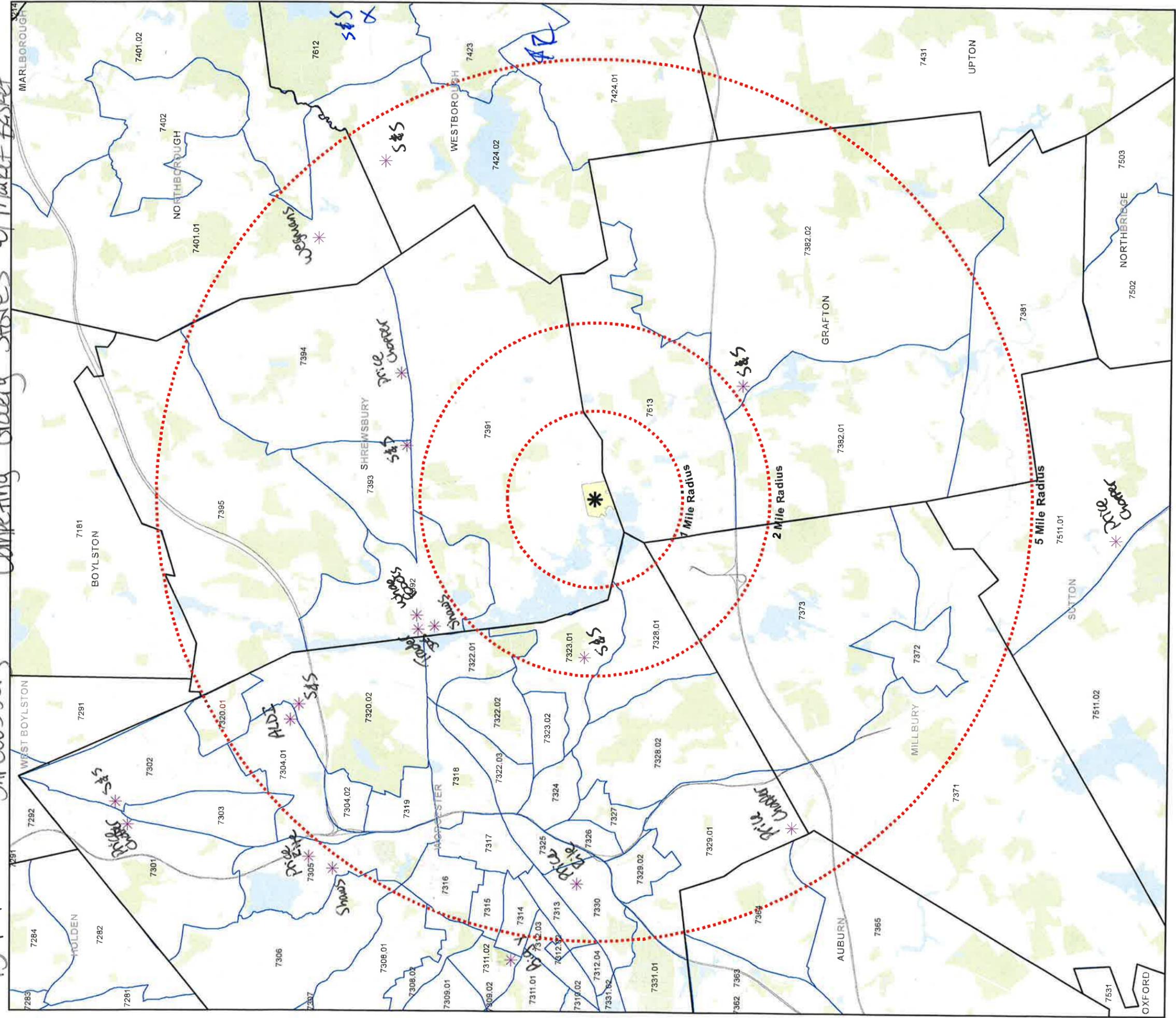


13775.00 Shrewsbury

Competing Grocery Stores w/ Market Basket



MB 9-5-2019

Trip Distribution - Retail

Residence									Massasoit										Cumulative Total												
State/U.S. Island Area/Foreign Country	County	MCD	Census Tract	Count	Radial Market Area ¹	Comp. Factor ²	Travel Time Factor	Adjusted Count	Percent of Total	Cumulative	Route 20 (to/from west)	Route 122 (to/from south)	Route 122 (to/from north)	Lake Avenue (to/from north)	Lake Street (to/from north)	Route 140 (to/from north)	Route 140 (to/from south)	Route 20 (to/from east)	Total	CHECK	Route 20 (to/from west)	Massasoit Road (to/from south)	Route 122 (to/from south)	Route 122 (to/from north)	Lake Avenue (to/from north)	Lake Street (to/from north)	Route 140 (to/from north)	Route 140 (to/from south)	Route 20 (to/from east)	Total	
Massachusetts	Worcester County	Worcester city	Census Tract 7304.01	5,290	5	0.2	0.2	212	1.0%	3.0%				70%	30%				100%		0.0%	0.0%	0.0%	0.0%	0.7%	0.3%	0.0%	0.0%	0.0%	0.0%	1.0%
Massachusetts	Worcester County	Worcester city	Census Tract 7304.02	1,730	5	0.2	0.2	69	0.3%	1.4%				70%	30%				100%		0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.3%	
Massachusetts	Worcester County	Worcester city	Census Tract 7305	3,430	5	0.2	0.2	137	0.7%	2.1%			20%	60%	20%				100%		0.0%	0.0%	0.0%	0.1%	0.4%	0.1%	0.0%	0.0%	0.0%	0.7%	
Massachusetts	Worcester County	Worcester city	Census Tract 7313	3,575	5	0.2	0.2	143	0.7%	2.8%	70%		30%						100%		0.5%	0.0%	0.0%	0.2%	0.4%	0.0%	0.0%	0.0%	0.0%	0.7%	
Massachusetts	Worcester County	Worcester city	Census Tract 7314	4,390	5	0.2	0.2	176	0.9%	3.6%	70%		30%						100%		0.6%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	
Massachusetts	Worcester County	Worcester city	Census Tract 7315	4,745	5	0.2	0.2	190	0.9%	4.6%	70%		30%						100%		0.7%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	
Massachusetts	Worcester County	Worcester city	Census Tract 7316	6,385	5	0.2	0.2	255	1.3%	5.8%			40%		60%				100%		0.0%	0.0%	0.0%	0.5%	0.3%	0.0%	0.0%	0.0%	0.0%	1.3%	
Massachusetts	Worcester County	Worcester city	Census Tract 7317	2,720	5	0.2	0.2	109	0.5%	6.3%			40%		60%				100%		0.0%	0.0%	0.0%	0.2%	0.0%	0.3%	0.0%	0.0%	0.0%	0.5%	
Massachusetts	Worcester County	Worcester city	Census Tract 7318	6,545	5	0.2	0.2	262	1.3%	7.6%				50%	50%				100%		0.0%	0.0%	0.0%	0.0%	0.6%	0.6%	0.0%	0.0%	0.0%	1.3%	
Massachusetts	Worcester County	Worcester city	Census Tract 7319	5,090	5	0.2	0.2	204	1.0%	8.6%				50%	50%				100%		0.0%	0.0%	0.0%	0.0%	0.5%	0.5%	0.0%	0.0%	0.0%	1.0%	
Massachusetts	Worcester County	Worcester city	Census Tract 7320.01	3,760	5	0.2	0.2	150	0.7%	9.4%				50%	50%				100%		0.0%	0.0%	0.0%	0.0%	0.4%	0.4%	0.0%	0.0%	0.0%	0.7%	
Massachusetts	Worcester County	Worcester city	Census Tract 7320.02	4,420	5	0.2	0.2	177	0.9%	10.2%				50%	50%				100%		0.0%	0.0%	0.0%	0.0%	0.4%	0.4%	0.0%	0.0%	0.0%	0.9%	
Massachusetts	Worcester County	Worcester city	Census Tract 7322.01	2,650	5	0.2	0.2	106	0.5%	10.8%				100%					100%		0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.5%	
Massachusetts	Worcester County	Worcester city	Census Tract 7322.02	3,090	5	0.2	0.2	124	0.6%	11.4%			50%	50%					100%		0.0%	0.0%	0.0%	0.3%	0.3%	0.0%	0.0%	0.0%	0.0%	0.6%	
Massachusetts	Worcester County	Worcester city	Census Tract 7322.03	3,515	5	0.2	0.2	141	0.7%	12.1%			50%	50%					100%		0.0%	0.0%	0.0%	0.3%	0.3%	0.0%	0.0%	0.0%	0.0%	0.7%	
Massachusetts	Worcester County	Worcester city	Census Tract 7323.01	4,460	2	0.5	0.5	1,115	5.5%	17.5%			50%	50%					100%		0.0%	0.0%	0.0%	2.7%	2.7%	0.0%	0.0%	0.0%	0.0%	5.5%	
Massachusetts	Worcester County	Worcester city	Census Tract 7323.02	4,095	5	0.2	0.2	164	0.8%	18.3%			50%	50%					100%		0.0%	0.0%	0.0%	0.4%	0.4%	0.0%	0.0%	0.0%	0.0%	0.8%	
Massachusetts	Worcester County	Worcester city	Census Tract 7324	6,705	5	0.2	0.2	268	1.3%	19.7%			100%						100%		0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	
Massachusetts	Worcester County	Worcester city	Census Tract 7325	2,000	5	0.2	0.2	80	0.4%	20.1%			100%						100%		0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	
Massachusetts	Worcester County	Worcester city	Census Tract 7326	4,340	5	0.2	0.2	174	0.9%	20.9%			100%						100%		0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	
Massachusetts	Worcester County	Worcester city	Census Tract 7327	3,990	5	0.2	0.2	160	0.8%	21.7%			100%						100%		0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	
Massachusetts	Worcester County	Worcester city	Census Tract 7328.01	4,610	2	0.75	0.5	1,729	8.5%	30.2%	50%		50%						100%		4.2%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.5%
Massachusetts	Worcester County	Worcester city	Census Tract 7328.02	4,560	5	0.5	0.5	456	2.2%	32.4%	50%		50%						100%		1.1%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	
Massachusetts	Worcester County	Worcester city	Census Tract 7329.01	7,405	5	0.5	0.2	741	3.6%	36.1%	80%		20%						100%		2.9%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	
Massachusetts	Worcester County	Worcester city	Census Tract 7329.02	1,405	5	0.2	0.2	56	0.3%	36.4%	80%		20%						100%		0.2%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	
Massachusetts	Worcester County	Worcester city	Census Tract 7330	3,985	5	0.2	0.2	159	0.8%	37.1%	80%		20%						100%		0.6%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	
Massachusetts	Worcester County	Worcester city	Census Tract 7364	3,055	5	0.2	0.2	122	0.6%	37.7%	100%								100%		0.6%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	
Massachusetts	Worcester County	Shrewsbury town	Census Tract 7391	9,745	2	0.5	0.5	2,436	12.0%	49.7%					25%		50%		100%		0.0%	0.0%	0.0%	0.8%	0.0%	3.0%	3.0%	0.0%	6.0%	12.0%	
Massachusetts	Worcester County	Shrewsbury town	Census Tract 7392	6,545	5	0.5	0.2	655	3.2%	52.9%					100%				100%		0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	3.2%	
Massachusetts	Worcester County	Shrewsbury town	Census Tract 7393	3,695	5	0.5	0.2	370	1.8%	54.7%						100%			100%		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	1.8%	
Massachusetts	Worcester County	Shrewsbury town	Census Tract 7394	8,920	5	0.2	0.2	357	1.8%	56.5%								20%	100%		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.4%	1.8%	
Massachusetts	Worcester County	Shrewsbury town	Census Tract 7395	7,595	5	0.5	0.2	760	3.7%	60.2%					10%	90%			100%		0.0%	0.0%	0.0%	0.0%	0.4%	3.4%	0.0%	0.0%	3.7%		
Massachusetts	Worcester County	Westborough town	Census Tract 7424.01	5,400	5	0.75	0.2	810	4.0%	64.2%									100%		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	4.0%	
Massachusetts	Worcester County	Westborough town	Census Tract 7424.02	3,710	5	0.5	0.2	371	1.8%	66.0%									100%		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	1.8%	
Massachusetts	Worcester County	Northborough town	Census Tract 7401.01	5,745	5	0.2	0.2	230	1.1%	67.2%									100%		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.1%	
Massachusetts	Worcester County	Auburn town	Census Tract 7364	3,055	5	0.5	0.2	306	1.5%	68.7%	80%	20%							100%		1.2%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
Massachusetts	Worcester County	Millbury town	Census Tract 7371	4,985	5	0.75	0.2	748	3.7%	72.3%	80%	20%							100%		2.9%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%
Massachusetts	Worcester County	Millbury town	Census Tract 7372	1,790	5	1	0.2	358	1.8%	74.1%									100%		0.0%	0.4%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%
Massachusetts	Worcester County	Millbury town	Census Tract 7373	6,655	5	1	0.2	1,331	6.5%	80.6%									100%		0.0%	1.3%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%
Massachusetts	Worcester County	Grafton town	Census Tract 7381	4,720	5	0.75	0.2	708	3.5%	84.1%									100%		0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	3.5%	
Massachusetts	Worcester County	Grafton town	Census Tract 7382.01	3,990	5	0.75	0.2	599	2.9%	87.1%									100%		0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	2.9%	
Massachusetts	Worcester County	Grafton town	Census Tract 7382.02	6,225	5	0.75	0.2	934	4.6%	91.7%									100%		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	4.6%	
Massachusetts	Worcester County	Grafton town	Census Tract 7613	3,395	2	1	0.5	1,698	8.3%	100.0%									100%		0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	2.1%	2.1%	8.3%	
Totals				198,115				20,350	100.0%												15.6%	4.2%	12.6%	15.1%	7.6%	10.2%	10.0%	9.9%	10.0%	15.4%	100.0%
																						16.0%	4.0%	13.0%	15.0%	8.0%	10.0%	10.0%	15.0%	100.0%	

¹ Assigned area based on distance from Project Site

² Adjustments were made to some communities based on the likelihood that people who live in those communities would