

Dedham Plaza  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 42.23836  
Longitude: -71.17920

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	7,033	67,248	214,923
2020 Total Population	7,404	72,105	228,013
2020 Group Quarters	77	1,721	4,870
2024 Total Population	7,483	71,445	224,258
2024 Group Quarters	74	1,627	4,627
2029 Total Population	7,541	73,464	228,957
2024-2029 Annual Rate	0.15%	0.56%	0.42%
2024 Total Daytime Population	13,527	78,865	217,627
Workers	10,380	46,519	116,124
Residents	3,147	32,346	101,503
<b>Household Summary</b>			
2010 Households	2,871	26,496	82,039
2010 Average Household Size	2.43	2.48	2.56
2020 Total Households	2,937	28,118	86,661
2020 Average Household Size	2.49	2.50	2.57
2024 Households	2,969	28,095	86,286
2024 Average Household Size	2.50	2.49	2.55
2029 Households	3,008	29,312	89,484
2029 Average Household Size	2.48	2.45	2.51
2024-2029 Annual Rate	0.26%	0.85%	0.73%
2010 Families	1,803	16,960	54,654
2010 Average Family Size	3.11	3.15	3.16
2024 Families	1,890	17,756	56,712
2024 Average Family Size	3.22	3.18	3.17
2029 Families	1,913	18,442	58,599
2029 Average Family Size	3.21	3.15	3.13
2024-2029 Annual Rate	0.24%	0.76%	0.66%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,259	25,911	81,988
Owner Occupied Housing Units	82.4%	66.9%	65.6%
Renter Occupied Housing Units	14.3%	30.1%	31.7%
Vacant Housing Units	3.3%	2.9%	2.8%
2010 Housing Units	2,997	27,876	86,707
Owner Occupied Housing Units	62.5%	62.9%	63.0%
Renter Occupied Housing Units	33.3%	32.1%	31.7%
Vacant Housing Units	4.2%	5.0%	5.4%
2020 Housing Units	3,131	29,557	91,100
Owner Occupied Housing Units	61.2%	60.7%	61.7%
Renter Occupied Housing Units	32.6%	34.4%	33.4%
Vacant Housing Units	5.8%	4.8%	4.8%
2024 Housing Units	3,163	29,867	91,736
Owner Occupied Housing Units	62.1%	60.7%	61.7%
Renter Occupied Housing Units	31.8%	33.4%	32.4%
Vacant Housing Units	6.1%	5.9%	5.9%
2029 Housing Units	3,204	30,660	93,875
Owner Occupied Housing Units	63.5%	61.2%	62.6%
Renter Occupied Housing Units	30.4%	34.4%	32.7%
Vacant Housing Units	6.1%	4.4%	4.7%

**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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<b>2024 Households by Income</b>			
Household Income Base	2,969	28,094	86,281
<\$15,000	7.3%	6.8%	6.0%
\$15,000 - \$24,999	5.6%	5.5%	4.3%
\$25,000 - \$34,999	2.8%	4.4%	4.6%
\$35,000 - \$49,999	7.9%	7.7%	7.2%
\$50,000 - \$74,999	7.1%	10.4%	9.9%
\$75,000 - \$99,999	9.7%	9.8%	9.8%
\$100,000 - \$149,999	15.5%	16.9%	16.2%
\$150,000 - \$199,999	12.1%	12.6%	11.9%
\$200,000+	32.1%	26.0%	30.1%
Average Household Income	\$186,758	\$162,866	\$178,427
<b>2029 Households by Income</b>			
Household Income Base	3,008	29,311	89,479
<\$15,000	6.4%	5.9%	5.3%
\$15,000 - \$24,999	4.4%	4.2%	3.3%
\$25,000 - \$34,999	2.3%	3.5%	3.7%
\$35,000 - \$49,999	6.7%	6.8%	6.2%
\$50,000 - \$74,999	6.2%	9.5%	8.8%
\$75,000 - \$99,999	8.9%	9.3%	9.2%
\$100,000 - \$149,999	14.9%	16.1%	15.5%
\$150,000 - \$199,999	13.3%	13.7%	12.8%
\$200,000+	36.9%	31.0%	35.1%
Average Household Income	\$212,912	\$186,766	\$203,120
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	1,963	18,130	56,599
<\$50,000	1.4%	2.2%	1.7%
\$50,000 - \$99,999	0.1%	0.5%	0.4%
\$100,000 - \$149,999	0.1%	0.1%	0.1%
\$150,000 - \$199,999	0.0%	0.2%	0.2%
\$200,000 - \$249,999	0.2%	0.5%	0.4%
\$250,000 - \$299,999	0.2%	0.6%	0.7%
\$300,000 - \$399,999	1.2%	3.1%	2.7%
\$400,000 - \$499,999	2.5%	7.7%	6.8%
\$500,000 - \$749,999	38.5%	42.1%	36.5%
\$750,000 - \$999,999	30.4%	23.7%	24.5%
\$1,000,000 - \$1,499,999	15.5%	11.1%	15.2%
\$1,500,000 - \$1,999,999	5.6%	4.2%	6.7%
\$2,000,000 +	4.5%	3.9%	4.1%
Average Home Value	\$915,619	\$820,073	\$885,714
<b>2029 Owner Occupied Housing Units by Value</b>			
Total	2,034	18,775	58,736
<\$50,000	0.8%	1.5%	1.3%
\$50,000 - \$99,999	0.0%	0.2%	0.2%
\$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%	0.1%	0.1%
\$300,000 - \$399,999	0.4%	1.1%	0.9%
\$400,000 - \$499,999	1.2%	4.4%	4.0%
\$500,000 - \$749,999	31.3%	38.5%	33.5%
\$750,000 - \$999,999	33.6%	28.7%	28.0%
\$1,000,000 - \$1,499,999	19.5%	14.2%	18.3%
\$1,500,000 - \$1,999,999	7.7%	5.9%	8.5%
\$2,000,000 +	5.5%	5.4%	5.1%
Average Home Value	\$996,903	\$917,548	\$968,332

**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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<b>Median Household Income</b>			
2024	\$126,936	\$112,291	\$120,685
2029	\$150,420	\$129,129	\$141,143
<b>Median Home Value</b>			
2024	\$798,658	\$707,657	\$754,918
2029	\$870,425	\$786,079	\$838,213
<b>Per Capita Income</b>			
2024	\$75,048	\$64,485	\$68,687
2029	\$86,071	\$75,007	\$79,419
<b>Median Age</b>			
2010	42.5	42.0	41.1
2020	43.0	42.3	41.8
2024	42.7	42.4	42.0
2029	44.1	43.4	43.1
<b>2020 Population by Age</b>			
Total	7,404	72,105	228,013
0 - 4	4.9%	5.3%	5.3%
5 - 9	5.3%	5.5%	5.7%
10 - 14	5.0%	5.8%	6.2%
15 - 24	10.8%	11.3%	11.8%
25 - 34	13.9%	12.8%	12.2%
35 - 44	12.5%	12.4%	12.7%
45 - 54	12.7%	12.9%	13.3%
55 - 64	15.1%	14.5%	14.2%
65 - 74	10.5%	10.1%	10.3%
75 - 84	5.7%	5.7%	5.4%
85 +	3.6%	3.7%	3.0%
18 +	81.7%	79.7%	79.0%
<b>2024 Population by Age</b>			
Total	7,485	71,446	224,257
0 - 4	4.8%	5.2%	5.2%
5 - 9	5.4%	5.6%	5.8%
10 - 14	5.2%	5.5%	5.8%
15 - 24	9.7%	10.9%	11.6%
25 - 34	13.9%	12.8%	12.1%
35 - 44	14.2%	13.5%	13.7%
45 - 54	12.5%	12.4%	12.9%
55 - 64	13.7%	13.4%	13.2%
65 - 74	11.2%	10.7%	10.6%
75 - 84	5.9%	6.2%	6.0%
85 +	3.6%	3.7%	3.1%
18 +	81.9%	80.5%	79.8%
<b>2029 Population by Age</b>			
Total	7,543	73,464	228,959
0 - 4	4.6%	5.0%	5.0%
5 - 9	4.8%	5.2%	5.3%
10 - 14	5.5%	5.8%	6.0%
15 - 24	9.6%	10.4%	11.0%
25 - 34	11.5%	12.2%	11.7%
35 - 44	15.2%	13.5%	13.5%
45 - 54	13.3%	12.8%	13.2%
55 - 64	12.4%	12.2%	12.3%
65 - 74	12.0%	11.5%	11.3%
75 - 84	7.1%	7.4%	7.3%
85 +	4.0%	4.0%	3.4%
18 +	82.2%	80.8%	80.3%

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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<b>2020 Population by Sex</b>			
Males	3,530	34,011	107,405
Females	3,874	38,094	120,608
<b>2024 Population by Sex</b>			
Males	3,641	34,335	107,741
Females	3,842	37,110	116,517
<b>2029 Population by Sex</b>			
Males	3,648	35,161	109,580
Females	3,893	38,303	119,376
<b>2010 Population by Race/Ethnicity</b>			
Total	7,034	67,248	214,923
White Alone	87.8%	77.4%	70.8%
Black Alone	5.5%	12.9%	17.5%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	3.1%	4.0%	4.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.6%	3.5%	4.1%
Two or More Races	1.8%	2.1%	2.6%
Hispanic Origin	4.4%	8.6%	10.0%
Diversity Index	29.1	47.9	56.0
<b>2020 Population by Race/Ethnicity</b>			
Total	7,404	72,105	228,013
White Alone	81.5%	67.1%	62.1%
Black Alone	4.6%	14.0%	17.1%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	4.8%	5.6%	6.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.4%	5.5%	5.9%
Two or More Races	5.5%	7.5%	8.4%
Hispanic Origin	6.8%	11.3%	12.1%
Diversity Index	41.2	61.5	66.2
<b>2024 Population by Race/Ethnicity</b>			
Total	7,483	71,445	224,258
White Alone	79.4%	65.6%	60.7%
Black Alone	5.2%	14.1%	17.1%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	5.3%	6.1%	7.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.9%	5.9%	6.1%
Two or More Races	6.1%	8.0%	8.8%
Hispanic Origin	7.8%	12.2%	12.8%
Diversity Index	45.2	63.6	67.9
<b>2029 Population by Race/Ethnicity</b>			
Total	7,541	73,465	228,956
White Alone	77.6%	63.3%	58.7%
Black Alone	5.5%	14.6%	17.3%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	5.9%	6.6%	7.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.3%	6.4%	6.6%
Two or More Races	6.5%	8.7%	9.4%
Hispanic Origin	8.6%	13.3%	13.8%
Diversity Index	48.2	66.2	70.0

**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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<b>2020 Population by Relationship and Household Type</b>			
Total	7,404	72,105	228,013
In Households	99.0%	97.6%	97.9%
Householder	40.4%	39.1%	38.0%
Opposite-Sex Spouse	21.3%	18.1%	18.2%
Same-Sex Spouse	0.4%	0.3%	0.4%
Opposite-Sex Unmarried Partner	2.2%	1.8%	1.7%
Same-Sex Unmarried Partner	0.1%	0.1%	0.2%
Biological Child	27.8%	29.0%	29.6%
Adopted Child	0.5%	0.5%	0.6%
Stepchild	0.3%	0.5%	0.5%
Grandchild	0.9%	1.3%	1.5%
Brother or Sister	0.9%	1.2%	1.3%
Parent	1.0%	1.5%	1.4%
Parent-in-law	0.3%	0.3%	0.4%
Son-in-law or Daughter-in-law	0.2%	0.3%	0.3%
Other Relatives	0.5%	1.3%	1.4%
Foster Child	0.0%	0.0%	0.1%
Other Nonrelatives	2.1%	2.1%	2.4%
In Group Quarters	1.0%	2.4%	2.1%
Institutionalized	0.2%	1.6%	1.2%
Noninstitutionalized	0.9%	0.8%	1.0%
<b>2024 Population 25+ by Educational Attainment</b>			
Total	5,608	51,985	160,713
Less than 9th Grade	0.4%	2.0%	2.9%
9th - 12th Grade, No Diploma	3.8%	3.4%	3.1%
High School Graduate	15.5%	17.4%	15.8%
GED/Alternative Credential	0.4%	1.8%	1.9%
Some College, No Degree	9.5%	12.2%	11.4%
Associate Degree	4.4%	8.1%	7.2%
Bachelor's Degree	34.2%	30.2%	28.4%
Graduate/Professional Degree	31.7%	24.8%	29.3%
<b>2024 Population 15+ by Marital Status</b>			
Total	6,334	59,802	186,635
Never Married	28.4%	33.3%	33.6%
Married	58.8%	52.6%	52.2%
Widowed	6.9%	6.4%	5.8%
Divorced	5.9%	7.6%	8.3%
<b>2024 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	4,517	40,927	129,560
Population 16+ Employed	97.5%	96.7%	96.3%
Population 16+ Unemployment rate	2.5%	3.3%	3.7%
Population 16-24 Employed	10.1%	9.6%	10.4%
Population 16-24 Unemployment rate	4.1%	9.2%	8.6%
Population 25-54 Employed	60.8%	62.1%	61.6%
Population 25-54 Unemployment rate	2.9%	2.6%	3.0%
Population 55-64 Employed	20.2%	19.5%	19.1%
Population 55-64 Unemployment rate	0.3%	2.2%	3.3%
Population 65+ Employed	8.9%	8.8%	8.9%
Population 65+ Unemployment rate	2.0%	3.0%	3.8%

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<b>2024 Employed Population 16+ by Industry</b>			
Total	4,406	39,594	124,704
Agriculture/Mining	0.0%	0.3%	0.3%
Construction	6.9%	4.7%	4.6%
Manufacturing	5.6%	5.8%	5.6%
Wholesale Trade	2.1%	1.2%	1.4%
Retail Trade	8.0%	7.9%	7.9%
Transportation/Utilities	6.1%	4.7%	4.2%
Information	2.1%	1.9%	2.4%
Finance/Insurance/Real Estate	12.5%	8.3%	8.6%
Services	52.9%	59.9%	60.5%
Public Administration	3.8%	5.2%	4.6%
<b>2024 Employed Population 16+ by Occupation</b>			
Total	4,407	39,595	124,703
White Collar	80.2%	73.5%	74.6%
Management/Business/Financial	26.0%	22.3%	23.0%
Professional	36.5%	34.5%	36.3%
Sales	9.6%	7.1%	7.2%
Administrative Support	8.0%	9.7%	8.1%
Services	8.0%	13.5%	14.2%
Blue Collar	11.9%	13.0%	11.2%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.8%	3.4%	3.1%
Installation/Maintenance/Repair	0.9%	2.2%	1.6%
Production	2.3%	2.4%	2.1%
Transportation/Material Moving	5.0%	4.8%	4.3%
<b>2020 Households by Type</b>			
Total	2,937	28,118	86,661
Married Couple Households	53.5%	47.0%	48.8%
With Own Children <18	20.0%	19.8%	21.1%
Without Own Children <18	33.5%	27.2%	27.7%
Cohabiting Couple Households	5.8%	5.0%	5.0%
With Own Children <18	0.7%	1.1%	1.1%
Without Own Children <18	5.0%	3.9%	3.8%
Male Householder, No Spouse/Partner	14.4%	15.8%	15.0%
Living Alone	11.0%	11.2%	10.1%
65 Years and over	4.6%	4.6%	3.9%
With Own Children <18	0.4%	1.0%	1.1%
Without Own Children <18, With Relatives	2.2%	2.4%	2.5%
No Relatives Present	0.8%	1.3%	1.3%
Female Householder, No Spouse/Partner	26.4%	32.2%	31.2%
Living Alone	17.4%	18.0%	16.6%
65 Years and over	9.5%	9.9%	9.2%
With Own Children <18	2.8%	5.8%	5.5%
Without Own Children <18, With Relatives	5.2%	7.2%	7.7%
No Relatives Present	1.0%	1.2%	1.4%
<b>2020 Households by Size</b>			
Total	2,937	28,118	86,661
1 Person Household	28.4%	29.1%	26.7%
2 Person Household	32.6%	29.7%	30.1%
3 Person Household	15.7%	16.6%	17.1%
4 Person Household	14.1%	15.2%	16.1%
5 Person Household	6.8%	6.3%	6.5%
6 Person Household	1.8%	2.1%	2.3%
7 + Person Household	0.7%	1.0%	1.1%

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	2,937	28,118	86,661
Owner Occupied	65.2%	63.8%	64.9%
Owned with a Mortgage/Loan	46.4%	46.3%	47.7%
Owned Free and Clear	18.8%	17.5%	17.2%
Renter Occupied	34.8%	36.2%	35.1%
<b>2024 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	61	62	63
Percent of Income for Mortgage	39.4%	39.4%	39.2%
Wealth Index	182	152	169
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	3,131	29,557	91,100
Urban Housing Units	99.8%	99.8%	99.3%
Rural Housing Units	0.2%	0.2%	0.7%
<b>2020 Population By Urban/ Rural Status</b>			
Total	7,404	72,105	228,013
Urban Population	99.7%	99.7%	99.2%
Rural Population	0.3%	0.3%	0.8%

**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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<b>Top 3 Tapestry Segments</b>			
1.	City Lights (8A)	City Lights (8A)	City Lights (8A)
2.	Urban Chic (2A)	Pleasantville (2B)	Top Tier (1A)
3.	Pleasantville (2B)	Golden Years (9B)	Pleasantville (2B)
<b>2024 Consumer Spending</b>			
Apparel & Services: Total \$	\$10,925,793	\$94,798,582	\$319,003,431
Average Spent	\$3,679.96	\$3,374.22	\$3,697.05
Spending Potential Index	155	142	155
Education: Total \$	\$9,626,743	\$77,893,605	\$265,616,047
Average Spent	\$3,242.42	\$2,772.51	\$3,078.32
Spending Potential Index	188	160	178
Entertainment/Recreation: Total \$	\$19,425,660	\$160,306,407	\$539,331,306
Average Spent	\$6,542.83	\$5,705.87	\$6,250.51
Spending Potential Index	160	139	153
Food at Home: Total \$	\$33,456,236	\$289,693,897	\$969,641,274
Average Spent	\$11,268.52	\$10,311.23	\$11,237.53
Spending Potential Index	154	141	154
Food Away from Home: Total \$	\$18,706,356	\$157,530,037	\$527,752,885
Average Spent	\$6,300.56	\$5,607.05	\$6,116.32
Spending Potential Index	162	144	157
Health Care: Total \$	\$33,457,512	\$278,884,712	\$938,735,462
Average Spent	\$11,268.95	\$9,926.49	\$10,879.35
Spending Potential Index	147	129	141
HH Furnishings & Equipment: Total \$	\$14,596,366	\$120,362,909	\$404,453,009
Average Spent	\$4,916.26	\$4,284.14	\$4,687.35
Spending Potential Index	155	135	148
Personal Care Products & Services: Total \$	\$4,841,775	\$40,849,500	\$136,433,330
Average Spent	\$1,630.78	\$1,453.98	\$1,581.18
Spending Potential Index	164	146	159
Shelter: Total \$	\$132,462,042	\$1,118,222,654	\$3,733,792,886
Average Spent	\$44,615.04	\$39,801.48	\$43,272.29
Spending Potential Index	167	149	162
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$16,017,457	\$127,315,528	\$434,114,732
Average Spent	\$5,394.90	\$4,531.61	\$5,031.11
Spending Potential Index	154	129	144
Travel: Total \$	\$15,389,835	\$125,580,987	\$422,351,185
Average Spent	\$5,183.51	\$4,469.87	\$4,894.78
Spending Potential Index	171	147	161
Vehicle Maintenance & Repairs: Total \$	\$6,456,571	\$54,123,888	\$181,108,687
Average Spent	\$2,174.66	\$1,926.46	\$2,098.93
Spending Potential Index	147	130	142

**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.