

## Appendix 1: The Warren Group Town Stats © 2012

	Millis						Franklin					
	Median Sales Price			Number of Sales			Median Sales Price			Number of Sales		
	1 family	condo	all	1 family	condo	all	1 family	condo	all	1 family	condo	all
2011	\$501,000	\$199,250	\$483,500	71	22	100	\$362,000	\$189,900	\$336,000	235	49	332
2010	\$580,000	\$500,000	\$567,000	62	19	91	\$370,000	\$260,000	\$342,481	216	85	352
2009	\$547,500	\$318,750	\$544,000	53	30	94	\$382,500	\$225,000	\$330,000	274	109	425
2008	\$535,000	\$167,800	\$518,900	72	16	94	\$385,000	\$244,000	\$331,000	237	105	411
2007	\$550,000	\$293,500	\$532,500	66	31	106	\$444,000	\$260,000	\$385,000	286	127	494
2006	\$585,450	\$297,500	\$560,000	65	43	118	\$435,000	\$266,000	\$377,150	304	156	534
2005	\$617,500	\$309,900	\$580,000	71	30	124	\$433,455	\$280,000	\$385,000	384	160	623
2004	\$529,900	\$277,450	\$522,500	101	42	172	\$410,000	\$228,500	\$362,725	439	165	680
2003	\$477,000	\$245,000	\$450,000	106	37	168	\$374,950	\$207,000	\$338,500	414	160	660
2002	\$436,250	\$225,000	\$405,000	98	42	166	\$349,950	\$194,000	\$304,500	426	169	692
2001	\$400,000	\$135,000	\$392,750	100	41	162	\$323,700	\$154,950	\$275,000	416	172	674
2000	\$389,000	\$242,000	\$369,000	112	26	154	\$277,000	\$132,900	\$230,000	415	184	683

	Holliston						Medfield					
	Median Sales Price			Number of Sales			Median Sales Price			Number of Sales		
	1 family	condo	all	1 family	condo	all	1 family	condo	all	1 family	condo	all
2011	\$370,000	\$368,000	\$377,500	133	35	186	\$501,000	\$199,250	\$483,500	118	14	149
2010	\$375,000	\$160,000	\$355,325	116	43	174	\$580,000	\$500,000	\$567,000	133	18	165
2009	\$357,300	\$110,000	\$342,725	132	20	168	\$547,500	\$318,750	\$544,000	120	20	154
2008	\$350,000	\$166,900	\$350,000	113	31	152	\$535,000	\$167,800	\$518,900	107	23	144
2007	\$398,200	\$199,500	\$398,750	180	30	238	\$550,000	\$293,500	\$532,500	139	22	168
2006	\$390,000	\$194,500	\$389,900	153	21	213	\$585,450	\$297,500	\$560,000	130	14	161
2005	\$447,500	\$137,000	\$427,500	148	22	203	\$617,500	\$309,900	\$580,000	134	25	171
2004	\$409,200	\$141,750	\$381,000	180	32	246	\$529,900	\$277,450	\$522,500	185	20	234
2003	\$359,000	\$127,000	\$346,500	180	31	256	\$477,000	\$245,000	\$450,000	161	21	208
2002	\$344,000	\$107,450	\$318,500	174	32	243	\$436,250	\$225,000	\$405,000	168	29	235
2001	\$333,450	\$100,000	\$313,000	158	27	226	\$400,000	\$135,000	\$392,750	129	25	178
2000	\$285,000	\$73,000	\$260,250	191	31	256	\$389,000	\$242,000	\$369,000	173	22	22

	Medway						Norfolk					
	Median Sales Price			Number of Sales			Median Sales Price			Number of Sales		
	1 family	condo	all	1 family	condo	all	1 family	condo	all	1 family	condo	all
2011	\$335,000	\$218,000	\$336,500	111	17	148	\$423,200	\$405,640	\$403,250	75	19	124
2010	\$332,250	\$189,925	\$315,000	102	16	137	\$416,500	\$376,542	\$389,500	86	36	143
2009	\$336,300	\$300,000	\$325,700	131	15	163	\$425,000	\$368,246	\$400,000	93	22	129
2008	\$344,000	\$192,500	\$332,950	115	16	152	\$465,000	\$488,080	\$464,950	91	16	130
2007	\$385,000	\$252,000	\$375,000	128	17	169	\$437,500	\$457,996	\$444,950	121	29	165
2006	\$401,000	\$253,950	\$372,000	100	18	151	\$460,000	\$534,321	\$460,000	118	14	163
2005	\$436,570	\$247,000	\$418,950	159	29	224	\$505,000	\$557,802	\$515,000	104	13	145
2004	\$406,000	\$242,250	\$380,500	171	30	248	\$475,000	\$480,754	\$470,000	154	19	201
2003	\$360,000	\$203,500	\$335,000	205	28	279	\$412,750		\$415,500	120		152
2002	\$337,500	\$198,000	\$317,500	152	54	287	\$392,000		\$385,000	139		201
2001	\$316,250	\$224,000	\$300,000	180	49	315	\$370,000	\$192,500	\$375,000	103	3	147
2000	\$291,000	\$131,000	\$248,200	186	31	27	\$324,500		\$320,000	170		197

	Sherborne					
	Median Sales Price			Number of Sales		
	1 family	condo	all	1 family	condo	all
2011	\$725,000	\$215,000	\$700,250	58	3	66
2010	\$717,000	\$212,500	\$710,000	43	4	51
2009	\$629,000	\$218,750	\$560,000	48	6	59
2008	\$710,000		\$702,500	47	1	52
2007	\$663,500	\$113,600	\$640,500	50	6	64
2006	\$840,000	\$377,500	\$822,000	53	4	65
2005	\$750,000	\$386,750	\$745,000	69	4	80
2004	\$738,005		\$706,975	73	1	86
2003	\$732,250	\$305,000	\$682,000	57	3	66
2002	\$634,000		\$615,000	47	2	51
2001	\$625,000		\$625,000	60	1	65
2000	\$594,500	\$100,000	\$559,200	86	15	105

## Appendix 2: Retail Gap Analysis

### RMP Opportunity Gap - Retail Stores

Millis Market Analysis Data

Radius 1: 725 MAIN ST, MILLIS, MA 02054-1604, 0.00 - 0.50 Miles, Total

	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	40,207,223	47,181,577	(6,974,354)
Motor Vehicle and Parts Dealers-441	6,987,189	41,564	6,945,625
Automotive Dealers-4411	6,302,074	0	6,302,074
Other Motor Vehicle Dealers-4412	147,880	0	147,880
Automotive Parts/Accesss, Tire Stores-4413	537,235	41,564	495,671
Furniture and Home Furnishings Stores-442	874,403	2,075,908	(1,201,505)
Furniture Stores-4421	482,918	0	482,918
Home Furnishing Stores-4422	391,485	2,075,908	(1,684,423)
Electronics and Appliance Stores-443	908,321	19,342	888,979
Appliances, TVs, Electronics Stores-44311	661,639	0	661,639
Household Appliances Stores-443111	156,211	0	156,211
Radio, Television, Electronics Stores-443112	505,428	0	505,428
Computer and Software Stores-44312	200,802	19,342	181,460
Camera and Photographic Equipment Stores-44313	45,880	0	45,880
Building Material, Garden Equip Stores -444	3,822,409	2,058,845	1,763,564
Building Material and Supply Dealers-4441	3,499,049	1,855,354	1,643,695
Home Centers-44411	1,406,343	0	1,406,343
Paint and Wallpaper Stores-44412	86,461	55,985	30,476
Hardware Stores-44413	339,812	1,570,435	(1,230,623)
Other Building Materials Dealers-44419	1,666,433	228,933	1,437,500
Building Materials, Lumberyards-444191	660,520	89,514	571,006
Lawn, Garden Equipment, Supplies Stores-4442	323,360	203,491	119,869
Outdoor Power Equipment Stores-44421	21,735	0	21,735
Nursery and Garden Centers-44422	301,625	203,491	98,134
Food and Beverage Stores-445	5,166,239	30,966,550	(25,800,311)
Grocery Stores-4451	4,691,983	30,277,323	(25,585,340)
Supermarkets, Grocery (Ex. Conv) Stores-44511	4,457,949	30,148,693	(25,690,744)
Convenience Stores-44512	234,034	128,630	105,404
Specialty Food Stores-4452	148,648	0	148,648
Beer, Wine and Liquor Stores-4453	325,608	689,227	(363,619)
Health and Personal Care Stores-446	2,048,193	6,921,847	(4,873,654)
Pharmacies and Drug Stores-44611	1,754,384	6,884,222	(5,129,838)
Cosmetics, Beauty Supplies, Perfume Stores-44612	71,725	0	71,725
Optical Goods Stores-44613	91,380	37,624	53,756
Other Health and Personal Care Stores-44619	130,705	0	130,705



**Radius 1: 725 MAIN ST, MILLIS, MA 02054-1604, 0.00 - 0.50 Miles, Total**

	<b>2011 Demand (Consumer Expenditures)</b>	<b>2011 Supply (Retail Sales)</b>	<b>Opportunity Gap/Surplus</b>
Gasoline Stations-447	3,781,262	1,159,532	2,621,730
Gasoline Stations With Conv Stores-44711	2,825,028	388,549	2,436,479
Other Gasoline Stations-44719	956,235	770,983	185,252
Clothing and Clothing Accessories Stores-448	1,985,395	38,617	1,946,778
Clothing Stores-4481	1,410,403	0	1,410,403
Men's Clothing Stores-44811	90,060	0	90,060
Women's Clothing Stores-44812	354,201	0	354,201
Childrens, Infants Clothing Stores-44813	83,221	0	83,221
Family Clothing Stores-44814	755,667	0	755,667
Clothing Accessories Stores-44815	34,452	0	34,452
Other Clothing Stores-44819	92,801	0	92,801
Shoe Stores-4482	255,288	0	255,288
Jewelry, Luggage, Leather Goods Stores-4483	319,705	38,617	281,088
Jewelry Stores-44831	297,096	38,617	258,479
Luggage and Leather Goods Stores-44832	22,609	0	22,609
Sporting Goods, Hobby, Book, Music Stores-451	799,127	0	799,127
Sporting Goods, Hobby, Musical Inst Stores-4511	552,951	0	552,951
Sporting Goods Stores-45111	288,012	0	288,012
Hobby, Toys and Games Stores-45112	175,543	0	175,543
Sew/Needlework/Piece Goods Stores-45113	38,576	0	38,576
Musical Instrument and Supplies Stores-45114	50,820	0	50,820
Book, Periodical and Music Stores-4512	246,176	0	246,176
Book Stores and News Dealers-45121	170,206	0	170,206
Book Stores-451211	161,459	0	161,459
News Dealers and Newsstands-451212	8,748	0	8,748
Prerecorded Tapes, CDs, Record Stores-45122	75,969	0	75,969
General Merchandise Stores-452	5,281,463	69,864	5,211,599
Department Stores Excl Leased Depts-4521	2,605,429	0	2,605,429
Other General Merchandise Stores-4529	2,676,034	69,864	2,606,170
Miscellaneous Store Retailers-453	1,085,764	859,912	225,852
Florists-4531	82,978	148,762	(65,784)
Office Supplies, Stationery, Gift Stores-4532	446,152	680,918	(234,766)
Office Supplies and Stationery Stores-45321	257,554	290,958	(33,404)
Gift, Novelty and Souvenir Stores-45322	188,598	389,960	(201,362)
Used Merchandise Stores-4533	94,132	24,029	70,103
Other Miscellaneous Store Retailers-4539	462,501	6,203	456,298
Non-Store Retailers-454	2,992,953	0	2,992,953
Foodservice and Drinking Places-722	4,474,505	2,969,597	1,504,908
Full-Service Restaurants-7221	2,027,210	2,329,774	(302,564)
Limited-Service Eating Places-7222	1,881,073	564,822	1,316,251
Special Foodservices-7223	369,201	0	369,201
Drinking Places -Alcoholic Beverages-7224	197,021	75,001	122,020
GAFO *	10,294,861	2,884,649	7,410,212
General Merchandise Stores-452	5,281,463	69,864	5,211,599
Clothing and Clothing Accessories Stores-448	1,985,395	38,617	1,946,778
Furniture and Home Furnishings Stores-442	874,403	2,075,908	(1,201,505)
Electronics and Appliance Stores-443	908,321	19,342	888,979
Sporting Goods, Hobby, Book, Music Stores-451	799,127	0	799,127
Office Supplies, Stationery, Gift Stores-4532	446,152	680,918	(234,766)



**Radius 2: 725 MAIN ST, MILLIS, MA 02054-1604, 0.50 - 2.00 Miles, Total**

	<b>2011 Demand (Consumer Expenditures)</b>	<b>2011 Supply (Retail Sales)</b>	<b>Opportunity Gap/Surplus</b>
Total Retail Sales Incl Eating and Drinking Places	109,064,758	64,746,443	44,318,315
Motor Vehicle and Parts Dealers-441	19,610,363	1,202,341	18,408,022
Automotive Dealers-4411	17,481,117	527,501	16,953,616
Other Motor Vehicle Dealers-4412	689,414	0	689,414
Automotive Parts/Accesss, Tire Stores-4413	1,439,831	674,840	764,991
Furniture and Home Furnishings Stores-442	2,479,700	2,031,949	447,751
Furniture Stores-4421	1,393,150	0	1,393,150
Home Furnishing Stores-4422	1,086,550	2,031,949	(945,399)
Electronics and Appliance Stores-443	2,475,119	1,643,149	831,970
Appliances, TVs, Electronics Stores-44311	1,813,055	11,979	1,801,076
Household Appliances Stores-443111	428,903	11,764	417,139
Radio, Television, Electronics Stores-443112	1,384,152	215	1,383,937
Computer and Software Stores-44312	538,807	1,631,170	(1,092,363)
Camera and Photographic Equipment Stores-44313	123,258	0	123,258
Building Material, Garden Equip Stores -444	10,628,984	4,213,985	6,414,999
Building Material and Supply Dealers-4441	9,709,843	3,679,336	6,030,507
Home Centers-44411	3,899,735	0	3,899,735
Paint and Wallpaper Stores-44412	242,845	44,649	198,196
Hardware Stores-44413	938,831	1,216,724	(277,893)
Other Building Materials Dealers-44419	4,628,432	2,417,962	2,210,470
Building Materials, Lumberyards-444191	1,783,584	945,426	838,158
Lawn, Garden Equipment, Supplies Stores-4442	919,141	534,649	384,492
Outdoor Power Equipment Stores-44421	90,676	0	90,676
Nursery and Garden Centers-44422	828,465	534,649	293,816
Food and Beverage Stores-445	13,635,623	18,123,059	(4,487,436)
Grocery Stores-4451	12,386,673	16,925,563	(4,538,890)
Supermarkets, Grocery (Ex Conv) Stores-44511	11,784,572	16,083,797	(4,299,225)
Convenience Stores-44512	602,101	841,766	(239,665)
Specialty Food Stores-4452	393,795	115,510	278,285
Beer, Wine and Liquor Stores-4453	855,155	1,081,986	(226,831)
Health and Personal Care Stores-446	5,438,673	4,549,748	888,925
Pharmacies and Drug Stores-44611	4,647,006	4,506,641	140,365
Cosmetics, Beauty Supplies, Perfume Stores-44612	190,296	0	190,296
Optical Goods Stores-44613	254,676	43,107	211,569
Other Health and Personal Care Stores-44619	346,696	0	346,696

**Radius 2: 725 MAIN ST, MILLIS, MA 02054-1604, 0.50 - 2.00 Miles, Total**

	2011 Demand (Consumer Expenditures)	2011 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	9,782,348	7,208,816	2,573,532
Gasoline Stations With Conv Stores-44711	7,288,413	2,526,015	4,762,398
Other Gasoline Stations-44719	2,493,935	4,682,801	(2,188,866)
Clothing and Clothing Accessories Stores-448	5,619,374	317,494	5,301,880
Clothing Stores-4481	3,970,661	0	3,970,661
Men's Clothing Stores-44811	255,954	0	255,954
Women's Clothing Stores-44812	1,007,635	0	1,007,635
Childrens, Infants Clothing Stores-44813	222,827	0	222,827
Family Clothing Stores-44814	2,123,355	0	2,123,355
Clothing Accessories Stores-44815	98,537	0	98,537
Other Clothing Stores-44819	262,351	0	262,351
Shoe Stores-4482	714,506	75,789	638,717
Jewelry, Luggage, Leather Goods Stores-4483	934,208	241,705	692,503
Jewelry Stores-44831	871,593	241,705	629,888
Luggage and Leather Goods Stores-44832	62,615	0	62,615
Sporting Goods, Hobby, Book, Music Stores-451	2,250,722	188,778	2,061,944
Sporting Goods, Hobby, Musical Inst Stores-4511	1,547,220	118,195	1,429,025
Sporting Goods Stores-45111	817,491	17,291	800,200
Hobby, Toys and Games Stores-45112	474,237	20,848	453,389
Sew/Needlework/Piece Goods Stores-45113	106,432	0	106,432
Musical Instrument and Supplies Stores-45114	149,060	80,055	69,005
Book, Periodical and Music Stores-4512	703,502	70,584	632,918
Book Stores and News Dealers-45121	485,702	70,584	415,118
Book Stores-451211	462,549	70,584	391,965
News Dealers and Newsstands-451212	23,153	0	23,153
Prerecorded Tapes, CDs, Record Stores-45122	217,800	0	217,800
General Merchandise Stores-452	14,354,765	1,130,478	13,224,287
Department Stores Excl Leased Depts-4521	7,194,230	337,639	6,856,591
Other General Merchandise Stores-4529	7,160,535	792,839	6,367,696
Miscellaneous Store Retailers-453	2,892,020	791,811	2,100,209
Florists-4531	230,393	98,717	131,676
Office Supplies, Stationery, Gift Stores-4532	1,209,371	354,552	854,819
Office Supplies and Stationary Stores-45321	695,246	151,501	543,745
Gift, Novelty and Souvenir Stores-45322	514,124	203,051	311,073
Used Merchandise Stores-4533	265,310	143,751	121,559
Other Miscellaneous Store Retailers-4539	1,186,947	194,791	992,156
Non-Store Retailers-454	8,162,294	250,632	7,911,662
Foodservice and Drinking Places-722	11,734,772	23,094,202	(11,359,430)
Full-Service Restaurants-7221	5,320,131	6,043,297	(723,166)
Limited-Service Eating Places-7222	4,929,637	2,020,886	2,908,751
Special Foodservices-7223	969,407	14,585,159	(13,615,752)
Drinking Places -Alcoholic Beverages-7224	515,598	444,860	70,738
GAFO *	28,389,050	5,666,401	22,722,649
General Merchandise Stores-452	14,354,765	1,130,478	13,224,287
Clothing and Clothing Accessories Stores-448	5,619,374	317,494	5,301,880
Furniture and Home Furnishings Stores-442	2,479,700	2,031,949	447,751
Electronics and Appliance Stores-443	2,475,119	1,643,149	831,970
Sporting Goods, Hobby, Book, Music Stores-451	2,250,722	188,778	2,061,944
Office Supplies, Stationery, Gift Stores-4532	1,209,371	354,552	854,819



**Radius 3: 725 MAIN ST, MILLIS, MA 02054-1604, 2.00 - 5.00 Miles, Total**

	<b>2011 Demand (Consumer Expenditures)</b>	<b>2011 Supply (Retail Sales)</b>	<b>Opportunity Gap/Surplus</b>
Total Retail Sales Incl Eating and Drinking Places	960,671,131	368,268,139	592,402,992
Motor Vehicle and Parts Dealers-441	179,127,080	22,562,806	156,564,274
Automotive Dealers-4411	158,565,741	18,723,491	139,842,250
Other Motor Vehicle Dealers-4412	7,969,237	1,117,815	6,851,422
Automotive Parts/Accesss, Tire Stores-4413	12,592,101	2,721,501	9,870,600
Furniture and Home Furnishings Stores-442	23,516,606	12,407,296	11,109,310
Furniture Stores-4421	13,540,209	6,789,967	6,750,242
Home Furnishing Stores-4422	9,976,397	5,617,329	4,359,068
Electronics and Appliance Stores-443	22,449,503	2,317,420	20,132,083
Appliances, TVs, Electronics Stores-44311	16,525,344	986,780	15,538,564
Household Appliances Stores-443111	3,859,718	434,091	3,425,627
Radio, Television, Electronics Stores-443112	12,665,625	552,689	12,112,936
Computer and Software Stores-44312	4,816,576	1,330,640	3,485,936
Camera and Photographic Equipment Stores-44313	1,107,583	0	1,107,583
Building Material, Garden Equip Stores -444	96,017,570	26,519,203	69,498,367
Building Material and Supply Dealers-4441	87,695,959	20,735,419	66,960,540
Home Centers-44411	35,364,663	2,869,978	32,494,685
Paint and Wallpaper Stores-44412	2,194,826	892,978	1,301,848
Hardware Stores-44413	8,476,713	4,597,181	3,879,532
Other Building Materials Dealers-44419	41,659,757	12,375,282	29,284,475
Building Materials, Lumberyards-444191	15,687,831	4,838,742	10,849,089
Lawn, Garden Equipment, Supplies Stores-4442	8,321,611	5,783,784	2,537,827
Outdoor Power Equipment Stores-44421	1,004,552	819,519	185,033
Nursery and Garden Centers-44422	7,317,059	4,964,266	2,352,793
Food and Beverage Stores-445	114,999,550	63,274,540	51,725,010
Grocery Stores-4451	104,350,053	44,515,223	59,834,830
Supermarkets, Grocery (Ex Conv) Stores-44511	99,430,183	39,602,194	59,827,989
Convenience Stores-44512	4,919,871	4,913,029	6,842
Specialty Food Stores-4452	3,327,841	5,553,258	(2,225,417)
Beer, Wine and Liquor Stores-4453	7,321,656	13,206,059	(5,884,403)
Health and Personal Care Stores-446	46,056,790	46,857,389	(800,599)
Pharmacies and Drug Stores-44611	39,244,653	42,286,243	(3,041,590)
Cosmetics, Beauty Supplies, Perfume Stores-44612	1,608,118	240,305	1,367,813
Optical Goods Stores-44613	2,275,919	612,042	1,663,877
Other Health and Personal Care Stores-44619	2,928,100	3,718,798	(790,698)
Gasoline Stations-447	79,664,265	40,042,032	39,622,233
Gasoline Stations With Conv Stores-44711	59,186,392	14,183,073	45,003,319
Other Gasoline Stations-44719	20,477,873	25,858,959	(5,381,086)
Clothing and Clothing Accessories Stores-448	52,630,960	7,471,862	45,159,098
Clothing Stores-4481	36,737,978	2,548,085	34,189,893
Men's Clothing Stores-44811	2,403,373	81,169	2,322,204
Women's Clothing Stores-44812	9,284,107	914,064	8,370,043
Childrens, Infants Clothing Stores-44813	2,050,318	405,138	1,645,180
Family Clothing Stores-44814	19,668,606	955,629	18,712,977
Clothing Accessories Stores-44815	923,447	23,787	899,660
Other Clothing Stores-44819	2,408,127	168,298	2,239,829
Shoe Stores-4482	6,504,364	898,536	5,605,828
Jewelry, Luggage, Leather Goods Stores-4483	9,388,618	4,025,240	5,363,378
Jewelry Stores-44831	8,818,042	4,025,240	4,792,802
Luggage and Leather Goods Stores-44832	570,576	0	570,576

**Radius 3: 725 MAIN ST, MILLIS, MA 02054-1604, 2.00 - 5.00 Miles, Total**

	<b>2011 Demand (Consumer Expenditures)</b>	<b>2011 Supply (Retail Sales)</b>	<b>Opportunity Gap/Surplus</b>
Sporting Goods, Hobby, Book, Music Stores-451	21,117,118	12,239,354	8,877,764
Sporting Goods, Hobby, Musical Inst Stores-4511	14,514,735	5,861,522	8,653,213
Sporting Goods Stores-45111	7,781,747	3,935,443	3,846,304
Hobby, Toys and Games Stores-45112	4,297,683	359,577	3,938,106
Sew/Needlework/Piece Goods Stores-45113	960,642	83,940	876,702
Musical Instrument and Supplies Stores-45114	1,474,663	1,482,562	(7,899)
Book, Periodical and Music Stores-4512	6,602,383	6,377,833	224,550
Book Stores and News Dealers-45121	4,506,738	2,634,545	1,872,193
Book Stores-451211	4,309,475	2,621,114	1,688,361
News Dealers and Newsstands-451212	197,263	13,431	183,832
Prerecorded Tapes, CDs, Record Stores-45122	2,095,646	3,743,288	(1,647,642)
General Merchandise Stores-452	127,274,661	13,602,392	113,672,269
Department Stores Excl Leased Depts-4521	65,348,499	11,939,726	53,408,773
Other General Merchandise Stores-4529	61,926,162	1,662,667	60,263,495
Miscellaneous Store Retailers-453	24,961,851	7,249,594	17,712,257
Florists-4531	2,078,056	715,579	1,362,477
Office Supplies, Stationery, Gift Stores-4532	10,828,559	1,916,516	8,912,043
Office Supplies and Stationery Stores-45321	6,192,447	113,303	6,079,144
Gift, Novelty and Souvenir Stores-45322	4,636,112	1,803,213	2,832,899
Used Merchandise Stores-4533	2,477,188	943,207	1,533,981
Other Miscellaneous Store Retailers-4539	9,578,048	3,674,291	5,903,757
Non-Store Retailers-454	72,662,844	51,017,389	21,645,455
Foodservice and Drinking Places-722	100,192,332	62,706,861	37,485,471
Full-Service Restaurants-7221	45,508,163	28,212,088	17,296,075
Limited-Service Eating Places-7222	42,030,268	27,347,014	14,683,254
Special Foodservices-7223	8,282,163	7,140,377	1,141,786
Drinking Places -Alcoholic Beverages-7224	4,371,737	7,382	4,364,355
GAFO *	257,817,407	49,954,841	207,862,566
General Merchandise Stores-452	127,274,661	13,602,392	113,672,269
Clothing and Clothing Accessories Stores-448	52,630,960	7,471,862	45,159,098
Furniture and Home Furnishings Stores-442	23,516,606	12,407,296	11,109,310
Electronics and Appliance Stores-443	22,449,503	2,317,420	20,132,083
Sporting Goods, Hobby, Book, Music Stores-451	21,117,118	12,239,354	8,877,764
Office Supplies, Stationery, Gift Stores-4532	10,828,559	1,916,516	8,912,043

\* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Nielsen' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census. Additional data sources are incorporated to create both supply and demand estimates.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.



## Pop-Facts: Demographic Trend 2011

Millis Market Analysis Data

Radius 1: 725 MAIN ST, MILLIS, MA 02054-1604, 0.00 - 0.50 Miles, Total

Description	2000 Census	%	2011 Estimate	%	2016 Projection	%
<b>Population by Age</b>	2,241		2,187		2,181	
Age 0 - 4	201	8.97%	163	7.45%	158	7.24%
Age 5 - 9	171	7.63%	174	7.96%	156	7.15%
Age 10 - 14	140	6.25%	179	8.18%	165	7.57%
Age 15 - 17	69	3.08%	99	4.53%	114	5.23%
Age 18 - 20	42	1.87%	60	2.74%	70	3.21%
Age 21 - 24	73	3.26%	97	4.44%	123	5.64%
Age 25 - 34	349	15.57%	178	8.14%	182	8.34%
Age 35 - 44	440	19.63%	349	15.96%	247	11.33%
Age 45 - 54	321	14.32%	372	17.01%	377	17.29%
Age 55 - 64	187	8.34%	261	11.93%	299	13.71%
Age 65 - 74	155	6.92%	147	6.72%	180	8.25%
Age 75 - 84	72	3.21%	81	3.70%	77	3.53%
Age 85 and over	22	0.98%	29	1.33%	32	1.47%
Age 16 and over	1,705	76.08%	1,637	74.85%	1,661	76.16%
Age 18 and over	1,660	74.07%	1,573	71.93%	1,587	72.76%
Age 21 and over	1,618	72.20%	1,513	69.18%	1,517	69.56%
Age 65 and over	248	11.07%	257	11.75%	289	13.25%
<b>Median Age</b>	36.73		39.14		39.94	
<b>Average Age</b>	36.00		37.30		38.20	
<b>Households by Age of Householder</b>	887		886		886	
Householder Under 25 Years	17	1.92%	24	2.71%	29	3.27%
Householder 25 to 34 Years	153	17.25%	81	9.14%	83	9.37%
Householder 35 to 44 Years	246	27.73%	204	23.02%	145	16.37%
Householder 45 to 54 Years	194	21.87%	235	26.52%	239	26.98%
Householder 55 to 64 Years	116	13.08%	169	19.07%	194	21.90%
Householder 65 to 74 Years	98	11.05%	96	10.84%	118	13.32%
Householder 75 to 84 Years	49	5.52%	58	6.55%	55	6.21%
Householder 85 Years and over	15	1.69%	20	2.26%	22	2.48%
<b>Median Age of Householder</b>	46.46		50.72		52.75	
<b>Households by Household Income</b>	905		886		886	
Income Less than \$15,000	49	5.41%	36	4.06%	34	3.84%
Income \$15,000 - \$24,999	49	5.41%	44	4.97%	42	4.74%
Income \$25,000 - \$34,999	83	9.17%	43	4.85%	40	4.51%
Income \$35,000 - \$49,999	154	17.02%	103	11.63%	98	11.06%
Income \$50,000 - \$74,999	235	25.97%	220	24.83%	213	24.04%
Income \$75,000 - \$99,999	155	17.13%	158	17.83%	158	17.83%
Income \$100,000 - \$124,999			121	13.66%	122	13.77%
Income \$100,000 - \$149,999	116	12.82%				
Income \$125,000 - \$149,999			81	9.14%	84	9.48%
Income \$150,000 - \$199,999			36	4.06%	44	4.97%
Income \$150,000 - \$249,999	64	7.07%				
Income \$200,000 - \$499,999			45	5.08%	47	5.30%
Income \$250,000 - \$499,999	1	0.11%				
Income \$500,000 or more	0	0.00%	1	0.11%	3	0.34%
<b>Average Household Income</b>	\$70,436		\$89,397		\$92,786	
<b>Median Household Income</b>	\$62,530		\$74,803		\$77,313	
<b>Per Capita Income</b>	\$28,558		\$36,234		\$37,716	

**Radius 2: 725 MAIN ST, MILLIS, MA 02054-1604, 0.50 - 2.00 Miles, Total**

Description	2000 Census	%	2011 Estimate	%	2016 Projection	%
<b>Population by Age</b>	5,839		5,857		5,910	
Age 0 - 4	476	8.15%	417	7.12%	416	7.04%
Age 5 - 9	503	8.61%	436	7.44%	411	6.95%
Age 10 - 14	438	7.50%	461	7.87%	431	7.29%
Age 15 - 17	234	4.01%	322	5.50%	312	5.28%
Age 18 - 20	122	2.09%	192	3.28%	204	3.45%
Age 21 - 24	155	2.65%	286	4.88%	347	5.87%
Age 25 - 34	708	12.13%	503	8.59%	603	10.20%
Age 35 - 44	1,183	20.26%	737	12.58%	518	8.76%
Age 45 - 54	991	16.97%	1,092	18.64%	973	16.46%
Age 55 - 64	511	8.75%	780	13.32%	927	15.69%
Age 65 - 74	317	5.43%	397	6.78%	503	8.51%
Age 75 - 84	159	2.72%	177	3.02%	196	3.32%
Age 85 and over	42	0.72%	57	0.97%	67	1.13%
Age 16 and over	4,343	74.38%	4,434	75.70%	4,545	76.90%
Age 18 and over	4,187	71.71%	4,222	72.08%	4,340	73.43%
Age 21 and over	4,066	69.64%	4,030	68.81%	4,136	69.98%
Age 65 and over	519	8.89%	631	10.77%	767	12.98%
<b>Median Age</b>	37.40		39.23		39.44	
<b>Average Age</b>	35.50		37.30		38.30	
<b>Households by Age of Householder</b>	2,158		2,216		2,240	
Householder Under 25 Years	24	1.11%	39	1.76%	44	1.96%
Householder 25 to 34 Years	296	13.72%	208	9.39%	248	11.07%
Householder 35 to 44 Years	637	29.52%	417	18.82%	290	12.95%
Householder 45 to 54 Years	552	25.58%	639	28.84%	571	25.49%
Householder 55 to 64 Years	312	14.46%	488	22.02%	577	25.76%
Householder 65 to 74 Years	196	9.08%	252	11.37%	317	14.15%
Householder 75 to 84 Years	111	5.14%	128	5.78%	141	6.29%
Householder 85 Years and over	30	1.39%	44	1.99%	52	2.32%
<b>Median Age of Householder</b>	47.22		51.94		54.41	
<b>Households by Household Income</b>	2,136		2,216		2,240	
Income Less than \$15,000	125	5.85%	112	5.05%	111	4.96%
Income \$15,000 - \$24,999	139	6.51%	108	4.87%	104	4.64%
Income \$25,000 - \$34,999	183	8.57%	111	5.01%	110	4.91%
Income \$35,000 - \$49,999	277	12.97%	251	11.33%	247	11.03%
Income \$50,000 - \$74,999	445	20.83%	426	19.22%	416	18.57%
Income \$75,000 - \$99,999	414	19.38%	334	15.07%	338	15.09%
Income \$100,000 - \$124,999			331	14.94%	327	14.60%
Income \$100,000 - \$149,999	300	14.04%				
Income \$125,000 - \$149,999			185	8.35%	200	8.93%
Income \$150,000 - \$199,999			152	6.86%	167	7.46%
Income \$150,000 - \$249,999	215	10.07%				
Income \$200,000 - \$499,999			184	8.30%	196	8.75%
Income \$250,000 - \$499,999	29	1.36%				
Income \$500,000 or more	9	0.42%	20	0.90%	24	1.07%
<b>Average Household Income</b>	\$81,227		\$103,021		\$106,015	
<b>Median Household Income</b>	\$69,270		\$82,409		\$84,731	
<b>Per Capita Income</b>	\$29,975		\$38,991		\$40,200	

**Radius 3: 725 MAIN ST, MILLIS, MA 02054-1604, 2.00 - 5.00 Miles, Total**

Description	2000 Census	%	2011 Estimate	%	2016 Projection	%
<b>Population by Age</b>	50,822		52,569		53,809	
Age 0 - 4	4,122	8.11%	3,849	7.32%	3,984	7.40%
Age 5 - 9	4,717	9.28%	3,925	7.47%	3,821	7.10%
Age 10 - 14	4,407	8.67%	4,234	8.05%	4,100	7.62%
Age 15 - 17	2,235	4.40%	3,059	5.82%	2,909	5.41%
Age 18 - 20	1,078	2.12%	1,841	3.50%	1,879	3.49%
Age 21 - 24	1,120	2.20%	2,979	5.67%	3,272	6.08%
Age 25 - 34	5,416	10.66%	4,825	9.18%	6,456	12.00%
Age 35 - 44	10,782	21.22%	6,108	11.62%	4,263	7.92%
Age 45 - 54	8,281	16.29%	9,700	18.45%	8,616	16.01%
Age 55 - 64	4,235	8.33%	6,712	12.77%	7,896	14.67%
Age 65 - 74	2,563	5.04%	3,235	6.15%	4,329	8.05%
Age 75 - 84	1,403	2.76%	1,478	2.81%	1,601	2.98%
Age 85 and over	462	0.91%	623	1.19%	683	1.27%
Age 16 and over	36,816	72.44%	39,524	75.18%	40,928	76.06%
Age 18 and over	35,341	69.54%	37,502	71.34%	38,995	72.47%
Age 21 and over	34,263	67.42%	35,661	67.84%	37,116	68.98%
Age 65 and over	4,428	8.71%	5,337	10.15%	6,613	12.29%
<b>Median Age</b>	37.15		37.57		36.14	
<b>Average Age</b>	35.00		36.50		37.30	
<b>Households by Age of Householder</b>	16,421		17,066		17,343	
Householder Under 25 Years	110	0.67%	270	1.58%	274	1.58%
Householder 25 to 34 Years	1,878	11.44%	1,660	9.73%	2,229	12.85%
Householder 35 to 44 Years	5,072	30.89%	2,869	16.81%	1,917	11.05%
Householder 45 to 54 Years	4,279	26.06%	5,093	29.84%	4,418	25.47%
Householder 55 to 64 Years	2,385	14.52%	3,878	22.72%	4,496	25.92%
Householder 65 to 74 Years	1,539	9.37%	1,968	11.53%	2,593	14.95%
Householder 75 to 84 Years	917	5.58%	981	5.75%	1,040	6.00%
Householder 85 Years and over	240	1.46%	347	2.03%	377	2.17%
<b>Median Age of Householder</b>	47.69		52.33		54.62	
<b>Households by Household Income</b>	16,458		17,066		17,343	
Income Less than \$15,000	812	4.93%	637	3.73%	626	3.61%
Income \$15,000 - \$24,999	933	5.67%	684	4.01%	663	3.82%
Income \$25,000 - \$34,999	797	4.84%	734	4.30%	730	4.21%
Income \$35,000 - \$49,999	1,583	9.62%	1,226	7.18%	1,176	6.78%
Income \$50,000 - \$74,999	2,955	17.95%	2,305	13.51%	2,275	13.12%
Income \$75,000 - \$99,999	2,905	17.65%	2,492	14.60%	2,461	14.19%
Income \$100,000 - \$124,999			2,425	14.21%	2,408	13.88%
Income \$100,000 - \$149,999	3,323	20.19%				
Income \$125,000 - \$149,999			1,694	9.93%	1,782	10.28%
Income \$150,000 - \$199,999			1,989	11.65%	2,086	12.03%
Income \$150,000 - \$249,999	2,079	12.63%				
Income \$200,000 - \$499,999			2,275	13.33%	2,464	14.21%
Income \$250,000 - \$499,999	697	4.24%				
Income \$500,000 or more	375	2.28%	606	3.55%	673	3.88%
<b>Average Household Income</b>	\$109,562		\$135,403		\$139,672	
<b>Median Household Income</b>	\$84,891		\$104,693		\$107,696	
<b>Per Capita Income</b>	\$35,954		\$44,377		\$45,443	



#### Appendix 4: RAO (Response Action Outcome) Report summary

In the '90s active remediation in the form of two skimming pumps for groundwater as well as a Vacuum Enhanced Recovery (VER) system were utilized to remove contaminated sediments and groundwater respectively. In 2001, a temporary solution was reached. Between 2001 and June 2006, only the VER system was utilized to further remove contaminants.

Starting in 2010, biosparging remediation wells were drilled and this form of bioremediation has been the approach for reducing soil and groundwater contamination levels to "No Significant Risk" levels. The current site status is "No Substantial Hazard". Continued biosparging plus natural degradation is expected to achieve a permanent solution, aka "No Significant Risk".

At the current time there is soil contamination from 4-12 feet. Not from 0-3 feet. The site is described as not posing harm to safety based on current or reasonably foreseeable land uses. Residential uses are included as a reasonably foreseeable land use. The main issues around site reuse would be around excavation and

Groundwater contamination is still a concern. The following contaminants are still present in the groundwater above GW-1 standards (current or potential sources of drinking water):

##### *Extractable Petroleum Hydrocarbons:*

- 2-methylnaphthalene
- Acenaphthene
- C11-C22 Aromatic Hydrocarbons
- C9-C18 Aliphatic Hydrocarbons
- Naphthalene
- Phenanthrene

##### *Volatile Organic Compounds*

- 1,1-dichloroethene
- 1,3,5-trimethylbenzene
- 2-butanone (MEK)
- 4-isopropyltoluene
- Benzene
- Ethylbenzene
- Naphthalene
- n-butylbenzene
- n-propylbenzene
- sec-butylbenzene
- tert-butylbenzene
- tetrachloroethene
- tetrahydrofuran (THF)
- toluene
- trichloroethene
- 2-methylnaphthalene