

Assembly Row
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 42.39348
Longitude: -71.08025

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	26,748	420,621	860,590
2020 Total Population	30,216	465,348	962,496
2020 Group Quarters	69	27,372	62,695
2024 Total Population	30,567	468,654	967,313
2024 Group Quarters	67	26,603	61,053
2029 Total Population	31,403	482,068	995,916
2024-2029 Annual Rate	0.54%	0.57%	0.58%
2024 Total Daytime Population	30,837	604,020	1,259,499
Workers	19,852	423,295	866,457
Residents	10,985	180,725	393,042
Household Summary			
2010 Households	10,937	174,578	359,269
2010 Average Household Size	2.44	2.24	2.22
2020 Total Households	13,124	192,419	398,885
2020 Average Household Size	2.30	2.28	2.26
2024 Households	13,476	195,222	404,641
2024 Average Household Size	2.26	2.26	2.24
2029 Households	13,892	202,547	423,207
2029 Average Household Size	2.26	2.25	2.21
2024-2029 Annual Rate	0.61%	0.74%	0.90%
2010 Families	5,602	80,886	165,616
2010 Average Family Size	3.13	3.02	3.00
2024 Families	5,717	87,183	182,277
2024 Average Family Size	3.04	3.08	3.05
2029 Families	5,877	90,058	189,055
2029 Average Family Size	3.05	3.07	3.03
2024-2029 Annual Rate	0.55%	0.65%	0.73%
Housing Unit Summary			
2000 Housing Units	10,501	177,600	360,465
Owner Occupied Housing Units	32.1%	33.7%	34.7%
Renter Occupied Housing Units	65.4%	62.1%	61.2%
Vacant Housing Units	2.6%	4.2%	4.1%
2010 Housing Units	11,630	187,826	384,245
Owner Occupied Housing Units	31.6%	33.6%	34.7%
Renter Occupied Housing Units	62.4%	59.4%	58.8%
Vacant Housing Units	6.0%	7.1%	6.5%
2020 Housing Units	14,012	207,265	429,146
Owner Occupied Housing Units	25.5%	30.7%	31.6%
Renter Occupied Housing Units	68.2%	62.2%	61.3%
Vacant Housing Units	6.9%	7.2%	7.0%
2024 Housing Units	14,591	213,693	443,226
Owner Occupied Housing Units	25.1%	30.5%	31.3%
Renter Occupied Housing Units	67.3%	60.9%	60.0%
Vacant Housing Units	7.6%	8.6%	8.7%
2029 Housing Units	14,958	219,014	455,496
Owner Occupied Housing Units	25.8%	31.2%	32.0%
Renter Occupied Housing Units	67.1%	61.3%	60.9%
Vacant Housing Units	7.1%	7.5%	7.1%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2024 Households by Income			
Household Income Base	13,476	195,186	404,599
<\$15,000	9.7%	9.4%	11.1%
\$15,000 - \$24,999	4.0%	4.0%	4.5%
\$25,000 - \$34,999	4.1%	4.2%	4.4%
\$35,000 - \$49,999	5.5%	6.6%	7.2%
\$50,000 - \$74,999	12.1%	11.2%	10.8%
\$75,000 - \$99,999	10.8%	10.6%	9.9%
\$100,000 - \$149,999	18.4%	17.2%	16.1%
\$150,000 - \$199,999	12.9%	12.0%	11.6%
\$200,000+	22.4%	24.7%	24.4%
Average Household Income	\$150,844	\$159,145	\$156,007
2029 Households by Income			
Household Income Base	13,892	202,511	423,169
<\$15,000	8.8%	8.2%	10.0%
\$15,000 - \$24,999	3.2%	3.1%	3.6%
\$25,000 - \$34,999	3.3%	3.4%	3.6%
\$35,000 - \$49,999	4.7%	5.8%	6.4%
\$50,000 - \$74,999	10.6%	10.2%	9.9%
\$75,000 - \$99,999	10.1%	10.2%	9.5%
\$100,000 - \$149,999	18.5%	17.2%	16.1%
\$150,000 - \$199,999	14.4%	13.2%	12.7%
\$200,000+	26.3%	28.8%	28.2%
Average Household Income	\$171,646	\$181,099	\$177,142
2024 Owner Occupied Housing Units by Value			
Total	3,660	65,128	138,709
<\$50,000	0.4%	1.6%	1.4%
\$50,000 - \$99,999	0.3%	0.4%	0.4%
\$100,000 - \$149,999	0.1%	0.2%	0.1%
\$150,000 - \$199,999	0.0%	0.1%	0.2%
\$200,000 - \$249,999	0.1%	0.4%	0.5%
\$250,000 - \$299,999	0.1%	0.7%	0.6%
\$300,000 - \$399,999	1.0%	2.6%	2.7%
\$400,000 - \$499,999	3.4%	4.5%	4.6%
\$500,000 - \$749,999	24.0%	26.2%	25.6%
\$750,000 - \$999,999	46.1%	28.3%	28.5%
\$1,000,000 - \$1,499,999	19.5%	18.8%	19.2%
\$1,500,000 - \$1,999,999	3.3%	7.5%	7.9%
\$2,000,000 +	1.7%	8.8%	8.4%
Average Home Value	\$913,801	\$1,007,305	\$1,009,762
2029 Owner Occupied Housing Units by Value			
Total	3,855	68,268	145,761
<\$50,000	0.2%	1.0%	1.0%
\$50,000 - \$99,999	0.1%	0.1%	0.1%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.0%	0.0%	0.0%
\$200,000 - \$249,999	0.0%	0.1%	0.1%
\$250,000 - \$299,999	0.0%	0.2%	0.2%
\$300,000 - \$399,999	0.2%	1.1%	1.2%
\$400,000 - \$499,999	2.2%	2.8%	2.8%
\$500,000 - \$749,999	17.8%	22.5%	22.0%
\$750,000 - \$999,999	48.4%	30.7%	30.7%
\$1,000,000 - \$1,499,999	24.4%	22.3%	22.8%
\$1,500,000 - \$1,999,999	4.5%	9.3%	9.7%
\$2,000,000 +	2.2%	9.9%	9.4%
Average Home Value	\$978,216	\$1,089,879	\$1,090,393

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Median Household Income			
2024	\$107,257	\$108,322	\$104,550
2029	\$120,164	\$121,988	\$117,264
Median Home Value			
2024	\$862,123	\$867,395	\$872,536
2029	\$902,116	\$930,212	\$934,013
Per Capita Income			
2024	\$66,304	\$66,932	\$65,706
2029	\$75,787	\$76,738	\$75,710
Median Age			
2010	33.6	32.3	32.1
2020	32.7	32.6	32.5
2024	33.5	33.3	33.1
2029	36.3	35.0	34.6
2020 Population by Age			
Total	30,216	465,348	962,496
0 - 4	4.6%	4.6%	4.5%
5 - 9	3.8%	3.9%	4.0%
10 - 14	3.7%	3.8%	3.9%
15 - 24	11.9%	16.2%	17.9%
25 - 34	32.5%	27.5%	25.3%
35 - 44	15.5%	13.7%	13.0%
45 - 54	9.2%	9.6%	9.7%
55 - 64	8.5%	9.1%	9.4%
65 - 74	6.2%	6.8%	7.0%
75 - 84	3.0%	3.5%	3.7%
85 +	1.2%	1.4%	1.6%
18 +	85.8%	85.6%	85.3%
2024 Population by Age			
Total	30,569	468,654	967,312
0 - 4	4.5%	4.5%	4.5%
5 - 9	3.7%	3.8%	3.9%
10 - 14	3.1%	3.3%	3.5%
15 - 24	9.2%	13.9%	15.8%
25 - 34	34.9%	29.6%	27.3%
35 - 44	18.0%	15.4%	14.5%
45 - 54	8.9%	9.3%	9.4%
55 - 64	7.5%	8.3%	8.6%
65 - 74	5.9%	6.6%	6.9%
75 - 84	3.1%	3.7%	4.0%
85 +	1.1%	1.4%	1.6%
18 +	86.8%	86.4%	86.1%
2029 Population by Age			
Total	31,402	482,068	995,917
0 - 4	4.3%	4.4%	4.3%
5 - 9	4.0%	3.8%	3.8%
10 - 14	3.5%	3.5%	3.7%
15 - 24	8.8%	13.5%	15.3%
25 - 34	25.5%	24.8%	23.8%
35 - 44	23.8%	18.4%	16.6%
45 - 54	10.7%	10.2%	10.1%
55 - 64	7.3%	8.1%	8.3%
65 - 74	6.6%	7.2%	7.5%
75 - 84	4.1%	4.5%	4.8%
85 +	1.3%	1.6%	1.8%
18 +	86.3%	86.3%	86.1%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2020 Population by Sex			
Males	15,096	228,840	465,759
Females	15,120	236,508	496,737
2024 Population by Sex			
Males	15,590	234,969	476,784
Females	14,977	233,685	490,529
2029 Population by Sex			
Males	15,905	240,050	487,880
Females	15,499	242,018	508,036
2010 Population by Race/Ethnicity			
Total	26,748	420,621	860,590
White Alone	61.6%	68.0%	69.2%
Black Alone	9.7%	9.1%	9.2%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	9.9%	10.3%	10.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	14.0%	8.5%	6.9%
Two or More Races	4.3%	3.7%	3.5%
Hispanic Origin	19.3%	16.9%	14.5%
Diversity Index	71.1	64.8	62.0
2020 Population by Race/Ethnicity			
Total	30,216	465,348	962,496
White Alone	55.3%	55.4%	57.2%
Black Alone	7.5%	8.4%	8.4%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	12.4%	13.2%	13.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	11.6%	11.6%	9.8%
Two or More Races	12.7%	11.1%	10.2%
Hispanic Origin	18.5%	18.8%	16.8%
Diversity Index	75.1	75.2	73.0
2024 Population by Race/Ethnicity			
Total	30,566	468,654	967,313
White Alone	53.0%	53.3%	55.3%
Black Alone	7.6%	8.6%	8.5%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	13.7%	14.3%	15.0%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	12.0%	11.9%	10.1%
Two or More Races	13.3%	11.5%	10.7%
Hispanic Origin	19.4%	19.4%	17.5%
Diversity Index	76.8	76.7	74.6
2029 Population by Race/Ethnicity			
Total	31,404	482,068	995,916
White Alone	50.6%	51.1%	53.1%
Black Alone	7.6%	8.6%	8.5%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	14.6%	15.3%	16.0%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	12.6%	12.4%	10.6%
Two or More Races	14.1%	12.1%	11.3%
Hispanic Origin	20.5%	20.6%	18.6%
Diversity Index	78.5	78.3	76.4

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	30,216	465,348	962,496
In Households	99.8%	94.1%	93.5%
Householder	43.4%	41.5%	41.5%
Opposite-Sex Spouse	12.3%	12.7%	12.9%
Same-Sex Spouse	0.4%	0.4%	0.4%
Opposite-Sex Unmarried Partner	4.5%	3.7%	3.4%
Same-Sex Unmarried Partner	0.4%	0.3%	0.3%
Biological Child	18.0%	18.2%	18.7%
Adopted Child	0.2%	0.3%	0.3%
Stepchild	0.3%	0.4%	0.4%
Grandchild	1.4%	1.1%	1.1%
Brother or Sister	1.8%	1.6%	1.4%
Parent	1.4%	1.3%	1.3%
Parent-in-law	0.3%	0.3%	0.2%
Son-in-law or Daughter-in-law	0.4%	0.3%	0.3%
Other Relatives	1.7%	1.6%	1.4%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	13.2%	10.4%	9.9%
In Group Quarters	0.2%	5.9%	6.5%
Institutionalized	0.0%	0.3%	0.5%
Noninstitutionalized	0.2%	5.6%	6.0%
2024 Population 25+ by Educational Attainment			
Total	24,281	349,054	699,498
Less than 9th Grade	5.8%	5.9%	5.3%
9th - 12th Grade, No Diploma	3.8%	4.0%	3.6%
High School Graduate	16.8%	14.9%	15.1%
GED/Alternative Credential	2.3%	2.2%	2.0%
Some College, No Degree	8.8%	8.7%	8.8%
Associate Degree	5.3%	4.1%	4.2%
Bachelor's Degree	32.3%	30.1%	30.0%
Graduate/Professional Degree	24.9%	30.2%	30.9%
2024 Population 15+ by Marital Status			
Total	27,101	414,133	852,325
Never Married	55.4%	53.4%	53.0%
Married	35.7%	37.0%	37.2%
Widowed	2.9%	3.3%	3.5%
Divorced	6.0%	6.3%	6.3%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	20,563	303,839	608,524
Population 16+ Employed	96.8%	96.4%	96.1%
Population 16+ Unemployment rate	3.2%	3.6%	3.9%
Population 16-24 Employed	8.0%	11.8%	13.3%
Population 16-24 Unemployment rate	4.6%	6.6%	8.4%
Population 25-54 Employed	80.6%	73.8%	71.4%
Population 25-54 Unemployment rate	3.1%	2.9%	3.0%
Population 55-64 Employed	7.3%	9.3%	10.0%
Population 55-64 Unemployment rate	4.3%	4.0%	3.9%
Population 65+ Employed	4.1%	5.1%	5.3%
Population 65+ Unemployment rate	0.0%	5.6%	5.3%

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2024 Employed Population 16+ by Industry			
Total	19,907	292,955	584,513
Agriculture/Mining	0.3%	0.1%	0.1%
Construction	6.0%	4.6%	4.2%
Manufacturing	7.3%	7.3%	6.8%
Wholesale Trade	1.4%	1.2%	1.2%
Retail Trade	7.2%	6.2%	6.4%
Transportation/Utilities	2.6%	3.4%	3.2%
Information	3.3%	2.8%	2.6%
Finance/Insurance/Real Estate	6.0%	7.2%	7.6%
Services	63.6%	64.4%	65.1%
Public Administration	2.2%	2.9%	2.9%
2024 Employed Population 16+ by Occupation			
Total	19,906	292,954	584,513
White Collar	71.4%	74.8%	76.2%
Management/Business/Financial	21.8%	23.0%	23.6%
Professional	36.4%	39.5%	39.5%
Sales	6.3%	5.7%	6.1%
Administrative Support	6.8%	6.5%	7.0%
Services	15.9%	14.3%	14.1%
Blue Collar	12.7%	10.9%	9.7%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	5.0%	3.6%	3.0%
Installation/Maintenance/Repair	1.4%	1.0%	1.0%
Production	3.0%	2.4%	2.0%
Transportation/Material Moving	3.4%	3.8%	3.6%
2020 Households by Type			
Total	13,124	192,419	398,885
Married Couple Households	29.4%	31.7%	32.1%
With Own Children <18	10.6%	11.9%	12.4%
Without Own Children <18	18.9%	19.8%	19.7%
Cohabiting Couple Households	11.3%	9.7%	8.8%
With Own Children <18	1.1%	1.2%	1.0%
Without Own Children <18	10.2%	8.5%	7.8%
Male Householder, No Spouse/Partner	26.2%	25.2%	24.8%
Living Alone	14.7%	15.7%	15.6%
65 Years and over	3.2%	3.5%	3.5%
With Own Children <18	1.2%	1.2%	1.1%
Without Own Children <18, With Relatives	2.5%	2.5%	2.5%
No Relatives Present	7.8%	5.8%	5.6%
Female Householder, No Spouse/Partner	33.1%	33.4%	34.3%
Living Alone	17.3%	18.6%	19.2%
65 Years and over	5.3%	6.4%	6.7%
With Own Children <18	4.3%	4.1%	4.2%
Without Own Children <18, With Relatives	5.5%	5.4%	5.5%
No Relatives Present	6.0%	5.4%	5.5%
2020 Households by Size			
Total	13,124	192,419	398,885
1 Person Household	32.0%	34.3%	34.7%
2 Person Household	36.0%	33.9%	33.3%
3 Person Household	16.2%	15.1%	15.1%
4 Person Household	10.1%	10.1%	10.5%
5 Person Household	3.8%	4.0%	4.0%
6 Person Household	1.3%	1.7%	1.6%
7 + Person Household	0.7%	1.0%	0.9%

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2020 Households by Tenure and Mortgage Status			
Total	13,124	192,419	398,885
Owner Occupied	27.2%	33.0%	34.0%
Owned with a Mortgage/Loan	20.1%	23.2%	24.2%
Owned Free and Clear	7.0%	9.8%	9.8%
Renter Occupied	72.8%	67.0%	66.0%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	48	49	47
Percent of Income for Mortgage	50.3%	50.1%	52.2%
Wealth Index	89	105	107
2020 Housing Units By Urban/ Rural Status			
Total	14,012	207,265	429,146
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	30,216	465,348	962,496
Urban Population	100.0%	100.0%	100.0%
Rural Population	0.0%	0.0%	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Trendsetters (3C)	Laptops and Lattes (3A)	Laptops and Lattes (3A)
2.	Metro Renters (3B)	Trendsetters (3C)	Metro Renters (3B)
3.	Diverse Convergence (13A)	Metro Renters (3B)	Trendsetters (3C)
2024 Consumer Spending			
Apparel & Services: Total \$	\$46,339,470	\$700,500,356	\$1,420,897,146
Average Spent	\$3,438.67	\$3,588.22	\$3,511.50
Spending Potential Index	144	151	147
Education: Total \$	\$33,912,790	\$517,982,511	\$1,072,906,596
Average Spent	\$2,516.53	\$2,653.30	\$2,651.50
Spending Potential Index	146	154	153
Entertainment/Recreation: Total \$	\$70,320,508	\$1,074,323,722	\$2,186,505,083
Average Spent	\$5,218.20	\$5,503.09	\$5,403.57
Spending Potential Index	128	135	132
Food at Home: Total \$	\$135,822,191	\$2,049,059,041	\$4,156,757,681
Average Spent	\$10,078.82	\$10,496.05	\$10,272.71
Spending Potential Index	138	144	141
Food Away from Home: Total \$	\$75,497,812	\$1,142,940,784	\$2,314,554,934
Average Spent	\$5,602.39	\$5,854.57	\$5,720.02
Spending Potential Index	144	150	147
Health Care: Total \$	\$117,086,699	\$1,790,124,364	\$3,661,155,238
Average Spent	\$8,688.54	\$9,169.69	\$9,047.91
Spending Potential Index	113	119	118
HH Furnishings & Equipment: Total \$	\$53,736,971	\$821,324,534	\$1,672,889,623
Average Spent	\$3,987.61	\$4,207.13	\$4,134.26
Spending Potential Index	126	133	131
Personal Care Products & Services: Total \$	\$19,189,707	\$289,902,580	\$587,467,250
Average Spent	\$1,423.99	\$1,484.99	\$1,451.82
Spending Potential Index	143	149	146
Shelter: Total \$	\$513,273,385	\$7,802,769,158	\$15,809,161,759
Average Spent	\$38,087.96	\$39,968.70	\$39,069.60
Spending Potential Index	143	150	147
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$48,707,658	\$761,850,102	\$1,574,590,318
Average Spent	\$3,614.40	\$3,902.48	\$3,891.33
Spending Potential Index	103	111	111
Travel: Total \$	\$55,215,104	\$845,529,201	\$1,715,379,498
Average Spent	\$4,097.29	\$4,331.12	\$4,239.26
Spending Potential Index	135	143	140
Vehicle Maintenance & Repairs: Total \$	\$24,697,242	\$374,812,337	\$763,949,978
Average Spent	\$1,832.68	\$1,919.93	\$1,887.97
Spending Potential Index	124	130	127

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.