

Assembly Square
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 42.39562
Longitude: -71.08282

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	29,838	412,432	851,494
2020 Total Population	33,292	453,697	952,061
2020 Group Quarters	69	23,915	62,604
2024 Total Population	33,553	457,314	957,610
2024 Group Quarters	67	23,233	60,965
2029 Total Population	34,091	470,107	985,924
2024-2029 Annual Rate	0.32%	0.55%	0.58%
2024 Total Daytime Population	32,166	530,164	1,255,507
Workers	20,205	353,127	866,447
Residents	11,961	177,037	389,060
Household Summary			
2010 Households	12,312	170,897	355,330
2010 Average Household Size	2.41	2.26	2.22
2020 Total Households	14,552	187,496	394,231
2020 Average Household Size	2.28	2.29	2.26
2024 Households	14,830	190,404	400,269
2024 Average Household Size	2.26	2.28	2.24
2029 Households	15,047	197,235	418,561
2029 Average Household Size	2.26	2.27	2.21
2024-2029 Annual Rate	0.29%	0.71%	0.90%
2010 Families	6,418	80,375	163,946
2010 Average Family Size	3.07	3.02	3.00
2024 Families	6,417	86,007	180,830
2024 Average Family Size	3.01	3.09	3.05
2029 Families	6,509	88,675	187,489
2029 Average Family Size	3.02	3.08	3.03
2024-2029 Annual Rate	0.29%	0.61%	0.73%
Housing Unit Summary			
2000 Housing Units	11,830	174,106	356,398
Owner Occupied Housing Units	34.5%	33.9%	35.1%
Renter Occupied Housing Units	62.9%	62.0%	60.9%
Vacant Housing Units	2.6%	4.1%	4.0%
2010 Housing Units	13,128	183,290	379,915
Owner Occupied Housing Units	33.5%	33.8%	35.1%
Renter Occupied Housing Units	60.3%	59.4%	58.4%
Vacant Housing Units	6.2%	6.8%	6.5%
2020 Housing Units	15,615	201,448	424,059
Owner Occupied Housing Units	27.2%	30.7%	32.0%
Renter Occupied Housing Units	66.0%	62.3%	61.0%
Vacant Housing Units	7.0%	6.9%	7.0%
2024 Housing Units	15,972	207,774	438,292
Owner Occupied Housing Units	27.2%	30.6%	31.7%
Renter Occupied Housing Units	65.6%	61.1%	59.7%
Vacant Housing Units	7.2%	8.4%	8.7%
2029 Housing Units	16,240	212,823	450,471
Owner Occupied Housing Units	28.0%	31.2%	32.3%
Renter Occupied Housing Units	64.6%	61.5%	60.6%
Vacant Housing Units	7.3%	7.3%	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	14,830	190,368	400,227
<\$15,000	8.4%	9.4%	10.9%
\$15,000 - \$24,999	3.8%	4.0%	4.5%
\$25,000 - \$34,999	3.9%	4.2%	4.4%
\$35,000 - \$49,999	5.3%	6.8%	7.2%
\$50,000 - \$74,999	11.7%	11.3%	10.8%
\$75,000 - \$99,999	11.2%	10.7%	9.9%
\$100,000 - \$149,999	19.8%	17.2%	16.2%
\$150,000 - \$199,999	13.9%	12.1%	11.6%
\$200,000+	22.0%	24.3%	24.6%
Average Household Income	\$152,295	\$157,527	\$156,928
2029 Households by Income			
Household Income Base	15,047	197,199	418,523
<\$15,000	7.0%	8.2%	9.8%
\$15,000 - \$24,999	2.9%	3.1%	3.6%
\$25,000 - \$34,999	3.1%	3.4%	3.6%
\$35,000 - \$49,999	4.5%	5.9%	6.4%
\$50,000 - \$74,999	10.3%	10.3%	9.9%
\$75,000 - \$99,999	10.6%	10.4%	9.5%
\$100,000 - \$149,999	20.0%	17.1%	16.1%
\$150,000 - \$199,999	15.5%	13.3%	12.6%
\$200,000+	26.1%	28.2%	28.4%
Average Household Income	\$174,284	\$179,172	\$178,085
2024 Owner Occupied Housing Units by Value			
Total	4,350	63,450	138,582
<\$50,000	0.6%	1.5%	1.4%
\$50,000 - \$99,999	0.7%	0.4%	0.3%
\$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%	0.6%	0.6%
\$300,000 - \$399,999	0.9%	2.6%	2.6%
\$400,000 - \$499,999	3.2%	4.7%	4.5%
\$500,000 - \$749,999	26.9%	26.9%	25.3%
\$750,000 - \$999,999	43.6%	29.2%	28.8%
\$1,000,000 - \$1,499,999	19.9%	18.2%	19.4%
\$1,500,000 - \$1,999,999	2.4%	7.1%	7.9%
\$2,000,000 +	1.5%	8.1%	8.3%
Average Home Value	\$893,747	\$991,462	\$1,012,183
2029 Owner Occupied Housing Units by Value			
Total	4,550	66,366	145,502
<\$50,000	0.3%	1.0%	1.0%
\$50,000 - \$99,999	0.2%	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	1.9%	2.9%	2.7%
\$500,000 - \$749,999	21.1%	23.1%	21.8%
\$750,000 - \$999,999	46.4%	31.8%	30.9%
\$1,000,000 - \$1,499,999	24.7%	21.8%	23.0%
\$1,500,000 - \$1,999,999	3.3%	8.9%	9.8%
\$2,000,000 +	2.0%	9.2%	9.3%
Average Home Value	\$958,165	\$1,073,677	\$1,092,051

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	\$110,497	\$107,354	\$105,196
2029	\$124,040	\$120,625	\$117,961
Median Home Value			
2024	\$850,000	\$858,003	\$875,264
2029	\$892,129	\$920,007	\$935,810
Per Capita Income			
2024	\$66,114	\$65,985	\$66,047
2029	\$75,624	\$75,558	\$76,045
Median Age			
2010	33.6	32.4	32.1
2020	32.7	32.7	32.5
2024	33.5	33.4	33.2
2029	36.2	35.1	34.6
2020 Population by Age			
Total	33,292	453,697	952,061
0 - 4	4.6%	4.6%	4.5%
5 - 9	3.7%	4.0%	4.0%
10 - 14	3.6%	3.8%	3.9%
15 - 24	12.1%	15.7%	17.9%
25 - 34	32.6%	27.4%	25.2%
35 - 44	15.3%	13.8%	13.0%
45 - 54	9.3%	9.7%	9.7%
55 - 64	8.7%	9.2%	9.5%
65 - 74	6.1%	6.8%	7.0%
75 - 84	2.8%	3.5%	3.7%
85 +	1.2%	1.4%	1.6%
18 +	86.0%	85.3%	85.3%
2024 Population by Age			
Total	33,554	457,314	957,609
0 - 4	4.6%	4.6%	4.5%
5 - 9	3.7%	3.9%	3.9%
10 - 14	3.0%	3.4%	3.5%
15 - 24	9.3%	13.4%	15.8%
25 - 34	35.2%	29.6%	27.1%
35 - 44	18.0%	15.5%	14.5%
45 - 54	8.8%	9.4%	9.5%
55 - 64	7.6%	8.4%	8.6%
65 - 74	5.8%	6.7%	7.0%
75 - 84	2.9%	3.7%	4.0%
85 +	1.2%	1.4%	1.6%
18 +	87.0%	86.1%	86.0%
2029 Population by Age			
Total	34,091	470,105	985,923
0 - 4	4.3%	4.4%	4.3%
5 - 9	4.0%	3.9%	3.8%
10 - 14	3.5%	3.6%	3.7%
15 - 24	8.7%	13.1%	15.4%
25 - 34	25.9%	24.8%	23.7%
35 - 44	24.1%	18.5%	16.6%
45 - 54	10.7%	10.3%	10.1%
55 - 64	7.5%	8.2%	8.4%
65 - 74	6.4%	7.2%	7.5%
75 - 84	3.7%	4.5%	4.8%
85 +	1.3%	1.6%	1.8%
18 +	86.3%	86.0%	86.1%

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2020 Population by Sex			
Males	16,641	222,958	461,044
Females	16,651	230,739	491,017
2024 Population by Sex			
Males	17,139	229,175	472,312
Females	16,414	228,139	485,298
2029 Population by Sex			
Males	17,299	233,991	483,275
Females	16,792	236,116	502,649
2010 Population by Race/Ethnicity			
Total	29,837	412,432	851,494
White Alone	62.1%	67.6%	69.7%
Black Alone	10.0%	9.5%	8.9%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	10.4%	10.4%	10.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	12.9%	8.4%	6.8%
Two or More Races	4.2%	3.7%	3.4%
Hispanic Origin	17.5%	16.4%	14.3%
Diversity Index	69.8	64.8	61.5
2020 Population by Race/Ethnicity			
Total	33,292	453,697	952,061
White Alone	55.9%	55.0%	57.6%
Black Alone	7.6%	8.8%	8.1%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	13.1%	13.3%	14.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	10.9%	11.5%	9.7%
Two or More Races	12.1%	11.0%	10.2%
Hispanic Origin	17.1%	18.4%	16.6%
Diversity Index	74.1	75.3	72.7
2024 Population by Race/Ethnicity			
Total	33,553	457,314	957,610
White Alone	53.5%	52.9%	55.6%
Black Alone	7.7%	9.0%	8.3%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	14.3%	14.5%	15.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	11.3%	11.7%	10.0%
Two or More Races	12.7%	11.5%	10.6%
Hispanic Origin	18.0%	19.0%	17.3%
Diversity Index	75.9	76.8	74.3
2029 Population by Race/Ethnicity			
Total	34,091	470,107	985,923
White Alone	51.1%	50.7%	53.3%
Black Alone	7.8%	9.0%	8.3%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	15.3%	15.5%	16.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	11.9%	12.2%	10.5%
Two or More Races	13.4%	12.1%	11.2%
Hispanic Origin	19.2%	20.1%	18.4%
Diversity Index	77.7	78.3	76.1

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.

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2020 Population by Relationship and Household Type			
Total	33,292	453,697	952,061
In Households	99.8%	94.7%	93.4%
Householder	43.0%	41.4%	41.4%
Opposite-Sex Spouse	12.5%	12.8%	13.0%
Same-Sex Spouse	0.4%	0.4%	0.4%
Opposite-Sex Unmarried Partner	4.5%	3.6%	3.3%
Same-Sex Unmarried Partner	0.4%	0.3%	0.3%
Biological Child	18.1%	18.7%	18.7%
Adopted Child	0.2%	0.3%	0.3%
Stepchild	0.3%	0.4%	0.4%
Grandchild	1.4%	1.1%	1.0%
Brother or Sister	1.8%	1.6%	1.4%
Parent	1.4%	1.4%	1.3%
Parent-in-law	0.3%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.4%	0.3%	0.3%
Other Relatives	1.7%	1.7%	1.4%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	13.4%	10.4%	9.8%
In Group Quarters	0.2%	5.3%	6.6%
Institutionalized	0.0%	0.3%	0.5%
Noninstitutionalized	0.2%	5.0%	6.1%
2024 Population 25+ by Educational Attainment			
Total	26,664	341,637	691,873
Less than 9th Grade	5.6%	6.0%	5.3%
9th - 12th Grade, No Diploma	3.6%	4.0%	3.6%
High School Graduate	16.6%	15.1%	14.9%
GED/Alternative Credential	2.1%	2.2%	2.0%
Some College, No Degree	9.0%	8.8%	8.7%
Associate Degree	5.3%	4.1%	4.2%
Bachelor's Degree	32.8%	30.0%	30.0%
Graduate/Professional Degree	24.9%	29.8%	31.2%
2024 Population 15+ by Marital Status			
Total	29,788	402,915	843,524
Never Married	55.9%	52.9%	52.8%
Married	35.7%	37.5%	37.5%
Widowed	2.7%	3.4%	3.5%
Divorced	5.8%	6.3%	6.3%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	22,641	295,778	602,186
Population 16+ Employed	97.0%	96.4%	96.1%
Population 16+ Unemployment rate	3.0%	3.6%	3.9%
Population 16-24 Employed	8.0%	11.4%	13.3%
Population 16-24 Unemployment rate	4.6%	6.7%	8.3%
Population 25-54 Employed	80.7%	74.1%	71.3%
Population 25-54 Unemployment rate	2.9%	2.9%	2.9%
Population 55-64 Employed	7.3%	9.3%	10.0%
Population 55-64 Unemployment rate	4.0%	4.0%	3.9%
Population 65+ Employed	4.0%	5.1%	5.4%
Population 65+ Unemployment rate	0.8%	5.4%	5.3%

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

September 23, 2024

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2024 Employed Population 16+ by Industry			
Total	21,953	285,184	578,623
Agriculture/Mining	0.3%	0.1%	0.1%
Construction	5.8%	4.7%	4.2%
Manufacturing	7.4%	7.5%	6.9%
Wholesale Trade	1.4%	1.2%	1.2%
Retail Trade	6.8%	6.3%	6.4%
Transportation/Utilities	2.4%	3.4%	3.2%
Information	3.4%	2.8%	2.6%
Finance/Insurance/Real Estate	5.8%	6.9%	7.6%
Services	64.4%	64.2%	65.1%
Public Administration	2.4%	2.9%	2.8%
2024 Employed Population 16+ by Occupation			
Total	21,953	285,184	578,623
White Collar	71.5%	74.7%	76.4%
Management/Business/Financial	21.2%	22.7%	23.6%
Professional	37.2%	39.7%	39.7%
Sales	6.2%	5.8%	6.1%
Administrative Support	6.9%	6.5%	7.0%
Services	16.1%	14.2%	14.0%
Blue Collar	12.4%	11.1%	9.6%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	4.7%	3.7%	3.0%
Installation/Maintenance/Repair	1.3%	1.0%	1.0%
Production	3.0%	2.5%	2.0%
Transportation/Material Moving	3.3%	3.9%	3.6%
2020 Households by Type			
Total	14,552	187,496	394,231
Married Couple Households	30.2%	32.1%	32.4%
With Own Children <18	10.8%	12.3%	12.6%
Without Own Children <18	19.4%	19.8%	19.8%
Cohabiting Couple Households	11.3%	9.5%	8.8%
With Own Children <18	1.0%	1.2%	1.0%
Without Own Children <18	10.2%	8.4%	7.8%
Male Householder, No Spouse/Partner	26.0%	25.0%	24.7%
Living Alone	14.4%	15.4%	15.5%
65 Years and over	3.0%	3.5%	3.5%
With Own Children <18	1.2%	1.2%	1.1%
Without Own Children <18, With Relatives	2.6%	2.5%	2.4%
No Relatives Present	7.9%	5.9%	5.5%
Female Householder, No Spouse/Partner	32.5%	33.4%	34.1%
Living Alone	16.6%	18.4%	19.2%
65 Years and over	5.0%	6.4%	6.7%
With Own Children <18	4.2%	4.2%	4.1%
Without Own Children <18, With Relatives	5.5%	5.5%	5.4%
No Relatives Present	6.2%	5.4%	5.4%
2020 Households by Size			
Total	14,552	187,496	394,231
1 Person Household	31.0%	33.8%	34.7%
2 Person Household	36.6%	33.7%	33.3%
3 Person Household	16.6%	15.4%	15.0%
4 Person Household	9.9%	10.4%	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	14,552	187,496	394,231
Owner Occupied	29.2%	33.0%	34.4%
Owned with a Mortgage/Loan	21.2%	23.3%	24.4%
Owned Free and Clear	8.0%	9.7%	10.0%
Renter Occupied	70.8%	67.0%	65.6%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	50	49	47
Percent of Income for Mortgage	48.1%	50.0%	52.1%
Wealth Index	93	104	108
2020 Housing Units By Urban/ Rural Status			
Total	15,615	201,448	424,059
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	33,292	453,697	952,061
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)	Trendsetters (3C)	Laptops and Lattes (3A)
2.	Metro Renters (3B)	Metro Renters (3B)	Metro Renters (3B)
3.	Diverse Convergence (13A)	Laptops and Lattes (3A)	Trendsetters (3C)
2024 Consumer Spending			
Apparel & Services: Total \$	\$51,240,853	\$676,256,126	\$1,411,176,709
Average Spent	\$3,455.22	\$3,551.69	\$3,525.57
Spending Potential Index	145	149	148
Education: Total \$	\$37,712,957	\$499,555,355	\$1,067,304,921
Average Spent	\$2,543.02	\$2,623.66	\$2,666.47
Spending Potential Index	147	152	154
Entertainment/Recreation: Total \$	\$78,119,160	\$1,037,150,028	\$2,175,886,420
Average Spent	\$5,267.64	\$5,447.10	\$5,436.06
Spending Potential Index	129	133	133
Food at Home: Total \$	\$150,052,197	\$1,979,203,341	\$4,130,076,612
Average Spent	\$10,118.15	\$10,394.76	\$10,318.25
Spending Potential Index	139	142	141
Food Away from Home: Total \$	\$83,682,027	\$1,103,409,743	\$2,302,022,259
Average Spent	\$5,642.75	\$5,795.10	\$5,751.19
Spending Potential Index	145	149	148
Health Care: Total \$	\$129,723,055	\$1,729,852,636	\$3,643,541,866
Average Spent	\$8,747.34	\$9,085.17	\$9,102.73
Spending Potential Index	114	118	118
HH Furnishings & Equipment: Total \$	\$59,686,259	\$793,153,349	\$1,665,013,849
Average Spent	\$4,024.70	\$4,165.63	\$4,159.74
Spending Potential Index	127	132	131
Personal Care Products & Services: Total \$	\$21,260,988	\$279,913,829	\$584,354,239
Average Spent	\$1,433.65	\$1,470.10	\$1,459.90
Spending Potential Index	144	148	147
Shelter: Total \$	\$569,140,724	\$7,534,179,431	\$15,723,945,213
Average Spent	\$38,377.66	\$39,569.44	\$39,283.44
Spending Potential Index	144	148	147
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$54,304,422	\$736,238,119	\$1,568,253,260
Average Spent	\$3,661.80	\$3,866.72	\$3,918.00
Spending Potential Index	105	110	112
Travel: Total \$	\$61,492,170	\$815,751,985	\$1,707,184,351
Average Spent	\$4,146.47	\$4,284.32	\$4,265.09
Spending Potential Index	137	141	141
Vehicle Maintenance & Repairs: Total \$	\$27,334,190	\$362,223,074	\$760,415,754
Average Spent	\$1,843.17	\$1,902.39	\$1,899.76
Spending Potential Index	124	128	128

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.