

# Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 42.3058/-71.2201

163 Highland Ave Needham, MA 02494		1 mi radius		3 mi radius		5 mi radius	
<b>Population</b>							
Estimated Population (2023)		11,738		95,536		320,277	
Projected Population (2028)		11,884		97,212		334,943	
Census Population (2020)		11,788		96,009		322,586	
Census Population (2010)		10,279		90,185		302,439	
Projected Annual Growth (2023 to 2028)		146 0.2%		1,676 0.4%		14,666 0.9%	
Historical Annual Growth (2020 to 2023)		-50 -0.1%		-473 -0.2%		-2,309 -0.2%	
Historical Annual Growth (2010 to 2020)		1,509 4.9%		5,824 2.2%		20,148 2.2%	
Estimated Population Density (2023)		3,738 psm		3,381 psm		4,079 psm	
Trade Area Size		3.1 sq mi		28.3 sq mi		78.5 sq mi	
<b>Households</b>							
Estimated Households (2023)		4,500		34,137		123,464	
Projected Households (2028)		4,602		35,127		131,714	
Census Households (2020)		4,467		33,936		123,032	
Census Households (2010)		3,908		32,497		116,589	
Estimated Households with Children (2023)		1,523 33.8%		12,326 36.1%		34,331 27.8%	
Estimated Average Household Size (2023)		2.54		2.66		2.43	
<b>Average Household Income</b>							
Estimated Average Household Income (2023)		\$226,973		\$304,252		\$227,247	
Projected Average Household Income (2028)		\$237,291		\$316,877		\$228,003	
Estimated Average Family Income (2023)		\$302,017		\$375,683		\$305,901	
<b>Median Household Income</b>							
Estimated Median Household Income (2023)		\$160,275		\$210,493		\$159,945	
Projected Median Household Income (2028)		\$165,507		\$216,413		\$163,422	
Estimated Median Family Income (2023)		\$226,340		\$254,472		\$216,428	
<b>Per Capita Income</b>							
Estimated Per Capita Income (2023)		\$87,172		\$109,084		\$88,106	
Projected Per Capita Income (2028)		\$92,056		\$114,864		\$90,142	
Estimated Per Capita Income 5 Year Growth		\$4,884 5.6%		\$5,780 5.3%		\$2,037 2.3%	
Estimated Average Household Net Worth (2023)		\$2,532,872		\$3,037,200		\$2,284,680	
<b>Daytime Demos (2023)</b>							
Total Businesses		1,584		7,286		17,622	
Total Employees		22,786		77,392		175,934	
Company Headquarter Businesses		118 7.5%		319 4.4%		669 3.8%	
Company Headquarter Employees		8,861 38.9%		18,561 24.0%		34,574 19.7%	
Employee Population per Business		14.4		10.6		10.0	
Residential Population per Business		7.4		13.1		18.2	

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<b>Needham, MA 02494</b>							
<b>Race &amp; Ethnicity</b>							
White (2023)		8,298	70.7%	70,067	73.3%	214,546	67.0%
Black or African American (2023)		526	4.5%	2,854	3.0%	21,844	6.8%
American Indian or Alaska Native (2023)		9	-	70	-	527	0.2%
Asian (2023)		2,265	19.3%	17,638	18.5%	56,430	17.6%
Hawaiian or Pacific Islander (2023)		-	-	16	-	59	-
Other Race (2023)		137	1.2%	955	1.0%	9,955	3.1%
Two or More Races (2023)		502	4.3%	3,936	4.1%	16,915	5.3%
Not Hispanic or Latino Population (2023)		11,187	95.3%	91,086	95.3%	291,883	91.1%
Hispanic or Latino Population (2023)		551	4.7%	4,450	4.7%	28,394	8.9%
Not Hispanic or Latino Population (2028)		11,324	95.3%	92,660	95.3%	305,300	91.2%
Hispanic or Latino Population (2028)		560	4.7%	4,552	4.7%	29,642	8.8%
Not Hispanic or Latino Population (2020)		11,246	95.4%	91,561	95.4%	294,717	91.4%
Hispanic or Latino Population (2020)		543	4.6%	4,447	4.6%	27,870	8.6%
Not Hispanic or Latino Population (2010)		9,912	96.4%	87,229	96.7%	281,211	93.0%
Hispanic or Latino Population (2010)		367	3.6%	2,956	3.3%	21,228	7.0%
Projected Hispanic Annual Growth (2023 to 2028)		9	0.3%	102	0.5%	1,248	0.9%
Historic Hispanic Annual Growth (2010 to 2023)		185	3.9%	1,494	3.9%	7,166	2.6%
<b>Age Distribution (2023)</b>							
Age Under 5		609	5.2%	4,706	4.9%	15,227	4.8%
Age 5 to 9 Years		744	6.3%	6,045	6.3%	16,238	5.1%
Age 10 to 14 Years		711	6.1%	6,421	6.7%	16,977	5.3%
Age 15 to 19 Years		619	5.3%	7,017	7.3%	22,180	6.9%
Age 20 to 24 Years		525	4.5%	4,986	5.2%	25,331	7.9%
Age 25 to 29 Years		600	5.1%	3,523	3.7%	25,078	7.8%
Age 30 to 34 Years		729	6.2%	4,436	4.6%	23,764	7.4%
Age 35 to 39 Years		834	7.1%	6,123	6.4%	21,954	6.9%
Age 40 to 44 Years		811	6.9%	6,180	6.5%	19,010	5.9%
Age 45 to 49 Years		752	6.4%	6,002	6.3%	18,017	5.6%
Age 50 to 54 Years		829	7.1%	6,588	6.9%	19,581	6.1%
Age 55 to 59 Years		826	7.0%	7,417	7.8%	21,371	6.7%
Age 60 to 64 Years		842	7.2%	7,517	7.9%	20,678	6.5%
Age 65 to 74 Years		1,174	10.0%	10,164	10.6%	30,168	9.4%
Age 75 to 84 Years		672	5.7%	5,367	5.6%	16,044	5.0%
Age 85 Years or Over		461	3.9%	3,046	3.2%	8,659	2.7%
Median Age		42.2		42.7		39.0	
<b>Gender Age Distribution (2023)</b>							
Female Population		6,167	52.5%	49,648	52.0%	167,132	52.2%
Age 0 to 19 Years		1,329	21.5%	11,895	24.0%	35,273	21.1%
Age 20 to 64 Years		3,491	56.6%	27,363	55.1%	100,500	60.1%
Age 65 Years or Over		1,348	21.9%	10,390	20.9%	31,359	18.8%
Female Median Age		43.8		43.8		40.0	
Male Population		5,571	47.5%	45,888	48.0%	153,145	47.8%
Age 0 to 19 Years		1,354	24.3%	12,293	26.8%	35,348	23.1%
Age 20 to 64 Years		3,257	58.5%	25,408	55.4%	94,284	61.6%
Age 65 Years or Over		960	17.2%	8,188	17.8%	23,513	15.4%
Male Median Age		40.6		41.7		38.0	

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<b>Household Income Distribution (2023)</b>						
HH Income \$200,000 or More	1,866	41.5%	17,518	51.3%	44,806	36.3%
HH Income \$150,000 to \$199,999	474	10.5%	3,984	11.7%	15,459	12.5%
HH Income \$100,000 to \$149,999	676	15.0%	4,284	12.5%	19,624	15.9%
HH Income \$75,000 to \$99,999	334	7.4%	2,012	5.9%	11,116	9.0%
HH Income \$50,000 to \$74,999	419	9.3%	2,130	6.2%	10,389	8.4%
HH Income \$35,000 to \$49,999	220	4.9%	1,198	3.5%	5,661	4.6%
HH Income \$25,000 to \$34,999	228	5.1%	961	2.8%	4,021	3.3%
HH Income \$15,000 to \$24,999	115	2.6%	778	2.3%	4,646	3.8%
HH Income Under \$15,000	167	3.7%	1,273	3.7%	7,742	6.3%
HH Income \$35,000 or More	3,989	88.7%	31,124	91.2%	107,055	86.7%
HH Income \$75,000 or More	3,349	74.4%	27,796	81.4%	91,005	73.7%
<b>Housing (2023)</b>						
Total Housing Units	5,129		36,081		131,297	
Housing Units Occupied	4,500	87.7%	34,137	94.6%	123,464	94.0%
Housing Units Owner-Occupied	3,069	68.2%	26,776	78.4%	74,767	60.6%
Housing Units, Renter-Occupied	1,430	31.8%	7,361	21.6%	48,697	39.4%
Housing Units, Vacant	629	14.0%	1,944	5.7%	7,833	6.3%
<b>Marital Status (2023)</b>						
Never Married	2,455	25.4%	22,084	28.2%	108,959	40.1%
Currently Married	5,738	59.3%	46,420	59.2%	124,239	45.7%
Separated	416	4.3%	2,024	2.6%	9,310	3.4%
Widowed	447	4.6%	3,580	4.6%	12,195	4.5%
Divorced	618	6.4%	4,257	5.4%	17,133	6.3%
<b>Household Type (2023)</b>						
Population Family	9,428	80.3%	79,180	82.9%	225,403	70.4%
Population Non-Family	2,018	17.2%	11,491	12.0%	74,037	23.1%
Population Group Quarters	293	2.5%	4,864	5.1%	20,837	6.5%
Family Households	3,021	67.1%	24,976	73.2%	72,989	59.1%
Non-Family Households	1,478	32.9%	9,161	26.8%	50,476	40.9%
Married Couple with Children	1,191	20.8%	10,491	22.6%	27,197	21.9%
Average Family Household Size	3.1		3.2		3.1	
<b>Household Size (2023)</b>						
1 Person Households	1,238	27.5%	7,622	22.3%	36,027	29.2%
2 Person Households	1,655	36.8%	11,516	33.7%	43,280	35.1%
3 Person Households	685	15.2%	5,836	17.1%	19,109	15.5%
4 Person Households	648	14.4%	6,136	18.0%	16,065	13.0%
5 Person Households	202	4.5%	2,328	6.8%	6,510	5.3%
6 or More Person Households	71	1.6%	700	2.0%	2,474	2.0%
<b>Household Vehicles (2023)</b>						
Households with 0 Vehicles Available	418	9.3%	2,059	6.0%	14,496	11.7%
Households with 1 Vehicles Available	1,480	32.9%	9,794	28.7%	46,628	37.8%
Households with 2 or More Vehicles Available	2,602	57.8%	22,284	65.3%	62,341	50.5%
Total Vehicles Available	7,221		60,888		191,827	
Average Vehicles Per Household	1.6		1.8		1.6	

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<b>Labor Force (2023)</b>							
Estimated Labor Population Age 16 Years or Over		9,528		77,119		268,431	
Estimated Civilian Employed		5,787	60.7%	47,920	62.1%	178,009	66.3%
Estimated Civilian Unemployed		141	1.5%	1,382	1.8%	4,867	1.8%
Estimated in Armed Forces		-	-	18	-	88	-
Estimated Not in Labor Force		3,599	37.8%	27,798	36.0%	85,467	31.8%
Unemployment Rate		1.5%		1.8%		1.8%	
<b>Occupation (2023)</b>							
Occupation: Population Age 16 Years or Over		5,787		47,918		177,992	
Management, Business, Financial Operations		1,653	28.6%	13,787	28.8%	45,714	25.7%
Professional, Related		2,530	43.7%	21,402	44.7%	71,774	40.3%
Service		411	7.1%	3,316	6.9%	19,585	11.0%
Sales, Office		803	13.9%	6,834	14.3%	26,598	14.9%
Farming, Fishing, Forestry		10	0.2%	24	-	92	-
Construct, Extraction, Maintenance		221	3.8%	1,173	2.4%	6,093	3.4%
Production, Transport Material Moving		159	2.8%	1,381	2.9%	8,137	4.6%
White Collar Workers		4,986	86.2%	42,023	87.7%	144,086	81.0%
Blue Collar Workers		801	13.8%	5,894	12.3%	33,906	19.0%
<b>Consumer Expenditure (2023)</b>							
Total Household Expenditure		\$593.97 M		\$5.93 B		\$16.57 B	
Total Non-Retail Expenditure		\$318.96 M	53.7%	\$3.19 B	53.8%	\$8.9 B	53.7%
Total Retail Expenditure		\$275.01 M	46.3%	\$2.74 B	46.2%	\$7.67 B	46.3%
Apparel		\$21.78 M	3.7%	\$219.17 M	3.7%	\$609.08 M	3.7%
Contributions		\$22.8 M	3.8%	\$234.22 M	4.0%	\$631.48 M	3.8%
Education		\$23.32 M	3.9%	\$244.14 M	4.1%	\$652.35 M	3.9%
Entertainment		\$35.24 M	5.9%	\$355.24 M	6.0%	\$982.59 M	5.9%
Food and Beverages		\$83.94 M	14.1%	\$830.78 M	14.0%	\$2.35 B	14.2%
Furnishings and Equipment		\$21.63 M	3.6%	\$217.23 M	3.7%	\$603.17 M	3.6%
Gifts		\$18.19 M	3.1%	\$187.41 M	3.2%	\$501.68 M	3.0%
Health Care		\$46.52 M	7.8%	\$456.69 M	7.7%	\$1.29 B	7.8%
Household Operations		\$24.62 M	4.1%	\$248.4 M	4.2%	\$685.59 M	4.1%
Miscellaneous Expenses		\$11.44 M	1.9%	\$114.34 M	1.9%	\$318.6 M	1.9%
Personal Care		\$7.92 M	1.3%	\$78.76 M	1.3%	\$221.08 M	1.3%
Personal Insurance		\$4.78 M	0.8%	\$49.02 M	0.8%	\$132.78 M	0.8%
Reading		\$1.34 M	0.2%	\$13.41 M	0.2%	\$37.21 M	0.2%
Shelter		\$124.74 M	21.0%	\$1.24 B	20.9%	\$3.49 B	21.0%
Tobacco		\$2.62 M	0.4%	\$24.23 M	0.4%	\$73.47 M	0.4%
Transportation		\$104.41 M	17.6%	\$1.04 B	17.5%	\$2.91 B	17.6%
Utilities		\$38.68 M	6.5%	\$376.68 M	6.4%	\$1.08 B	6.5%
<b>Educational Attainment (2023)</b>							
Adult Population Age 25 Years or Over		8,530		66,362		224,324	
Elementary (Grade Level 0 to 8)		146	1.7%	817	1.2%	5,681	2.5%
Some High School (Grade Level 9 to 11)		84	1.0%	548	0.8%	4,299	1.9%
High School Graduate		635	7.4%	4,076	6.1%	22,886	10.2%
Some College		719	8.4%	3,975	6.0%	17,827	7.9%
Associate Degree Only		500	5.9%	2,205	3.3%	9,553	4.3%
Bachelor Degree Only		2,250	26.4%	19,182	28.9%	68,855	30.7%
Graduate Degree		4,196	49.2%	35,560	53.6%	95,224	42.4%

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<b>Units In Structure (2023)</b>							
1 Detached Unit		2,436	62.3%	23,139	71.2%	56,669	48.6%
1 Attached Unit		414	10.6%	1,868	5.7%	7,742	6.6%
2 to 4 Units		675	17.3%	3,359	10.3%	28,084	24.1%
5 to 9 Units		101	2.6%	852	2.6%	6,589	5.7%
10 to 19 Units		169	4.3%	880	2.7%	5,403	4.6%
20 to 49 Units		135	3.5%	1,059	3.3%	5,753	4.9%
50 or More Units		561	14.3%	2,932	9.0%	12,898	11.1%
Mobile Home or Trailer		7	0.2%	39	0.1%	276	0.2%
Other Structure		2	-	7	-	50	-
<b>Homes Built By Year (2023)</b>							
Homes Built 2010 or later		574	14.7%	2,685	8.3%	8,843	7.6%
Homes Built 2000 to 2009		325	8.3%	2,309	7.1%	7,260	6.2%
Homes Built 1990 to 1999		237	6.1%	1,440	4.4%	4,363	3.7%
Homes Built 1980 to 1989		367	9.4%	2,333	7.2%	8,068	6.9%
Homes Built 1970 to 1979		228	5.8%	2,247	6.9%	9,701	8.3%
Homes Built 1960 to 1969		411	10.5%	3,010	9.3%	11,241	9.6%
Homes Built 1950 to 1959		623	15.9%	5,349	16.5%	14,518	12.5%
Homes Built Before 1949		1,735	44.4%	14,763	45.4%	59,470	51.0%
<b>Home Values (2023)</b>							
Home Values \$1,000,000 or More		849	27.6%	13,894	51.9%	27,618	36.9%
Home Values \$500,000 to \$999,999		1,939	63.2%	10,997	41.1%	36,213	48.4%
Home Values \$400,000 to \$499,999		121	3.9%	771	2.9%	5,162	6.9%
Home Values \$300,000 to \$399,999		70	2.3%	518	1.9%	2,982	4.0%
Home Values \$200,000 to \$299,999		49	1.6%	261	1.0%	1,260	1.7%
Home Values \$150,000 to \$199,999		14	0.5%	34	0.1%	233	0.3%
Home Values \$100,000 to \$149,999		4	0.1%	38	0.1%	148	0.2%
Home Values \$70,000 to \$99,999		1	-	68	0.3%	257	0.3%
Home Values \$50,000 to \$69,999		14	0.5%	52	0.2%	205	0.3%
Home Values \$25,000 to \$49,999		-	-	10	-	107	0.1%
Home Values Under \$25,000		8	0.3%	132	0.5%	582	0.8%
Owner-Occupied Median Home Value		\$857,157		\$1,109,772		\$972,506	
Renter-Occupied Median Rent		\$1,884		\$1,891		\$1,815	
<b>Transportation To Work (2023)</b>							
Drive to Work Alone		2,867	49.5%	22,218	46.4%	78,716	44.2%
Drive to Work in Carpool		274	4.7%	1,977	4.1%	8,564	4.8%
Travel to Work by Public Transportation		273	4.7%	2,389	5.0%	14,841	8.3%
Drive to Work on Motorcycle		-	-	9	-	87	-
Walk or Bicycle to Work		136	2.3%	1,731	3.6%	10,226	5.7%
Other Means		49	0.8%	533	1.1%	2,056	1.2%
Work at Home		2,188	37.8%	19,060	39.8%	63,502	35.7%
<b>Travel Time (2023)</b>							
Travel to Work in 14 Minutes or Less		694	12.0%	6,210	13.0%	23,494	13.2%
Travel to Work in 15 to 29 Minutes		1,233	21.3%	9,211	19.2%	39,271	22.1%
Travel to Work in 30 to 59 Minutes		1,434	24.8%	11,367	23.7%	42,617	23.9%
Travel to Work in 60 Minutes or More		239	4.1%	2,070	4.3%	9,109	5.1%
Average Minutes Travel to Work		27.1		26.7		25.9	