$728,441,380.³ Since our last report the payroll has increased over \$55 million and continues a positive year to year trend.



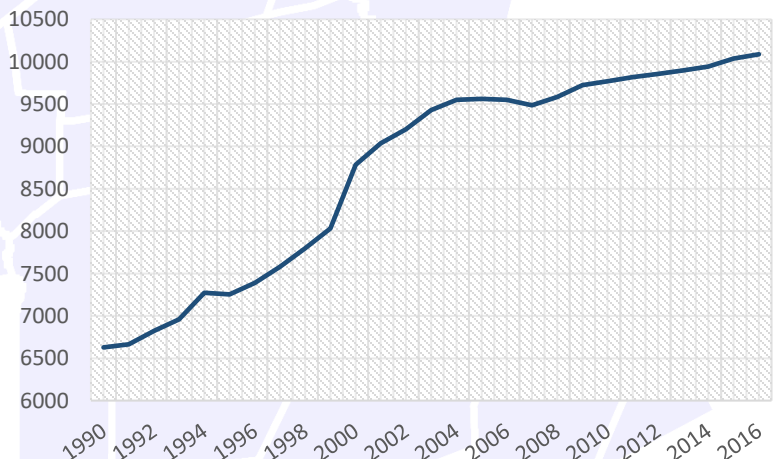
Low Unemployment



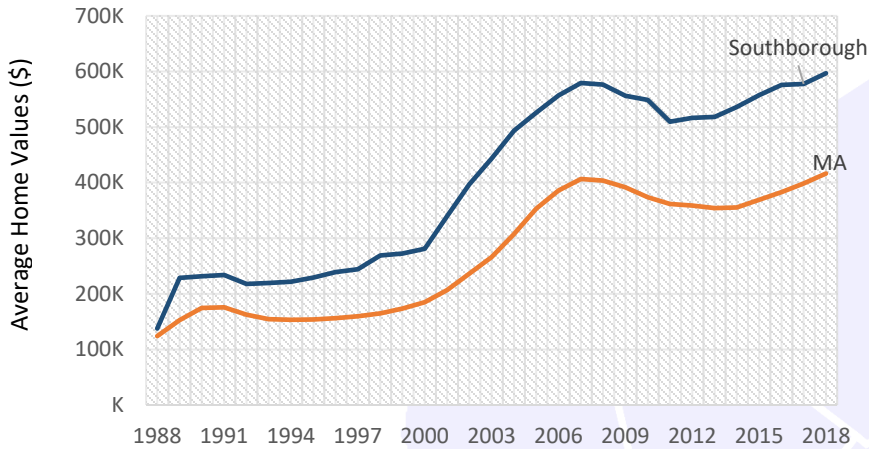
Beyond the year to year averages, in February 2018, the unemployment rate in Southborough was 2.7%. This is lower than the 495/MetroWest regional unemployment rate, which was at 3.4%, and significantly lower in comparison to the state and national unemployment rates, which were at 4.0% and 4.1%.³

Growing Population

The population of Southborough has increasing steadily. In 2000, the population of Southborough was 8,781 this increased to 9,767 by 2010, and in 2016, the population of Southborough is estimated to be 10,087.⁵



Rising Home Values



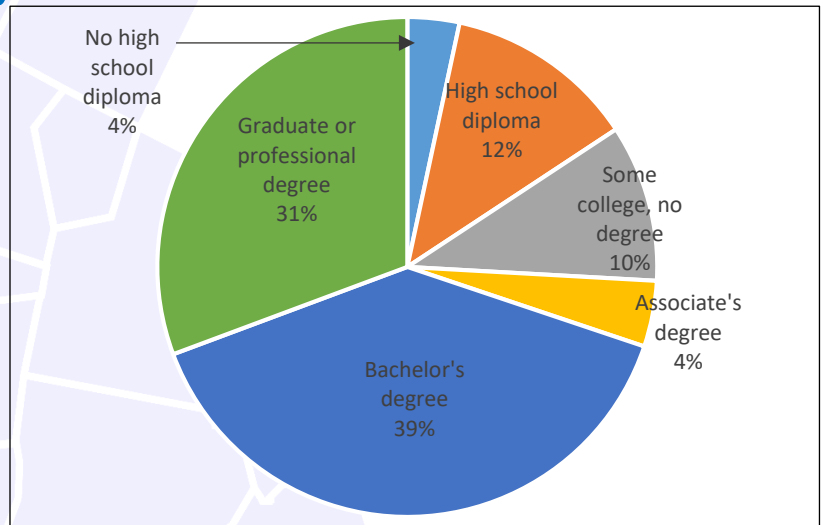
Southborough average Home Value is \$596,760 vs. M.A average of \$416,426

Median Sales Price Snapshot

In March 2018, the median single family sales price in Southborough was \$530,000.¹ This is higher than the state median sale price which was \$354,000¹, and higher than the national median which was \$251,500.²

Highly Educated

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 41.2% in Massachusetts had a bachelor's degree or higher, while only 30.3% in the U.S. had one.⁴



2012-2016 ACS (U.S. Census Bureau)

Expanding Employers



The number of employers in Southborough has been increasing at steady rate. In 2001, there were 351 employers in the town, and by Q2 2017 there were 454.³

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 <https://www.bankerandtradesman.com/real-estate-transactions/town-stats/> 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>