Recent studies of real estate markets have indicated that the presence of a Whole Foods can increase home values, a trend dubbed the "Whole Foods effect." A Zillow Analysis of 375 Whole Foods and 451 Trader Joes found that all properties (totaling 2.8 million homes) within a one-mile radius of the respective supermarket cost more and appreciate faster than the median home in the US (Gudell 2018). As these high-end grocery stores proliferate across metropolitan areas, food mirages have formed in former food deserts through supermarket greening (Anguelovska 2015). My project aims to explore the role that these organic and pricey grocery stores play in gentrification, looking specifically at Boston, Cambridge, Somerville and Medford. This specific area offers a sample size of 15 Whole Foods, Trader Joe's and Wegmans. These specific stores have continually targeted Boston, Cambridge, Somerville and Medford, as the first Trader Joe's opened in 1997 in Cambridge and a Wegman's recently opened in Medford in 2017. The markers of gentrification for this project relate to who the average customer is presumed to be at these grocery stores. Using spatial analysis, I look to examine whether the Whole Foods Effect not only contributed to home value but to other demographic changes associated with gentrification.

**INTRODUCTION**

**MARKERS OF GENTRIFICATION**

**RESULTS & CONCLUSION**

To more firmly understand the relationship between high-end grocery stores and gentrification, more spatial analysis must be conducted. The Local Moran's I maps indicate that some attributes, such as change in percentage of the population that is non-white, in median family income and owner-occupied home value, are clustered in a significant way surrounding high-end grocery stores. In the map below, the gentrification score represents the net change experienced by the half-mile area around each grocery store. Given previous research on the "Whole Foods Effect," I would have expected the intersection to show only areas of high gentrification scores. However, the Gentrification Score map shows that the amount of change is not uniform across all half-mile buffer zones. This inconsistency demonstrates my gentrification score is not all encompassing and should be improved to include more markers of gentrification to better capture the change experienced in these neighborhoods. Although my project may not result in any concrete statistical results, it illuminates the importance of looking at the mechanisms of gentrification through a spatial lens.