2010-2020 Census, 2023 Estimates with 2028 Projections



COMPLETE DEMOGRAPHIC PROFILE	Aggregated C Tract Anal	
Population		
Estimated Population (2023)	66,960	
Projected Population (2028)	67,986	
Census Population (2020)	64,830	
Census Population (2010)	60,756	
Projected Annual Growth (2023-2028)	1,026	1.5%
Historical Annual Growth (2020-2023)	2,130	3.3%
Historical Annual Growth (2010-2020)	4,074	6.7%
Estimated Population Density (2023)	1,706	psm
Trade Area Size	35.7	sq mi
Households		
Estimated Households (2023)	25,297	
Projected Households (2028)	25,883	
Census Households (2020)	25,133	
Census Households (2010)	22,210	
Projected Annual Growth (2023-2028)	586	2.3%
Historical Annual Change (2010-2023)	3,087	13.9%
Average Household Income		
Estimated Average Household Income (2023)	\$150,300	
Projected Average Household Income (2028)	\$156,941	
Census Average Household Income (2010)	\$92,565	
Census Average Household Income (2000)	\$82,964	
Projected Annual Change (2023-2028)	\$6,641	4.4%
Historical Annual Change (2000-2023)	\$67,336	81.1%
Median Household Income		
Estimated Median Household Income (2023)	\$116,600	
Projected Median Household Income (2028)	\$119,640	
Census Median Household Income (2010)	\$79,193	
Census Median Household Income (2000)	\$73,197	
Projected Annual Change (2023-2028)	\$3,040	2.6%
Historical Annual Change (2000-2023)	\$43,403	59.3%
Per Capita Income		
Estimated Per Capita Income (2023)	\$56,807	
Projected Per Capita Income (2028)	\$59,775	
Census Per Capita Income (2010)	\$33,838	
Census Per Capita Income (2000)	\$29,597	
Projected Annual Change (2023-2028)	\$2,968	5.2%
Historical Annual Change (2000-2023)	\$27,210	92.0%
Estimated Average Household Net Worth (2023)	\$728,365	

2010-2020 Census, 2023 Estimates with 2028 Projections



Complete Demographic Profile	Aggregated (Tract Anal	
Race and Ethnicity		
Total Population (2023)	66,960	
White (2023)	49,289	73.6%
Black or African American (2023)		10.1%
American Indian or Alaska Native (2023)	187	
Asian (2023)	5,971	8.9%
Hawaiian or Pacific Islander (2023)	59	-
Other Race (2023)	1,747	2.6%
Two or More Races (2023)	2,931	4.4%
Population < 18 (2023)	16,578	24.8%
White Not Hispanic	10,250	61.8%
Black or African American		12.6%
Asian	1,642	9.9%
Other Race Not Hispanic		5.6%
Hispanic		10.1%
Not Hispanic or Latino Population (2023)		94.0%
Not Hispanic White		77.1%
Not Hispanic Black or African American		10.7%
Not Hispanic American Indian or Alaska Native	32	
Not Hispanic Asian	5,942	9.4%
Not Hispanic Hawaiian or Pacific Islander	55	-
Not Hispanic Other Race	128	0.2%
Not Hispanic Two or More Races	1,552	
Hispanic or Latino Population (2023)	3,994	6.0%
Hispanic White	753	
Hispanic Black or African American	54	1.4%
Hispanic American Indian or Alaska Native	155	3.9%
Hispanic Asian	29	0.7%
Hispanic Hawaiian or Pacific Islander	4	0.1%
Hispanic Other Race	1,620	40.5%
Hispanic Two or More Races		34.5%
Not Hispanic or Latino Population (2020)		92.3%
Hispanic or Latino Population (2020)	5,185	7.7%
Not Hispanic or Latino Population (2010)	60,384	94.2%
Hispanic or Latino Population (2010)	3,708	5.8%
Not Hispanic or Latino Population (2028)	63,962	94.1%
Hispanic or Latino Population (2028)	4,024	5.9%
Projected Annual Growth (2023-2028)	29	0.1%
Historical Annual Growth (2010-2020)	1,477	4.0%

2010-2020 Census, 2023 Estimates with 2028 Projections



Complete Demographic Profile	Aggregated Tract Ana	
Total Age Distribution (2023)		
Total Population	66,960	
Age Under 5 Years	3,890	5.8%
Age 5 to 9 Years	4,597	6.9%
Age 10 to 14 Years	4,905	7.3%
Age 15 to 19 Years	4,647	6.9%
Age 20 to 24 Years	3,747	5.6%
Age 25 to 29 Years	3,686	5.5%
Age 30 to 34 Years	3,954	5.9%
Age 35 to 39 Years	4,349	6.5%
Age 40 to 44 Years	4,569	6.8%
Age 45 to 49 Years	4,395	6.6%
Age 50 to 54 Years	4,710	7.0%
Age 55 to 59 Years	4,958	7.4%
Age 60 to 64 Years	4,820	7.2%
Age 65 to 69 Years	3,783	5.7%
Age 70 to 74 Years	2,721	4.1%
Age 75 to 79 Years	1,625	2.4%
Age 80 to 84 Years	856	1.3%
Age 85 Years or Over	745	1.1%
Median Age	39.3	
Age 19 Years or Less	18,040	26.9%
Age 20 to 64 Years	39,189	58.5%
Age 65 Years or Over	9,731	14.5%
Female Age Distribution (2023)		
Female Population	33,631	50.2%
Age Under 5 Years	1,894	5.6%
Age 5 to 9 Years	2,283	6.8%
Age 10 to 14 Years	2,452	7.3%
Age 15 to 19 Years	2,206	6.6%
Age 20 to 24 Years	1,739	5.2%
Age 25 to 29 Years	1,887	
Age 30 to 34 Years	1,981	5.9%
Age 35 to 39 Years	2,249	6.7%
Age 40 to 44 Years	2,332	6.9%
Age 45 to 49 Years	2,256	6.7%
Age 50 to 54 Years	2,392	7.1%
Age 55 to 59 Years	2,492	7.4%
Age 60 to 64 Years	2,382	7.1%
Age 65 to 69 Years	1,859	5.5%
Age 70 to 74 Years	1,408	4.2%
Age 75 to 79 Years	862	2.6%
Age 80 to 84 Years	465	1.4%
Age 85 Years or Over	490	1.5%
Female Median Age	39.8	
Age 19 Years or Less		26.3%
Age 20 to 64 Years		58.6%
Age 65 Years or Over		15.1%

2010-2020 Census, 2023 Estimates with 2028 Projections



omplete Demographic Profile	Aggregated C Tract Anal	
Male Age Distribution (2023)		
Male Population	33,329	49.89
Age Under 5 Years	1,996	6.09
Age 5 to 9 Years	2,314	6.99
Age 10 to 14 Years	2,453	7.49
Age 15 to 19 Years	2,441	7.39
Age 20 to 24 Years	2,008	6.0
Age 25 to 29 Years	1,800	5.4
Age 30 to 34 Years	1,973	5.9
Age 35 to 39 Years	2,100	6.3
Age 40 to 44 Years	2,237	6.7
Age 45 to 49 Years	2,139	6.4
Age 50 to 54 Years	2,317	7.0
Age 55 to 59 Years	2,466	7.4
Age 60 to 64 Years	2,438	7.3
Age 65 to 69 Years	1,924	5.8
Age 70 to 74 Years	1,313	3.9
Age 75 to 79 Years	763	2.3
Age 80 to 84 Years	391	1.2
Age 85 Years or Over	255	0.8
Male Median Age	38.8	
Age 19 Years or Less	9,204	27.6
Age 20 to 64 Years	19,479	58.4
Age 65 Years or Over	4,646	13.9
Males per 100 Females (2023)		
Overall Comparison	99	
Age Under 5 Years	105	51.3
Age 5 to 9 Years		50.3
Age 10 to 14 Years		50.0
Age 15 to 19 Years		52.5
Age 20 to 24 Years		53.6
Age 25 to 29 Years		48.8
Age 30 to 34 Years		49.9
Age 35 to 39 Years		48.3
Age 40 to 44 Years		49.0
Age 45 to 49 Years		48.7
Age 50 to 54 Years		49.2
Age 55 to 59 Years		49.7
Age 60 to 64 Years		50.6
Age 65 to 69 Years		50.9
Age 70 to 74 Years		48.3
Age 75 to 79 Years		47.0
Age 80 to 84 Years		45.7
Age 85 Years or Over		34.2
Age 19 Years or Less		51.0
Age 20 to 39 Years		50.1
	100	00.
Age 40 to 64 Years		49.5

2010-2020 Census, 2023 Estimates with 2028 Projections



Complete Demographic Profile	Aggregated (Tract Anal	
Household Type (2023)		
Total Households	25,297	
Households with Children	8,983	35.5%
Average Household Size	2.6	
Household Density per Square Mile	645	
Population Family	59,019	88.1%
Population Non-Family	7,721	11.5%
Population Group Quarters	220	0.3%
Family Households	19,083	75.4%
Married Couple Households	15,624	81.9%
Other Family Households with Children	3,459	18.1%
Family Households with Children	8,970	47.0%
Married Couple with Children	6,828	76.1%
Other Family Households with Children	2,142	23.9%
Family Households No Children	10,113	53.0%
Married Couple No Children	8,796	87.0%
Other Family Households No Children	1,317	13.0%
Non-Family Households	6,214	24.6%
Non-Family Households with Children	13	0.2%
Non-Family Households No Children	6,201	99.8%
Average Family Household Size	3.1	
Average Family Income	\$164,764	
Median Family Income	\$134,237	
Average Non-Family Household Size	1.2	
Marital Status (2023)		
Population Age 15 Years or Over	53,568	
Never Married	14,265	26.6%
Currently Married		55.7%
Previously Married	9,477	17.7%
Separated	1,644	17.3%
Widowed		34.3%
Divorced		48.3%
Educational Attainment (2023)		
Adult Population Age 25 Years or Over	45,173	
Elementary (Grade Level 0 to 8)	1,343	
Some High School (Grade Level 9 to 11)	1,378	
High School Graduate		19.8%
Some College		16.4%
Associate Degree Only	2,586	
Bachelor Degree Only		32.0%
Graduate Degree		20.1%
Any College (Some College or Higher)		74.2%
College Degree + (Bachelor Degree or Higher)		52.1%
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2010-2020 Census, 2023 Estimates with 2028 Projections



Complete Demographic Profile	Aggregated C Tract Analy	
Housing		
Total Housing Units (2023)	26,669	
Total Housing Units (2020)	25,133	
Historical Annual Growth (2020-2023)	1,536	6.1%
Housing Units Occupied (2023)	25,297	94.9%
Housing Units Owner-Occupied	19,962	78.9%
Housing Units Renter-Occupied	5,335	21.1%
Housing Units Vacant (2023)	1,372	5.1%
Household Size (2023)		
Total Households	25,297	
1 Person Households	5,139	20.3%
2 Person Households		37.4%
3 Person Households	4,337	17.1%
4 Person Households	3,870	15.3%
5 Person Households	1,706	6.7%
6 Person Households	557	2.2%
7 or More Person Households	233	0.9%
Household Income Distribution (2023)		
HH Income \$200,000 or More	4,603	18.2%
HH Income \$150,000 to \$199,999		13.9%
HH Income \$125,000 to \$149,999		10.8%
HH Income \$100,000 to \$124,999		11.8%
HH Income \$75,000 to \$99,999	3,178	
HH Income \$50,000 to \$74,999		13.2%
HH Income \$35,000 to \$49,999	1,699	6.7%
HH Income \$25,000 to \$34,999	1,217	4.8%
HH Income \$15,000 to \$24,999	807	3.2%
HH Income \$10,000 to \$14,999	479	1.9%
HH Income Under \$10,000	730	2.9%
Household Vehicles (2023)		
Households 0 Vehicles Available	372	1.5%
Households 1 Vehicle Available	6,944	27.5%
Households 2 Vehicles Available	11,353	44.9%
Households 3 or More Vehicles Available	6,628	26.2%
Total Vehicles Available	51,981	
Average Vehicles per Household	2.1	
Owner-Occupied Household Vehicles	43,750	84.2%
Average Vehicles per Owner-Occupied Household	2.2	
Renter-Occupied Household Vehicles	8,231	15.8%
Average Vehicles per Renter-Occupied Household	1.5	
Travel Time (2023)		
Worker Base Age 16 years or Over	34,212	
Travel to Work in 14 Minutes or Less	7,290	21.3%
Travel to Work in 15 to 29 Minutes	11,697	
Travel to Work in 30 to 59 Minutes		18.0%
Travel to Work in 60 Minutes or More		2.6%
Work at Home	8,183	23.9%
Average Minutes Travel to Work	19.5	

2010-2020 Census, 2023 Estimates with 2028 Projections



Complete Demographic Profile	Aggregated (Tract Anal	
Transportation To Work (2023)		
Worker Base Age 16 years or Over	34,212	
Drive to Work Alone		67.5%
Drive to Work in Carpool	1,944	
Travel to Work by Public Transportation	80	
Drive to Work on Motorcycle	50	
Bicycle to Work	42	
Walk to Work	455	
Other Means	354	
Work at Home		23.9%
Daytime Demographics (2023)		
Total Businesses	3,579	
Total Employees	52,665	
Company Headquarter Businesses	179	
Company Headquarter Employees		22.7%
Employee Population per Business	14.7	
Residential Population per Business	18.7	
Adj. Daytime Demographics Age 16 Years or Over	70,853	
Labor Force		
Labor Population Age 16 Years or Over (2023)	52,486	
Labor Force Total Males (2023)	,	49.6%
Male Civilian Employed		70.7%
Male Civilian Unemployed	•	2.4%
Males in Armed Forces	87	0.3%
Males Not in Labor Force	6,923	26.6%
Labor Force Total Females (2023)		50.4%
Female Civilian Employed		59.8%
Female Civilian Unemployed	282	
Females in Armed Forces	-	-
Females Not in Labor Force	10,363	39.1%
Unemployment Rate	902	1.7%
Occupation (2023)		
Occupation Population Age 16 Years or Over	34,212	
Occupation Total Males	18,381	53.7%
Occupation Total Females	15,831	46.3%
Management, Business, Financial Operations	7,859	23.0%
Professional, Related	9,947	29.1%
Service	4,390	12.8%
Sales, Office	6,407	18.7%
Farming, Fishing, Forestry	23	-
Construction, Extraction, Maintenance	1,229	3.6%
Production, Transport, Material Moving	4,357	12.7%
White Collar Workers	24,213	70.8%
Blue Collar Workers	9,998	29.2%

2010-2020 Census, 2023 Estimates with 2028 Projections



Complete Demographic Profile	Aggregated (Tract Ana	
Units In Structure (2023)		
Total Units	25,297	
1 Detached Unit	18,124	71.6%
1 Attached Unit	1,684	6.7%
2 Units	354	1.4%
3 to 4 Units	748	3.0%
5 to 9 Units	1,221	4.8%
10 to 19 Units	1,669	6.6%
20 to 49 Units	460	
50 or More Units	431	1.7%
Mobile Home or Trailer	606	2.4%
Other Structure	-	-
Homes Built By Year (2023)		
Homes Built 2020 or later	133	0.5%
Homes Built 2010 to 2019	1,866	7.0%
Homes Built 2000 to 2009	2,636	
Homes Built 1990 to 1999	6,283	23.6%
Homes Built 1980 to 1989	6,117	22.9%
Homes Built 1970 to 1979	4,137	15.5%
Homes Built 1960 to 1969	2,047	7.7%
Homes Built 1950 to 1959	1,042	
Homes Built 1940 to 1949	346	
Homes Built Before 1939	690	2.6%
Median Age of Homes	39.4	yrs
Home Values (2023)		
Owner Specified Housing Units	19,962	
Home Values \$1,000,000 or More	95	
Home Values \$750,000 to \$999,999	169	
Home Values \$500,000 to \$749,999	730	
Home Values \$400,000 to \$499,999	1,892	
Home Values \$300,000 to \$399,999		20.9%
Home Values \$250,000 to \$299,999		19.9%
Home Values \$200,000 to \$249,999	3,590	18.0%
Home Values \$175,000 to \$199,999	1,123	
Home Values \$150,000 to \$174,999	1,264	
Home Values \$125,000 to \$149,999	767	3.8%
Home Values \$100,000 to \$124,999	744	
Home Values \$90,000 to \$99,999	326	
Home Values \$80,000 to \$89,999	167	
Home Values \$70,000 to \$79,999	117	
Home Values \$60,000 to \$69,999	97	
Home Values \$50,000 to \$59,999	72	
Home Values \$35,000 to \$49,999	154	
Home Values \$25,000 to \$34,999	198	
Home Values \$10,000 to \$24,999	112	
Home Values Under \$10,000	196	
Owner-Occupied Median Home Value	\$264,992	
Renter-Occupied Median Rent	\$1,160	

2010-2020 Census, 2023 Estimates with 2028 Projections



Complete Demographic Profile	Aggregated (Census
	Tract Anal	
Total Annual Consumer Expenditure (2023)		
Total Household Expenditure	\$2.4 B	
Total Non-Retail Expenditure	\$1.27 B	
Total Retail Expenditure	\$1.13 B	
Apparel	\$86.52 M	
Contributions	\$84.41 M	
Education	\$82.58 M	
Entertainment	\$140.38 M	
Food and Beverages	\$346.8 M	
Furnishings and Equipment	\$86.83 M	
Gifts	\$64.37 M	
Health Care	\$195.51 M	
Household Operations	\$96.69 M	
Miscellaneous Expenses	\$45.79 M	
Personal Care	\$32.23 M	
Personal Insurance	\$18.41 M	
Reading	\$5.3 M	
Shelter	\$501.27 M	
Tobacco	\$12.15 M	
Transportation	\$435.01 M	
Utilities	\$165.55 M	
Monthly Household Consumer Expenditure (2023)		
Total Household Expenditure	\$7,905	
Total Non-Retail Expenditure	\$4,189	53.0%
Total Retail Expenditures	\$3,717	47.0%
Apparel	\$285	3.6%
Contributions	\$278	3.5%
Education	\$272	3.4%
Entertainment	\$462	5.8%
Food and Beverages	\$1,142	14.5%
Furnishings and Equipment	\$286	3.6%
Gifts	\$212	2.7%
Health Care	\$644	8.1%
Household Operations	\$318	4.0%
Miscellaneous Expenses	\$151	1.9%
Personal Care	\$106	1.3%
Personal Insurance	\$61	0.8%
Reading	\$17	0.2%
Shelter	\$1,651	20.9%
Tobacco	\$40	0.5%
Transportation	\$1,433	18.1%
Utilities	\$545	6.9%