

Expanded Profile

2010-2020 Census, 2025 Estimates with 2030 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
Population									
Estimated Population (2025)	12,304		97,082		326,452				
Projected Population (2030)	12,082		96,315		320,791				
Census Population (2020)	11,788		96,009		322,586				
Census Population (2010)	10,279		90,185		302,439				
Projected Annual Growth (2025 to 2030)	-222	-0.4%	-767	-0.2%	-5,661	-0.3%			
Historical Annual Growth (2020 to 2025)	516	0.9%	1,073	0.2%	3,866	0.2%			
Historical Annual Growth (2010 to 2020)	1,509	2.9%	5,824	1.3%	20,148	1.3%			
Estimated Population Density (2025)	3,918	psm	3,435	psm	4,158	psm			
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi			
Households									
Estimated Households (2025)	4,993		35,091		126,294				
Projected Households (2030)	4,986		35,381		125,746				
Census Households (2020)	4,467		33,936		123,032				
Census Households (2010)	3,908		32,497		116,589				
Estimated Households with Children (2025)	1,593	31.9%	12,403	35.3%	34,810	27.6%			
Estimated Average Household Size (2025)	2.41		2.63		2.42				
Average Household Income									
Estimated Average Household Income (2025)	\$248,142		\$310,833		\$231,599				
Projected Average Household Income (2030)	\$245,359		\$307,191		\$229,130				
Estimated Average Family Income (2025)	\$325,844		\$382,028		\$312,637				
Median Household Income									
Estimated Median Household Income (2025)	\$172,399		\$217,617		\$166,334				
Projected Median Household Income (2030)	\$172,285		\$216,770		\$165,859				
Estimated Median Family Income (2025)	\$221,414		\$262,642		\$225,130				
Per Capita Income									
Estimated Per Capita Income (2025)	\$100,858		\$112,743		\$90,128				
Projected Per Capita Income (2030)	\$101,429		\$113,239		\$90,355				
Estimated Per Capita Income 5 Year Growth	\$570	0.6%	\$497	0.4%	\$226	0.3%			
Estimated Average Household Net Worth (2025)	\$2,561,499		\$3,228,907		\$2,294,218				
Daytime Demos (2025)									
Total Businesses	1,628		7,561		18,243				
Total Employees	22,815		78,415		179,114				
Company Headquarter Businesses	119	7.3%	321	4.2%	675	3.7%			
Company Headquarter Employees	8,814	38.6%	18,539	23.6%	34,599	19.3%			
Employee Population per Business	14.0		10.4		9.8				
Residential Population per Business	7.6		12.8		17.9				

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Race & Ethnicity						
White (2025)	8,455	68.7%	72,146	74.3%	226,855	69.5%
Black or African American (2025)	612	5.0%	3,473	3.6%	24,341	7.5%
American Indian or Alaska Native (2025)	10	-	78	-	584	0.2%
Asian (2025)	2,543	20.7%	15,945	16.4%	46,387	14.2%
Hawaiian or Pacific Islander (2025)	-	-	17	-	84	-
Other Race (2025)	185	1.5%	1,593	1.6%	11,640	3.6%
Two or More Races (2025)	498	4.0%	3,830	3.9%	16,561	5.1%
Not Hispanic or Latino Population (2025)	11,676	94.9%	91,994	94.8%	295,568	90.5%
Hispanic or Latino Population (2025)	628	5.1%	5,088	5.2%	30,884	9.5%
Not Hispanic or Latino Population (2030)	11,391	94.3%	90,594	94.1%	288,574	90.0%
Hispanic or Latino Population (2030)	691	5.7%	5,721	5.9%	32,217	10.0%
Not Hispanic or Latino Population (2020)	11,243	95.4%	91,447	95.2%	293,718	91.1%
Hispanic or Latino Population (2020)	545	4.6%	4,562	4.8%	28,869	8.9%
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 (2025 to 2030)	63	2.0%	633	2.5%	1,333	0.9%
Historic Hispanic Annual Growth (2010 to 2025)	261	4.7%	2,132	4.8%	9,656	3.0%
Age Distribution (2025)						
Age Under 5	619	5.0%	4,352	4.5%	15,010	4.6%
Age 5 to 9 Years	713	5.8%	5,852	6.0%	16,488	5.1%
Age 10 to 14 Years	771	6.3%	6,537	6.7%	17,411	5.3%
Age 15 to 19 Years	737	6.0%	7,644	7.9%	22,333	6.8%
Age 20 to 24 Years	572	4.6%	6,579	6.8%	27,698	8.5%
Age 25 to 29 Years	551	4.5%	3,192	3.3%	24,320	7.4%
Age 30 to 34 Years	579	4.7%	3,590	3.7%	22,429	6.9%
Age 35 to 39 Years	872	7.1%	5,463	5.6%	21,759	6.7%
Age 40 to 44 Years	915	7.4%	6,639	6.8%	20,657	6.3%
Age 45 to 49 Years	846	6.9%	6,766	7.0%	19,527	6.0%
Age 50 to 54 Years	851	6.9%	6,652	6.9%	19,492	6.0%
Age 55 to 59 Years	779	6.3%	6,524	6.7%	19,523	6.0%
Age 60 to 64 Years	810	6.6%	6,270	6.5%	18,827	5.8%
Age 65 to 74 Years	1,388	11.3%	11,465	11.8%	33,229	10.2%
Age 75 to 84 Years	839	6.8%	6,478	6.7%	18,787	5.8%
Age 85 Years or Over	461	3.7%	3,080	3.2%	8,961	2.7%
Median Age	43.4		43.0		39.6	
Gender Age Distribution (2025)						
Female Population	6,360	51.7%	48,230	49.7%	159,067	48.7%
Age 0 to 19 Years	1,406	22.1%	11,316	23.5%	32,565	20.5%
Age 20 to 64 Years	3,538	55.6%	25,741	53.4%	93,936	59.1%
Age 65 Years or Over	1,416	22.3%	11,172	23.2%	32,566	20.5%
Female Median Age	44.0		45.1		41.4	
Male Population	5,944	48.3%	48,852	50.3%	167,385	51.3%
Age 0 to 19 Years	1,434	24.1%	13,068	26.8%	38,678	23.1%
Age 20 to 64 Years	3,239	54.5%	25,934	53.1%	100,296	59.9%
Age 65 Years or Over	1,271	21.4%	9,850	20.2%	28,412	17.0%
Male Median Age	42.8		41.2		38.1	

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1 mi radius

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5 mi radius

Household Income Distribution (2025)

HH Income \$200,000 or More	2,155	43.2%	18,525	52.8%	48,898	38.7%
HH Income \$150,000 to \$199,999	429	8.6%	3,675	10.5%	14,488	11.5%
HH Income \$100,000 to \$149,999	677	13.6%	4,192	11.9%	19,413	15.4%
HH Income \$75,000 to \$99,999	343	6.9%	2,073	5.9%	10,592	8.4%
HH Income \$50,000 to \$74,999	496	9.9%	2,336	6.7%	10,985	8.7%
HH Income \$35,000 to \$49,999	277	5.6%	1,309	3.7%	5,929	4.7%
HH Income \$25,000 to \$34,999	160	3.2%	767	2.2%	3,718	2.9%
HH Income \$15,000 to \$24,999	131	2.6%	707	2.0%	4,513	3.6%
HH Income Under \$15,000	324	6.5%	1,508	4.3%	7,758	6.1%
HH Income \$35,000 or More	4,378	87.7%	32,109	91.5%	110,305	87.3%
HH Income \$75,000 or More	3,605	72.2%	28,464	81.1%	93,391	73.9%

Housing (2025)

Total Housing Units	5,207		36,436		132,851	
Housing Units Occupied	4,993	95.9%	35,091	96.3%	126,294	95.1%
Housing Units Owner-Occupied	2,901	58.1%	26,057	74.3%	71,267	56.4%
Housing Units, Renter-Occupied	2,092	41.9%	9,034	25.7%	55,027	43.6%
Housing Units, Vacant	214	4.3%	1,345	3.8%	6,557	5.2%

Marital Status (2025)

Never Married	2,735	26.8%	22,767	28.3%	110,987	40.0%
Currently Married	5,833	57.2%	47,319	58.9%	126,752	45.7%
Separated	489	4.8%	2,143	2.7%	9,598	3.5%
Widowed	459	4.5%	3,682	4.6%	12,612	4.5%
Divorced	685	6.7%	4,431	5.5%	17,594	6.3%

Household Type (2025)

Population Family	9,297	75.6%	78,213	80.6%	227,468	69.7%
Population Non-Family	2,722	22.1%	14,097	14.5%	77,664	23.8%
Population Group Quarters	285	2.3%	4,773	4.9%	21,320	6.5%
Family Households	2,922	58.5%	24,704	70.4%	72,775	57.6%
Non-Family Households	2,070	41.5%	10,387	29.6%	53,519	42.4%
Married Couple with Children	1,295	22.2%	10,642	22.5%	28,207	22.3%
Average Family Household Size	3.2		3.2		3.1	

Household Size (2025)

1 Person Households	1,721	34.5%	8,329	23.7%	38,735	30.7%
2 Person Households	1,269	25.4%	10,864	31.0%	40,585	32.1%
3 Person Households	750	15.0%	5,879	16.8%	18,715	14.8%
4 Person Households	899	18.0%	6,740	19.2%	18,065	14.3%
5 Person Households	264	5.3%	2,479	7.1%	7,039	5.6%
6 or More Person Households	89	1.8%	799	2.3%	3,155	2.5%

Household Vehicles (2025)

Households with 0 Vehicles Available	439	8.8%	2,377	6.8%	16,089	12.7%
Households with 1 Vehicles Available	1,920	38.4%	11,292	32.2%	50,068	39.6%
Households with 2 or More Vehicles Available	2,635	52.8%	21,422	61.0%	60,137	47.6%
Total Vehicles Available	7,798		59,703		188,607	
Average Vehicles Per Household	1.6		1.7		1.5	

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Labor Force (2025)

Estimated Labor Population Age 16 Years or Over	10,043		78,954		273,754	
Estimated Civilian Employed	6,752	67.2%	51,626	65.4%	186,102	68.0%
Estimated Civilian Unemployed	131	1.3%	1,599	2.0%	5,706	2.1%
Estimated in Armed Forces	-	-	30	-	184	-
Estimated Not in Labor Force	3,160	31.5%	25,699	32.5%	81,762	29.9%
Unemployment Rate	1.3%		2.0%		2.1%	

Occupation (2025)

Occupation: Population Age 16 Years or Over	6,752		51,622		186,085	
Management, Business, Financial Operations	1,833	27.2%	14,176	27.5%	47,998	25.8%
Professional, Related Service	3,031	44.9%	23,277	45.1%	77,782	41.8%
Sales, Office	530	7.9%	4,431	8.6%	21,833	11.7%
Farming, Fishing, Forestry	957	14.2%	6,975	13.5%	24,414	13.1%
Construct, Extraction, Maintenance	14	0.2%	56	0.1%	270	0.1%
Production, Transport Material Moving	229	3.4%	1,409	2.7%	6,329	3.4%
White Collar Workers	158	2.3%	1,299	2.5%	7,460	4.0%
Blue Collar Workers	5,821	86.2%	44,427	86.1%	150,194	80.7%
	931	13.8%	7,195	13.9%	35,891	19.3%

Consumer Expenditure (2025)

Total Household Expenditure	\$746.44 M		\$5.84 B		\$18.28 B	
Total Non-Retail Expenditure	\$416.58 M	55.8%	\$3.26 B	55.8%	\$10.15 B	55.5%
Total Retail Expenditure	\$329.86 M	44.2%	\$2.58 B	44.2%	\$8.13 B	44.5%
Alcoholic Beverages	\$4.55 M	0.6%	\$35.69 M	0.6%	\$112.16 M	0.6%
Apparel	\$13.2 M	1.8%	\$103.07 M	1.8%	\$325.94 M	1.8%
Contributions	\$25.69 M	3.4%	\$203.58 M	3.5%	\$631.91 M	3.5%
Education	\$17.74 M	2.4%	\$140.06 M	2.4%	\$436.81 M	2.4%
Entertainment	\$40.51 M	5.4%	\$316.03 M	5.4%	\$1 B	5.5%
Food Away From Home	\$31.69 M	4.2%	\$247.9 M	4.2%	\$782.87 M	4.3%
Grocery	\$37.85 M	5.1%	\$286.92 M	4.9%	\$944.19 M	5.2%
Health Care	\$34.57 M	4.6%	\$251.13 M	4.3%	\$844.14 M	4.6%
Household Furnishings and Equipment	\$19.42 M	2.6%	\$152.16 M	2.6%	\$479.58 M	2.6%
Household Operations	\$13.2 M	1.8%	\$103 M	1.8%	\$325.55 M	1.8%
Miscellaneous Expenses	\$12.25 M	1.6%	\$95.69 M	1.6%	\$303.45 M	1.7%
Personal Care	\$7.88 M	1.1%	\$60.33 M	1.0%	\$196.08 M	1.1%
Shelter	\$110.45 M	14.8%	\$822.72 M	14.1%	\$2.75 B	15.0%
Tax and Retirement	\$250.95 M	33.6%	\$2.03 B	34.8%	\$6.07 B	33.2%
Tobacco and Related	\$1.86 M	0.2%	\$12.48 M	0.2%	\$47.06 M	0.3%
Transportation	\$98.26 M	13.2%	\$778.95 M	13.3%	\$2.37 B	13.0%
Utilities	\$26.38 M	3.5%	\$199.22 M	3.4%	\$658.81 M	3.6%

Educational Attainment (2025)

Adult Population Age 25 Years or Over	8,892		66,118		227,511	
Elementary (Grade Level 0 to 8)	167	1.9%	910	1.4%	5,425	2.4%
Some High School (Grade Level 9 to 11)	126	1.4%	789	1.2%	4,759	2.1%
High School Graduate	639	7.2%	3,991	6.0%	22,993	10.1%
Some College	593	6.7%	3,648	5.5%	16,540	7.3%
Associate Degree Only	504	5.7%	2,197	3.3%	9,756	4.3%
Bachelor Degree Only	2,537	28.5%	18,989	28.7%	68,765	30.2%
Graduate Degree	4,325	48.6%	35,594	53.8%	99,273	43.6%

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Units In Structure (2025)

1 Detached Unit	2,416	61.8%	22,729	69.9%	54,107	46.4%
1 Attached Unit	371	9.5%	1,822	5.6%	7,839	6.7%
2 to 4 Units	727	18.6%	3,678	11.3%	29,372	25.2%
5 to 9 Units	85	2.2%	946	2.9%	6,552	5.6%
10 to 19 Units	147	3.8%	980	3.0%	6,365	5.5%
20 to 49 Units	137	3.5%	1,100	3.4%	6,862	5.9%
50 or More Units	1,106	28.3%	3,803	11.7%	14,848	12.7%
Mobile Home or Trailer	4	0.1%	21	-	288	0.2%
Other Structure	1	-	13	-	61	-

Homes Built By Year (2025)

Homes Built 2010 or later	828	21.2%	3,434	10.6%	10,651	9.1%
Homes Built 2000 to 2009	381	9.7%	2,477	7.6%	7,258	6.2%
Homes Built 1990 to 1999	282	7.2%	1,463	4.5%	4,700	4.0%
Homes Built 1980 to 1989	375	9.6%	2,247	6.9%	7,973	6.8%
Homes Built 1970 to 1979	399	10.2%	2,544	7.8%	9,930	8.5%
Homes Built 1960 to 1969	340	8.7%	2,636	8.1%	11,216	9.6%
Homes Built 1950 to 1959	677	17.3%	5,627	17.3%	14,915	12.8%
Homes Built Before 1949	1,710	43.8%	14,663	45.1%	59,652	51.2%

Home Values (2025)

Home Values \$1,000,000 or More	1,471	50.7%	17,209	66.0%	34,538	48.5%
Home Values \$500,000 to \$999,999	1,290	44.5%	7,101	27.3%	28,870	40.5%
Home Values \$400,000 to \$499,999	40	1.4%	560	2.1%	3,250	4.6%
Home Values \$300,000 to \$399,999	27	0.9%	452	1.7%	1,910	2.7%
Home Values \$200,000 to \$299,999	35	1.2%	180	0.7%	887	1.2%
Home Values \$150,000 to \$199,999	-	-	39	0.2%	131	0.2%
Home Values \$100,000 to \$149,999	19	0.6%	220	0.8%	457	0.6%
Home Values \$70,000 to \$99,999	14	0.5%	52	0.2%	305	0.4%
Home Values \$50,000 to \$69,999	1	-	9	-	159	0.2%
Home Values \$25,000 to \$49,999	-	-	25	-	114	0.2%
Home Values Under \$25,000	3	0.1%	209	0.8%	645	0.9%
Owner-Occupied Median Home Value	\$1,070,239		\$1,324,798		\$1,141,285	
Renter-Occupied Median Rent	\$2,303		\$2,285		\$2,113	

Transportation To Work (2025)

Drive to Work Alone	3,915	58.0%	27,372	53.0%	91,953	49.4%
Drive to Work in Carpool	414	6.1%	2,736	5.3%	11,795	6.3%
Travel to Work by Public Transportation	518	7.7%	4,587	8.9%	23,485	12.6%
Drive to Work on Motorcycle	-	-	14	-	77	-
Walk or Bicycle to Work	219	3.2%	2,203	4.3%	12,722	6.8%
Other Means	52	0.8%	582	1.1%	1,896	1.0%
Work at Home	1,635	24.2%	14,128	27.4%	44,157	23.7%

Travel Time (2025)

Travel to Work in 14 Minutes or Less	930	13.8%	7,748	15.0%	26,824	14.4%
Travel to Work in 15 to 29 Minutes	1,917	28.4%	11,768	22.8%	46,180	24.8%
Travel to Work in 30 to 59 Minutes	1,920	28.4%	14,529	28.1%	55,759	30.0%
Travel to Work in 60 Minutes or More	351	5.2%	3,448	6.7%	13,165	7.1%
Average Minutes Travel to Work	27.3		27.1		27.3	