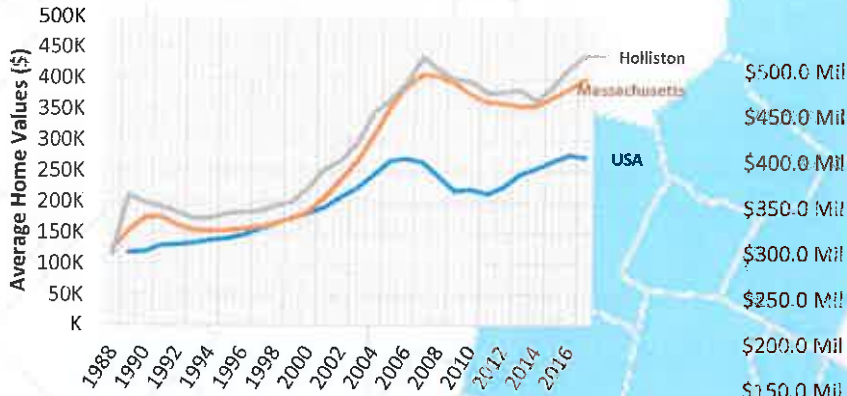
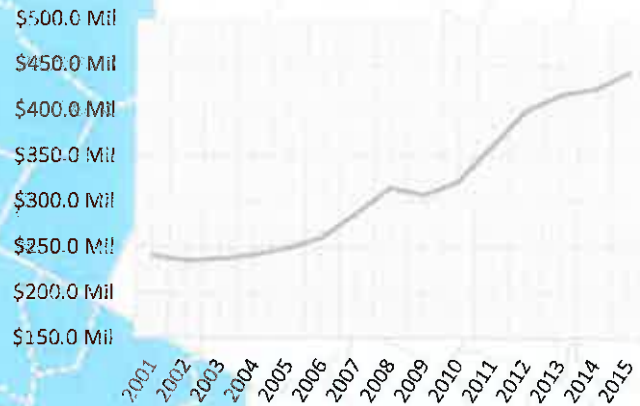


Rising Home Values



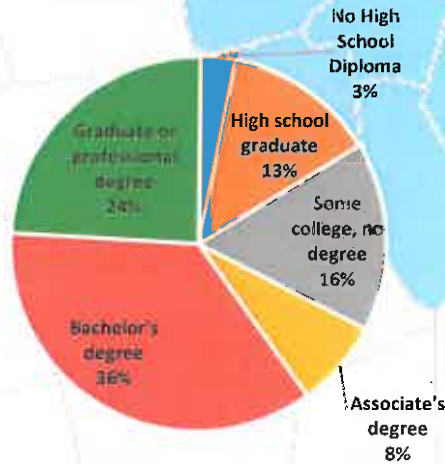
Increasing Payroll



Beyond the year to year averages, in February 2017, the median single family home in Holliston sold for \$383,000¹. This is much higher than the state median sale price for the same month which was \$319,000¹ and the national median for February which was \$228,200².

From Q2 2015 to Q2 2016, the payroll for all places of employment in Holliston was \$448,995,105.³ As the town has recovered from the recession the payroll has increased significantly in the last few years.

Highly Educated



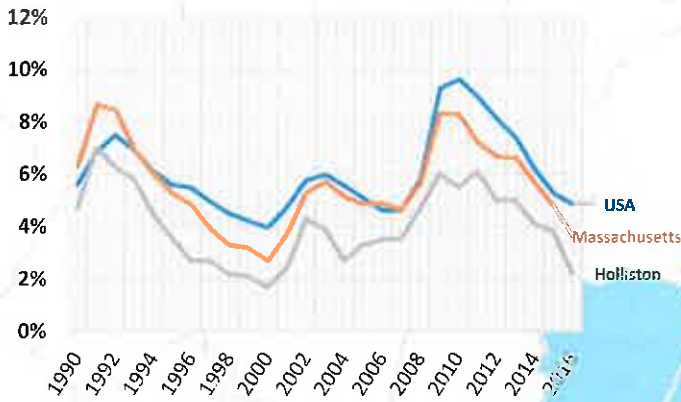
Growing Population



Holliston has a highly educated population compared to the state and to the nation with 60% 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

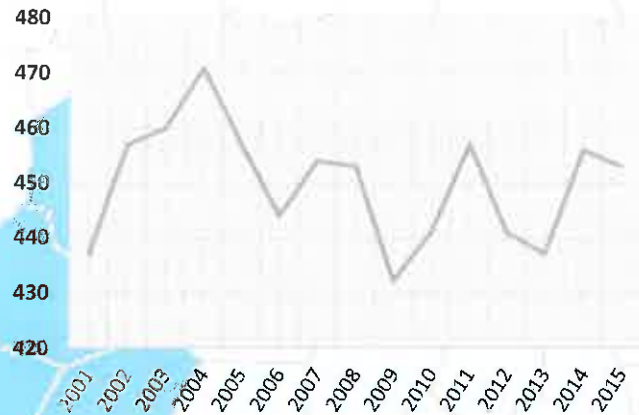
The population of Holliston has been increasing steadily after a slight dip recorded in the 2010 census. In 2000, the population of Holliston was 13,801. In 2010 it was 13,547, and in 2015, the population of Holliston was estimated to be approximately 14,525.⁵

Low Unemployment



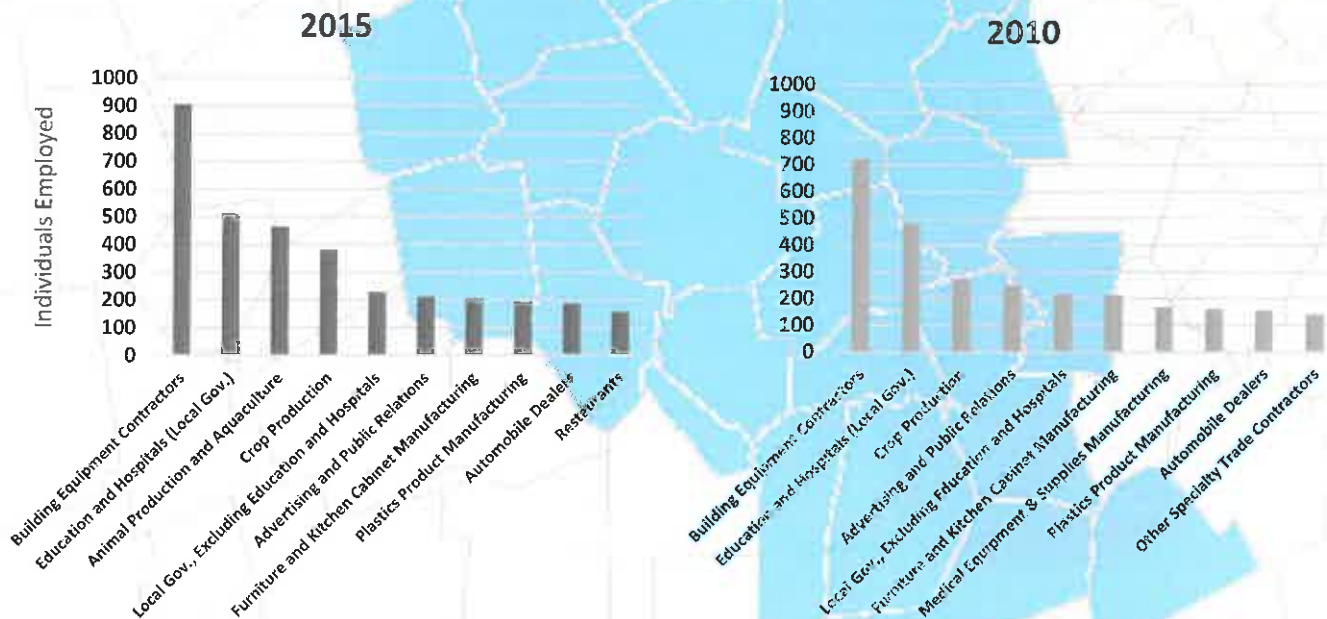
Beyond the year to year averages, in February 2017, the unemployment rate in Holliston was 3.4%. This is the same as the state and 495/MetroWest regional unemployment rates, which were both 3.4%, and much lower than the national unemployment rate of 4.8%³

Expanding Employers



The number of employers in Holliston has been fluctuating. In 2001, there were 437 employers in the town, and by Q2 2016 this number had increased to 453.³

Top Ten Industries in Holliston



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>



495/METROWEST ON THE GO

Town of Holliston Commuting Data
 Regional Transit Authority: **MWRTA**

Where do Holliston's Workers Live?

TOP 10 POINTS OF ORIGIN (Number of Commuters)

1. Holliston.....11.8% (723)	6. Marlborough.....2.5% (152)
2. Framingham.....5.0% (305)	7. Worcester.....2.3% (141)
3. Milford.....4.7% (289)	8. Franklin.....2.2% (132)
4. Medway.....3.1% (189)	9. Woonsocket, RI.....2.1% (127)
5. Westborough.....2.5% (154)	10. Ashland.....2.1% (126)

Total Employed in Holliston: **6,103**

Where do Holliston's Residents Work?

TOP 10 DESTINATIONS (Number of Commuters)

1. Boston.....11.0% (795)	6. Newton.....3.0% (213)
2. Holliston.....10.0% (723)	7. Waltham.....2.7% (192)
3. Framingham.....8.5% (613)	8. Worcester.....2.6% (186)
4. Natick.....4.8% (343)	9. Milford.....2.3% (168)
5. Wellesley.....3.7% (268)	10. Marlborough.....2.3% (165)

Total Commuting from Holliston: **7,204**

Washington Street



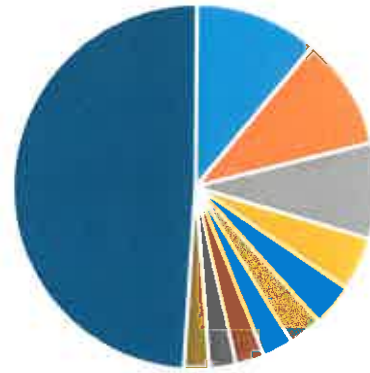
Data and Analysis conducted by the Public Policy Center at UMass Dartmouth for the 495/MetroWest Partnership in support of the 495/MW Suburban Edge Community Commission utilizing 2014 US Census Bureau Local Employment Dynamics. For more information on these data sets please visit <http://lehd.ces.census.gov/>

495/METROWEST ON THE GO

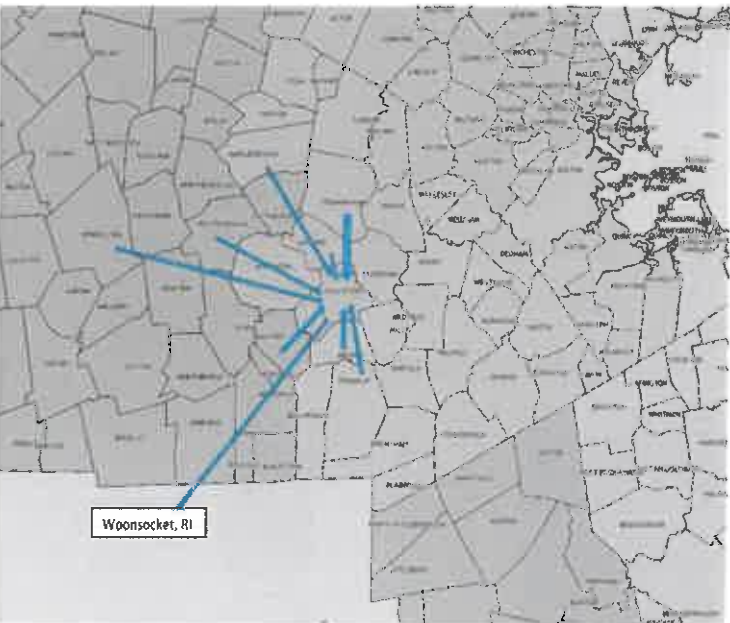
Town of Holliston Commuting Data



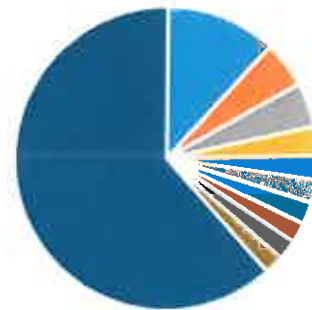
Where Holliston's Residents Work



- Boston
- Holliston
- Framingham
- Natick
- Wellesley
- Newton
- Waltham
- Worcester
- Milford
- Marlborough
- Other



Where Holliston's Workers Live



- Holliston
- Framingham
- Milford
- Medway
- Westborough
- Marlborough
- Worcester
- Franklin
- Woonsocket, RI
- Ashland
- Other



STRENGTH IN NUMBERS: 2017 EDITION

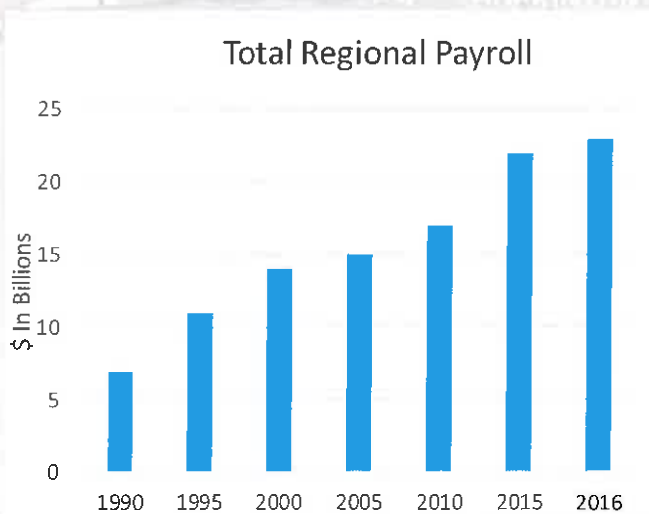
Demographic Data for the 495/MetroWest Region

The 495/MetroWest Partnership was founded in 2003 by business executives, municipal officials, legislators, and other leaders as a public-private economic development initiative, focused on securing needed policy decisions and infrastructure investments for our regional economy. At our founding, the Partnership worked with 32 communities, but reflective of our communities' prosperity, growing regional identity, and organizational accomplishments, our service area has expanded to 35 municipalities. The Partnership produces an annual update on the 495/MetroWest region's numbers, demonstrating the value of our 35 communities to the overall economic strength of the Commonwealth.

Whether considering our educated workforce, payroll numbers, jobs or employers, the 495/MetroWest region continues to offer a high return on investment for the Commonwealth, employers, and residents; a vibrant and diverse employment base; and an excellent quality of life. The 495/MetroWest Partnership is pleased to aggregate these important statistics in our effort to ensure the region's continued economic success and prosperity.

OVER \$23 BILLION ANNUAL PAYROLL

For the period between July 2015-June 2016, the total wages disbursed across all sectors of the economy in Massachusetts amounted to \$231.1 billion with approximately \$23.1 billion being generated within the 495/MetroWest region, equating to approximately **1 in every 10 payroll dollars**. Although the statewide payroll has declined by just over \$5 billion within the previous twelve months, the 495/MetroWest region gained approximately \$600 million during the same time.

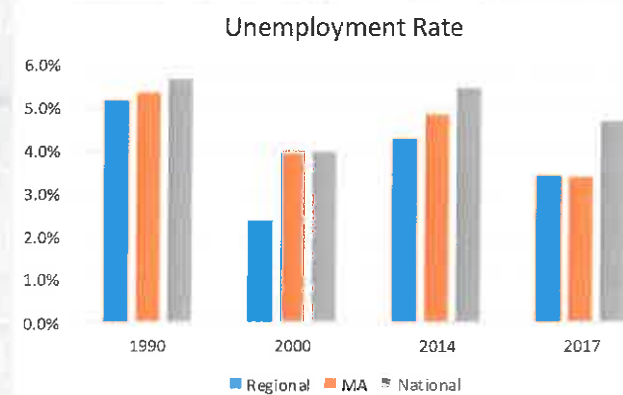


EMPLOYMENT: 1 IN 11 JOBS

The 35 communities in the 495/MetroWest region are home to approximately 1 in every 11 jobs in Massachusetts. According to the Massachusetts Department of Labor and Workforce for the period of July 2015-June 2016, a total of 3,413,350 individuals were employed across all sectors in the Commonwealth, with the **495/MetroWest region responsible for 330,822 jobs**. This is an increase from 326,440 jobs, which continues to trend upward, reflective of our region's and the state's consistent job growth over the last twelve months.

UNEMPLOYMENT: CONTINUES POSITIVE TREND

The 495/MetroWest region's unemployment rate has continued to outperform the nation, and recently aligned with the Commonwealth. As of February 2017, both Massachusetts and **495/MetroWest's average unemployment was 3.4%**, while the national unemployment rate was 4.7%. Compared to February 2016, the regional unemployment rate continued its positive trend, down from 3.68%.



REAL ESTATE ADVANTAGES: PRICING, LOCATION, SUPPLY

With a key location granting access to Boston, Central Massachusetts, and Rhode Island, 495/MetroWest offers crucial advantages to employers. As noted in a market analysis by Transwestern for the Partnership, our region offers over 43.3 Million SF of office, lab, manufacturing, warehouse, and flex space, with office properties growing by 19% since 2004. In addition to location and supply, our region has a significant pricing advantage, offering a 37% discount when compared to properties in the Boston area.

NEARLY 7% POPULATION GROWTH

The 33 towns and the cities of Franklin and Marlborough comprising the 495/MetroWest region, stretch from Westford to Foxboro and Shrewsbury to Natick. Over a five-year period, the region has experienced a substantially higher increase in total population at 6.91% when compared to the state average of 3.77%. The 2010 Census reported a 495/MetroWest population of 584,197. In 2015, the population of the region is estimated to be 624,598.

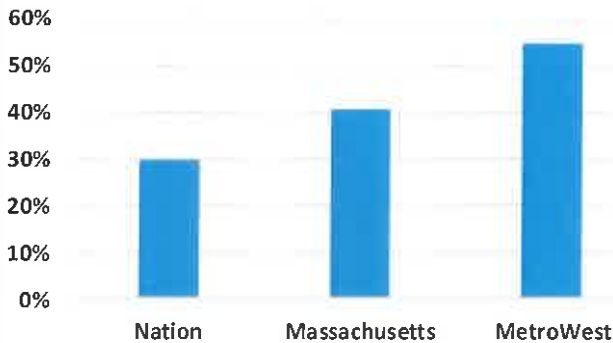
SINGLE-FAMILY HOMES: COMPETITIVELY PRICED

According to the Warren Group, the median selling price for a single-family home in February 2017, within the 35 communities, was \$437,658. While higher than the median price for the state (\$319,000), the region continues to be more affordable than the Metro-Boston area.

WORKFORCE: HIGHLY EDUCATED

The 495/MetroWest region has a very well educated workforce with 54.82% of the population in possession of a bachelor's degree or higher. According to the U.S. Census Bureau, 40.5% of the Commonwealth's residents hold a bachelor's degree or higher for the same time frame and age group. Both Massachusetts and the 495/MetroWest region have higher levels of educational attainment than the nation-at-large at 29.8%.

Bachelors Degree or Higher



EMPLOYERS: HOLDING STEADY

The 495/MetroWest region's employers range from small independent operations to family businesses, large employers and corporate headquarters. In the 2nd Quarter of 2015, there were a total of 20,581 reported establishments. By the 2nd Quarter of 2016, the number grew slightly to 21,013, which is a 2.1% change over the twelve-month period. While the pace of growth has slowed, the overall numbers demonstrate a sustainable trend.

BUSINESS CONFIDENCE: 70% FEEL POSITIVE

In September 2016, the Partnership, in collaboration with Framingham State University and MetroWest495 BIZ, conducted our third annual *495/MetroWest Business Climate Survey*. This employer survey was developed to provide insights into our regional employers' perspective on the regional economy, and was distributed throughout 495/MetroWest, with additional outreach from the Corridor Nine, Marlborough Regional, MetroWest, Milford Area, and United Chambers of Commerce. Based on the findings, more than two-thirds of responding employers believe the economy will improve in 2017; 41% plan to hire during the next year; and 14% plan to expand their facilities.

CONCLUSION:

While these numbers do not tell the whole story as to why the 495/MetroWest region is a premiere location for employers and residents, these statistics demonstrate our region's multiple strengths. The 495/MetroWest Partnership's work with municipal governments, employers, the Baker/Polito Administration, legislators, chambers of commerce, and other key stakeholders on behalf of the region utilizes our competitive advantages to leverage both public and private sector investment, ensuring continued economic prosperity for years to come.

If communities, employers, or others in the 495/MetroWest region are interested in further information or specific town data, please contact the Partnership staff at the number below or at info@495partnership.org.



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Westborough, MA 01581
(774) 760-0495
www.495partnership.org

The 495/MetroWest Partnership is a public-private economic development organization that fosters our region's continued economic success and growth by advocating for needed investments and sustainable policy in transportation infrastructure, water resources and infrastructure, housing, and economic development.

For more information, visit www.495partnership.org.

Data is from the following sources: www.census.gov, Secretary of the Commonwealth, the U.S. Department of Commerce (Census), the MA Executive Office of Labor and Workforce Development, the MA Department of Revenue, the Warren Group, *MetroWest 495/BIZ*, Dr. Michael Harrison of Framingham State University, Mass.gov Labor and Workforce Development, U.S. Census Bureau "2011-2015 American Community Survey 5-Year Estimates", UMASS Donahue Institute "2015 Census Bureau Sub-County Population Estimates for Massachusetts", and Transwestern.

Researched and prepared by Anthony Brookes and Zach Ramsfelder, both of the Northeastern University Co-op Program, in coordination with Partnership staff.