

# Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

Apr 3, 2025



Latitude: 42.543062 Longitude: -71.758551

WaterTower Plaza Leominster, MA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Population</b>	Current Year Estimated Population	34,968	90,004	178,582
	Population Est 23Q1	34,943	89,969	178,547
	Population Est 22Q4	34,952	89,900	178,345
	Population Est 22Q3	34,948	89,611	177,876
	Population Est 22Q2	35,024	89,698	177,869
	Population Est 22Q1	34,976	89,565	177,581
	Population Est 21Q4	34,905	89,498	177,557
	Population Est 21Q3	34,956	89,547	177,455
	Population Est 21Q2	34,996	89,827	177,726
	Population Fcst	34,910	90,620	180,380
	2010 Census Population	33,111	83,446	164,750
	2000 Census Population	33,833	82,894	159,721
	1990 Census Population	32,592	80,969	160,159
	Current Year Daytime Population	33,458	89,703	164,445
	Average Seasonal Population	170	831	3,331
	Historical Annual Growth, 1990 – 2000	0.37%	0.24%	-0.03%
	Historical Annual Growth, 2000 – 2010	-0.22%	0.07%	0.31%
	Estimated Annual Growth, 2010 – CY	0.38%	0.53%	0.57%
	Projected Annual Growth, CY to Y5	-0.03%	0.14%	0.20%
	Group Qtrs Est	330	3,058	7,376
Transient Est Average Last 4 Qtrs	1,358	1,670	4,356	
<b>Households</b>	Current Year Estimated Households	14,516	35,515	68,670
	Households Est 23Q1	14,493	35,485	68,622
	Households Est 22Q4	14,495	35,455	68,535
	Households Est 22Q3	14,492	35,335	68,339
	Households Est 22Q2	14,524	35,376	68,347
	Households Est 22Q1	14,506	35,323	68,234
	Households Est 21Q4	14,472	35,291	68,216
	Households Est 21Q3	14,498	35,313	68,184
	Households Est 21Q2	14,519	35,439	68,310
	Households Fcst	14,500	35,801	69,401
	2010 Census Households	13,874	32,536	62,171
	2000 Census Households	13,927	32,004	59,544
	1990 Census Households	12,961	30,791	57,265
	Historical Annual Growth, 1990 – 2000	0.72%	0.39%	0.39%
	Historical Annual Growth, 2000 – 2010	-0.04%	0.16%	0.43%
	Estimated Annual Growth, 2010 – CY	0.32%	0.62%	0.70%
	Projected Annual Growth, CY to Y5	-0.02%	0.16%	0.21%
Population per Household	2.39	2.45	2.49	

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WaterTower Plaza Leominster, MA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	1.6%	1.7%	2.7%
	HH Income \$250,000 to \$499,999	1.9%	2.1%	3.3%
	HH Income \$200,000 to \$249,999	4.3%	4.8%	7.6%
	HH Income \$175,000 to \$199,999	3.7%	3.7%	5.2%
	HH Income \$150,000 to \$174,999	5.5%	5.7%	7.3%
	HH Income \$100,000 to 149,999	19.9%	19.6%	19.6%
	HH Income \$75,000 to 99,999	13.1%	13.1%	12.2%
	HH Income \$50,000 to 74,999	20.0%	17.5%	15.9%
	HH Income \$35,000 to 49,999	7.8%	8.8%	7.8%
	HH Income \$25,000 to 34,999	8.3%	8.2%	6.6%
	HH Income \$15,000 to 24,999	7.9%	7.6%	5.9%
	HH Income \$0 to 14,999	6.0%	7.1%	6.0%
	Average Household Income	\$97,213	\$97,257	\$118,188
	Median Household Income	\$74,995	\$76,227	\$89,797
	Per Capita Income	\$40,700	\$39,386	\$46,714
	Average Disposable Income	\$76,523	\$77,579	\$90,143
	Median Disposable Income	\$63,175	\$64,294	\$75,614
	Discretionary HH Income Over \$150,000	3.4%	3.3%	6.6%
	Discretionary HH Income \$125,000 to \$149,999	3.4%	4.3%	6.7%
	Discretionary HH Income \$100,000 to \$124,999	6.7%	6.4%	8.4%
	Discretionary HH Income \$75,000 to \$99,999	11.2%	11.3%	13.6%
	Discretionary HH Income \$50,000 to \$74,999	19.7%	19.2%	18.4%
	Discretionary HH Income \$25,000 to \$49,999	30.2%	27.2%	24.4%
	Discretionary HH Income Under \$25,000	25.5%	28.2%	21.9%
	Average Discretionary HH Income	\$54,089	\$54,051	\$64,458
	Median Discretionary HH Income	\$43,939	\$44,205	\$54,463
	Householder White – Count	10,556	24,966	54,219
	Median HH Income	\$74,192	\$78,459	\$94,404
	Average HH Income	\$85,953	\$89,576	\$102,495
	Householder Black or African-American – Count	774	1,664	2,076
	Median HH Income	\$99,451	\$82,892	\$88,480
	Average HH Income	\$97,768	\$88,577	\$92,431
	Householder Hispanic – Count	1,769	5,371	6,896
Median HH Income	\$68,969	\$64,404	\$68,546	
Average HH Income	\$75,825	\$72,278	\$77,019	
Householder Asian or Pacific Islander – Count	292	601	1,160	
Median HH Income	\$143,106	\$138,782	\$131,323	
Average HH Income	\$122,304	\$125,910	\$123,858	
Householder Other or Pacific Islander – Count	1,126	2,913	4,319	
Median HH Income	\$70,902	\$69,279	\$76,182	
Average HH Income	\$86,830	\$82,094	\$89,162	

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WaterTower Plaza Leominster, MA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Gender</b>	Male Population	16,826	44,185	89,838
	Female Population	18,142	45,819	88,745
<b>Total Population by Age</b>	Count of Pop 0 to 4 years	1,816	4,495	8,195
	Count of Pop 0 to 7 years	2,599	6,508	12,004
	Count of Pop 5 - 13	3,437	8,901	16,943
	Count of Pop 14 - 18	1,708	4,592	8,817
	Count of Pop 19 - 22	1,692	4,800	9,115
	Count of Pop 22 - 25	1,236	3,639	6,854
	Count of Pop 25 - 29	2,171	5,910	10,835
	Count of Pop 30 - 34	2,536	6,251	11,387
	Count of Pop 35 - 39	2,460	6,317	12,022
	Count of Pop 40 - 44	2,251	5,672	11,240
	Count of Pop 45 - 59	6,736	16,835	34,793
	Count of Pop 60 - 74	6,177	15,817	34,494
	Count of Pop 75 - 84	1,985	5,023	10,499
	Count of Pop 85+	762	1,752	3,389
	% of Pop 0 to 4 years	5.2%	5.0%	4.6%
	% of Pop 0 to 7 years	7.4%	7.2%	6.7%
	% of Pop 5 - 13	9.8%	9.9%	9.5%
	% of Pop 14 - 18	4.9%	5.1%	4.9%
	% of Pop 19 - 22	4.8%	5.3%	5.1%
	% of Pop 22 - 25	3.5%	4.0%	3.8%
	% of Pop 25 - 29	6.2%	6.6%	6.1%
	% of Pop 30 - 34	7.3%	6.9%	6.4%
	% of Pop 35 - 39	7.0%	7.0%	6.7%
	% of Pop 40 - 44	6.4%	6.3%	6.3%
	% of Pop 45 - 59	19.3%	18.7%	19.5%
	% of Pop 60 - 74	17.7%	17.6%	19.3%
	% of Pop 75 - 84	5.7%	5.6%	5.9%
	% of Pop 85+	2.2%	1.9%	1.9%
Median Age	40.9	40.1	42.3	
Average Age	41.5	41.0	42.2	
<b>Male Population by Age</b>	% of Pop 0 to 4 years	5.5%	5.2%	4.7%
	% of Pop 5 - 13	10.5%	10.3%	9.7%
	% of Pop 14 - 18	5.2%	5.3%	5.0%
	% of Pop 19 - 22	5.2%	5.6%	5.3%
	% of Pop 22 - 25	3.8%	4.3%	4.0%
	% of Pop 25 - 29	6.6%	7.0%	6.5%
	% of Pop 30 - 34	7.4%	7.2%	6.8%
	% of Pop 35 - 39	7.0%	7.1%	7.0%
	% of Pop 40 - 44	6.2%	6.2%	6.4%
	% of Pop 45 - 59	18.9%	18.5%	19.4%
	% of Pop 75 - 84	4.9%	4.8%	5.2%
	% of Pop 60 - 74	17.4%	17.2%	18.7%
	% of Pop 85+	1.4%	1.3%	1.3%
	Median Age	39.2	38.6	40.7
Average Age	40.1	39.9	41.2	

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	% of Pop 0 to 4 years	4.9%	4.8%	4.5%
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	% of Pop 25 - 29	5.9%	6.2%	5.6%
	% of Pop 30 - 34	7.1%	6.7%	6.0%
	% of Pop 35 - 39	7.1%	6.9%	6.5%
	% of Pop 40 - 44	6.6%	6.4%	6.2%
	% of Pop 45 - 59	19.6%	18.9%	19.6%
	% of Pop 60 - 74	17.9%	18.0%	19.9%
	% of Pop 75 - 84	6.4%	6.3%	6.6%
	% of Pop 85+	2.9%	2.6%	2.5%
	Median Age	42.6	41.7	43.9
Average Age	42.7	42.1	43.3	
Race	Count of White	24,237	62,666	137,585
	Count of Black or African-American	2,551	6,259	9,059
	Count of Asian or Pacific Islander	1,006	2,420	4,471
	Count of Other races	7,174	18,659	27,467
	White	69.3%	69.6%	77.0%
	Black or African American	7.3%	7.0%	5.1%
	Asian	2.9%	2.7%	2.5%
	Other Races	20.5%	20.7%	15.4%
Language Spoken	Speak English at Home	76.8%	76.0%	82.1%
	Speak Spanish at Home	12.6%	15.1%	10.3%
	Speak French or French Creole at Home	1.5%	1.6%	1.2%
	Speak German at Home	0.3%	0.3%	0.3%
	Speak Other Indo-European Languages at Home	4.2%	3.2%	3.1%
	Speak Russian and Other Slavic Languages at Home	0.3%	0.4%	0.3%
	Speak Chinese at Home	0.3%	0.3%	0.4%
	Speak Korean at Home	0.1%	0.2%	0.2%
	Speak Vietnamese at Home	0.3%	0.2%	0.2%
	Speak Other Asian Languages at Home	0.7%	0.7%	0.5%
	Speak Tagalog and Other Pacific Languages at Home	0.2%	0.1%	0.1%
	Speak Other Language at Home	2.7%	2.0%	1.3%
Hispanic	Hispanic Population	7,149	19,895	27,436
	Hispanic Population Percent	20.4%	22.1%	15.4%
	Mexican	5.2%	5.8%	6.5%
	Puerto Rican	54.9%	64.0%	58.4%
	Cuban	1.1%	0.9%	1.2%
	Dominican	3.8%	5.9%	8.8%
	Central American	16.1%	7.7%	7.8%
	South American	13.6%	11.3%	11.3%
	Other Hispanic	5.3%	4.4%	5.9%
	2000 Hispanic Population Percent	12%	13%	9%
	1990 Hispanic Population Percent	9%	9%	6%

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<b>Ancestry</b>	American (percent of total population)	3.1%	3.7%	4.5%
	American	3.0%	3.5%	4.4%
	Native American (ie. Indian/Eskimo)	0.1%	0.1%	0.1%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
	Asian (percent of total population)	2.9%	2.7%	2.5%
	Chinese	0.3%	0.3%	0.4%
	Japanese	0.2%	0.1%	0.1%
	Korean	0.3%	0.3%	0.2%
	South Central Asian (ie. Indian)	0.5%	0.5%	0.6%
	South East Asian (ie. Vietnamese)	1.3%	1.3%	0.9%
	Other Asian	0.2%	0.2%	0.2%
	European (percent of total population)	35.0%	34.3%	41.9%
	British	4.2%	4.2%	6.0%
	Dutch	0.1%	0.1%	0.3%
	French	5.2%	5.6%	5.5%
	German	2.4%	2.5%	3.3%
	Italian	8.4%	7.2%	7.3%
	Polish	1.6%	1.5%	2.0%
	Scandinavian	1.8%	1.9%	2.5%
	Scotch/Irish	9.1%	9.0%	11.9%
Other European (ie. Greek/Russian)	2.2%	2.2%	3.2%	
Middle Eastern	0.5%	0.4%	0.4%	
Other Ancestry	24.5%	23.2%	20.4%	
Unclassified Ancestry	13.4%	13.7%	14.8%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	25,078	63,577	128,659
	Elementary (0 to 8)	4.8%	4.8%	3.3%
	Some High School (9 to 11)	5.1%	6.4%	5.6%
	High School Graduate (12)	29.2%	29.5%	26.7%
	Some College (13 to 16)	19.6%	20.1%	18.3%
	Associates Degree Only	10.3%	9.7%	9.4%
	Bachelors Degree Only	20.5%	19.3%	22.7%
	Graduate Degree	10.6%	10.4%	13.9%
	% College (4+)	31.1%	29.6%	36.6%
<b>Household Type</b>	Total Households – count	14,516	35,515	68,670
	One Person HHs – count	4,563	10,826	18,992
	Family HHs – count	8,820	21,754	44,416
	Married Couple – count	5,712	14,301	33,120
	w/own children – count	2,125	5,312	12,216
	w/out own children – count	3,587	8,989	20,904
	Male Householder – count	915	2,273	3,181
	Female Householder – count	2,192	5,179	8,116
	Non-Family Households – count	1,134	2,935	5,262
	1 Person Household	31.4%	30.5%	27.7%
	2 Person Household	31.8%	31.4%	32.6%
	3 Person Household	16.4%	16.6%	16.8%
	4 Person Household	12.4%	12.8%	13.8%
	5 Person Household	5.3%	5.6%	5.8%
6 Person Household	1.7%	2.0%	2.2%	
7+ Person Household	0.9%	1.1%	1.2%	
% Households With Children	25.0%	24.4%	25.1%	

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WaterTower Plaza Leominster, MA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Housing</b>	Total Housing Units	15,299	37,713	72,607
	Owner Occupied Percent	52.0%	55.0%	63.8%
	Renter Occupied Percent	42.9%	39.2%	30.8%
	Vacant Housing Percent	5.1%	5.8%	5.4%
	Total Housing Units (Census 2000)	14,442	33,589	62,630
<b>Home Value (Owner Occupied)</b>	Property Value \$1,000,000 or more	1.5%	1.7%	4.9%
	Property Value \$750,000 to \$999,999	5.3%	5.2%	9.3%
	Property Value \$500,000 to \$749,999	24.6%	22.2%	26.6%
	Property Value \$400,000 to \$499,999	24.0%	21.1%	20.4%
	Property Value \$300,000, to \$399,999	24.6%	26.2%	20.1%
	Property Value \$200,000 to \$299,999	14.0%	16.0%	11.9%
	Property Value \$150,000 to \$199,999	2.8%	3.0%	2.2%
	Property Value \$100,000 to \$149,999	1.1%	1.3%	1.0%
	Property Value \$60,000 to \$99,999	0.2%	0.4%	0.4%
	Property Value \$40,000 to \$59,999	0.3%	0.5%	0.5%
	Property Value \$0 to \$39,999	1.3%	1.9%	1.4%
	Median Home Value	\$423,138	\$402,323	\$458,307
<b>Wealth per Household</b>	\$0 and under - percent	18.1%	18.0%	16.9%
	\$1 to \$4999 - percent	9.1%	9.1%	8.2%
	\$5k to \$9999 - percent	4.8%	4.8%	4.4%
	\$10k to \$24999 - percent	6.5%	6.5%	6.2%
	\$25k to \$49999 - percent	6.8%	6.8%	6.8%
	\$50k to \$99999 - percent	10.1%	10.2%	10.2%
	\$100k to \$249999 - percent	17.7%	17.8%	18.3%
	\$250k to \$499999 - percent	12.7%	12.8%	13.5%
	\$500k+ - percent	14.0%	14.1%	15.4%
	Median HH Wealth	\$72,737	\$73,465	\$86,559
	Avg HH Wealth	\$231,068	\$231,533	\$248,939
<b>Economic Viability</b>	Economic Viability Local	263	267	269
	Economic Viability Indexed	97	99	100
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	18,842	47,480	94,741
	Managerial/Executive	13.5%	14.6%	18.0%
	Professional Specialty	25.3%	23.1%	25.7%
	Healthcare Support	6.0%	5.6%	4.1%
	Sales	7.5%	8.7%	8.5%
	Office & Administrative Support	11.0%	12.0%	11.7%
	Protective Service	2.7%	2.4%	2.3%
	Food Preparation	3.8%	5.4%	4.7%
	Building Maintenance & Cleaning	3.1%	3.1%	2.7%
	Personal Care	2.4%	2.3%	2.6%
	Farming, Fishing, & Forestry	0.7%	0.4%	0.4%
	Construction	5.7%	6.4%	7.1%
	Production & Transportation	18.3%	16.0%	12.4%
	Percent White Collar Workers	63.3%	63.9%	67.9%
	Percent Blue Collar Workers	36.7%	36.1%	32.1%

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	Agriculture/Mining/Construction	5.7%	5.8%	6.9%
	Manufacturing	13.9%	13.2%	13.9%
	Transportation	5.0%	4.6%	4.4%
	Information	2.0%	1.5%	1.6%
	Wholesale/Retail	13.8%	14.3%	13.1%
	Finance, Insurance, Real Estate	5.1%	5.6%	6.1%
	Professional Services	6.6%	7.1%	8.8%
	Management Services	0.2%	0.1%	0.1%
	Administrative/Waste Services	3.8%	5.1%	3.9%
	Educational Services	29.8%	27.9%	26.3%
	Entertainment Services	5.8%	7.3%	7.1%
	Other Professional Services	4.2%	3.4%	3.7%
	Public Administration	4.1%	4.1%	4.1%
<b>Vehicles per HH</b>	No Vehicles	9.8%	11.1%	7.5%
	1 Vehicle	38.4%	36.9%	33.6%
	2 Vehicles	35.6%	36.0%	38.5%
	3 or more vehicles	16.1%	15.9%	20.5%
	Average Number of Vehicles	1.65	1.64	1.81
<b>Change</b>	Births (last 12 months)	339	856	1,547
	Deaths (last 12 months)	285	703	1,447
	Migration (last 12 months)	-68	215	722
<b>Work place</b>	Workplace Establishments	1,750	3,249	5,621
	Workplace Employees (FTE)	14,961	28,280	50,719