

DEMOGRAPHICS

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	3-mile	5-mile	10-mile
Population	26,921	63,788	281,293
Daytime Population	7,801	25,907	180,136
Households	10,051	23,018	106,581
Median Household Income	\$108,755	\$117,614	\$100,339

HIGH INCOME SURROUNDINGS



Town	Median HH Income	Driving Distance
Weston	\$199,519	15 mins
Wayland	\$145,266	12 mins
Concord	\$134,036	12 mins
Sudbury	\$165,745	8 mins
Acton	\$125,635	10 mins

The median household income in Maynard is 29% higher than the Massachusetts average and 64% higher than National average. The income per capita in Maynard is 21% greater than the Massachusetts average and 54% greater than the national average. Maynard is surrounded by some of the Commonwealth's most affluent towns per capita, including Weston, Wayland, Concord, Sudbury and Lincoln.

CONSUMER SPENDING



	3-mile	5-mile	10-mile
Food away from home	\$34,141,291	\$75,049,432	\$331,424,983
Alcoholic beverages	\$5,882,420	\$12,943,515	\$56,829,167
Household furnishings and equipment	\$19,503,665	\$42,889,825	\$188,869,522
Plumbing supplies and equipment	\$116,420	\$256,998	\$1,130,382
Maintenance and repair services	\$19,159,047	\$83,406,472	\$83,406,472
Apparel and services	\$22,091,086	\$48,532,666	\$214,116,899
Footwear	\$4,417,775	\$9,698,757	\$42,932,899
Entertainment	\$33,870,648	\$74,516,620	\$327,852,394
Pets, toys, hobbies, and playground equipment	\$7,721,649	\$16,986,981	\$74,936,081