

Complete Profile

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



Lat/Lon: 32.8975/-97.2554

2003 S Main St Keller, TX 76248	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Population								
Estimated Population (2023)	14,392		137,271		319,591		475,318	
Projected Population (2028)	15,002		142,562		337,830		499,926	
Census Population (2020)	14,021		135,668		310,556		462,707	
Census Population (2010)	11,515		124,082		254,279		378,892	
Projected Annual Growth (2023-2028)	610	0.8%	5,291	0.8%	18,239	1.1%	24,609	1.0%
Historical Annual Growth (2020-2023)	371	0.9%	1,603	0.4%	9,036	1.0%	12,611	0.9%
Historical Annual Growth (2010-2020)	2,506	2.2%	11,586	0.9%	56,276	2.2%	83,815	2.2%
Estimated Population Density (2023)	4,583 <i>psm</i>		4,856 <i>psm</i>		4,071 <i>psm</i>		3,089 <i>psm</i>	
Trade Area Size	3.1 <i>sq mi</i>		28.3 <i>sq mi</i>		78.5 <i>sq mi</i>		153.9 <i>sq mi</i>	
Households								
Estimated Households (2023)	4,813		46,759		113,962		169,062	
Projected Households (2028)	5,214		50,354		124,621		183,951	
Census Households (2020)	4,620		45,550		109,989		163,152	
Census Households (2010)	3,848		41,762		89,731		134,484	
Projected Annual Growth (2023-2028)	402	1.7%	3,595	1.5%	10,659	1.9%	14,888	1.8%
Historical Annual Change (2010-2023)	964	1.9%	4,997	0.9%	24,231	2.1%	34,578	2.0%
Average Household Income								
Estimated Average Household Income (2023)	\$148,680		\$148,219		\$144,291		\$145,067	
Projected Average Household Income (2028)	\$142,251		\$143,244		\$137,357		\$138,831	
Census Average Household Income (2010)	\$93,171		\$88,182		\$87,355		\$89,200	
Census Average Household Income (2000)	\$76,541		\$75,062		\$73,080		\$74,873	
Projected Annual Change (2023-2028)	-\$6,429	-0.9%	-\$4,976	-0.7%	-\$6,934	-1.0%	-\$6,236	-0.9%
Historical Annual Change (2000-2023)	\$72,139	4.1%	\$73,157	4.2%	\$71,210	4.2%	\$70,194	4.1%
Median Household Income								
Estimated Median Household Income (2023)	\$99,637		\$111,042		\$109,981		\$110,054	
Projected Median Household Income (2028)	\$99,050		\$109,077		\$107,810		\$107,773	
Census Median Household Income (2010)	\$76,680		\$81,770		\$79,067		\$78,687	
Census Median Household Income (2000)	\$71,888		\$70,074		\$65,209		\$65,435	
Projected Annual Change (2023-2028)	-\$587	-0.1%	-\$1,964	-0.4%	-\$2,171	-0.4%	-\$2,281	-0.4%
Historical Annual Change (2000-2023)	\$27,749	1.7%	\$40,967	2.5%	\$44,772	3.0%	\$44,619	3.0%
Per Capita Income								
Estimated Per Capita Income (2023)	\$49,804		\$50,504		\$51,471		\$51,618	
Projected Per Capita Income (2028)	\$49,526		\$50,610		\$50,687		\$51,102	
Census Per Capita Income (2010)	\$31,145		\$29,672		\$30,821		\$31,659	
Census Per Capita Income (2000)	\$23,862		\$24,404		\$25,445		\$26,616	
Projected Annual Change (2023-2028)	-\$279	-0.1%	\$106	-	-\$784	-0.3%	-\$515	-0.2%
Historical Annual Change (2000-2023)	\$25,942	4.7%	\$26,100	4.7%	\$26,026	4.4%	\$25,001	4.1%
Estimated Average Household Net Worth (2023)	\$647,196		\$715,178		\$716,233		\$714,493	

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2003 S Main St Keller, TX 76248	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Race and Ethnicity								
Total Population (2023)	14,392		137,271		319,591		475,318	
White (2023)	9,083	63.1%	88,448	64.4%	201,530	63.1%	298,689	62.8%
Black or African American (2023)	1,734	12.0%	13,144	9.6%	34,058	10.7%	48,370	10.2%
American Indian or Alaska Native (2023)	77	0.5%	834	0.6%	2,016	0.6%	3,175	0.7%
Asian (2023)	1,160	8.1%	10,765	7.8%	26,282	8.2%	36,665	7.7%
Hawaiian or Pacific Islander (2023)	35	0.2%	245	0.2%	556	0.2%	916	0.2%
Other Race (2023)	706	4.9%	7,446	5.4%	18,089	5.7%	30,836	6.5%
Two or More Races (2023)	1,597	11.1%	16,390	11.9%	37,060	11.6%	56,667	11.9%
Population < 18 (2023)	4,294 29.8%		39,099 28.5%		86,740 27.1%		127,271 26.8%	
White Not Hispanic	2,078	48.4%	19,924	51.0%	42,900	49.5%	61,131	48.0%
Black or African American	599	13.9%	4,257	10.9%	10,359	11.9%	14,556	11.4%
Asian	317	7.4%	2,770	7.1%	6,725	7.8%	9,400	7.4%
Other Race Not Hispanic	244	5.7%	2,206	5.6%	4,703	5.4%	6,800	5.3%
Hispanic	1,057	24.6%	9,942	25.4%	22,054	25.4%	35,385	27.8%
Not Hispanic or Latino Population (2023)	11,460 79.6%		108,602 79.1%		253,114 79.2%		368,667 77.6%	
Not Hispanic White	8,148	71.1%	80,715	74.3%	183,922	72.7%	270,641	73.4%
Not Hispanic Black or African American	1,687	14.7%	12,721	11.7%	32,952	13.0%	46,749	12.7%
Not Hispanic American Indian or Alaska Native	27	0.2%	286	0.3%	702	0.3%	1,015	0.3%
Not Hispanic Asian	1,139	9.9%	10,618	9.8%	25,957	10.3%	36,205	9.8%
Not Hispanic Hawaiian or Pacific Islander	23	0.2%	154	0.1%	355	0.1%	583	0.2%
Not Hispanic Other Race	33	0.3%	246	0.2%	550	0.2%	773	0.2%
Not Hispanic Two or More Races	404	3.5%	3,861	3.6%	8,677	3.4%	12,702	3.4%
Hispanic or Latino Population (2023)	2,932 20.4%		28,669 20.9%		66,478 20.8%		106,651 22.4%	
Hispanic White	935	31.9%	7,733	27.0%	17,608	26.5%	28,048	26.3%
Hispanic Black or African American	47	1.6%	423	1.5%	1,106	1.7%	1,621	1.5%
Hispanic American Indian or Alaska Native	50	1.7%	548	1.9%	1,314	2.0%	2,160	2.0%
Hispanic Asian	21	0.7%	147	0.5%	325	0.5%	460	0.4%
Hispanic Hawaiian or Pacific Islander	12	0.4%	91	0.3%	202	0.3%	333	0.3%
Hispanic Other Race	673	23.0%	7,199	25.1%	17,539	26.4%	30,063	28.2%
Hispanic Two or More Races	1,193	40.7%	12,529	43.7%	28,384	42.7%	43,965	41.2%
Not Hispanic or Latino Population (2020)	11,318 80.7%		109,214 80.5%		249,921 80.5%		364,418 78.8%	
Hispanic or Latino Population (2020)	2,703 19.3%		26,454 19.5%		60,634 19.5%		98,289 21.2%	
Not Hispanic or Latino Population (2010)	9,786 85.0%		104,857 84.5%		213,198 83.8%		312,075 82.4%	
Hispanic or Latino Population (2010)	1,728 15.0%		19,225 15.5%		41,081 16.2%		66,817 17.6%	
Not Hispanic or Latino Population (2028)	11,955 79.7%		112,677 79.0%		267,361 79.1%		387,728 77.6%	
Hispanic or Latino Population (2028)	3,046 20.3%		29,884 21.0%		70,470 20.9%		112,198 22.4%	
Projected Annual Growth (2023-2028)	114	0.8%	1,215	0.8%	3,992	1.2%	5,547	1.0%
Historical Annual Growth (2010-2020)	975	5.6%	7,229	3.8%	19,553	4.8%	31,472	4.7%

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Total Age Distribution (2023)									
Total Population		14,392		137,271		319,591		475,318	
Age Under 5 Years	887	6.2%	8,857	6.5%	21,003	6.6%	30,374	6.4%	
Age 5 to 9 Years	1,188	8.3%	10,826	7.9%	24,163	7.6%	35,358	7.4%	
Age 10 to 14 Years	1,363	9.5%	12,207	8.9%	26,252	8.2%	38,596	8.1%	
Age 15 to 19 Years	1,254	8.7%	10,631	7.7%	22,927	7.2%	34,384	7.2%	
Age 20 to 24 Years	720	5.0%	6,590	4.8%	16,938	5.3%	25,009	5.3%	
Age 25 to 29 Years	969	6.7%	8,292	6.0%	21,716	6.8%	31,338	6.6%	
Age 30 to 34 Years	1,102	7.7%	10,710	7.8%	25,540	8.0%	36,427	7.7%	
Age 35 to 39 Years	1,245	8.7%	11,467	8.4%	26,102	8.2%	37,479	7.9%	
Age 40 to 44 Years	1,155	8.0%	10,648	7.8%	24,080	7.5%	34,881	7.3%	
Age 45 to 49 Years	1,037	7.2%	9,632	7.0%	21,132	6.6%	31,053	6.5%	
Age 50 to 54 Years	877	6.1%	8,802	6.4%	19,877	6.2%	30,202	6.4%	
Age 55 to 59 Years	714	5.0%	8,091	5.9%	18,552	5.8%	28,431	6.0%	
Age 60 to 64 Years	605	4.2%	7,175	5.2%	17,187	5.4%	26,503	5.6%	
Age 65 to 69 Years	441	3.1%	5,165	3.8%	12,745	4.0%	20,115	4.2%	
Age 70 to 74 Years	323	2.2%	3,783	2.8%	9,570	3.0%	15,445	3.2%	
Age 75 to 79 Years	217	1.5%	2,171	1.6%	5,584	1.7%	9,374	2.0%	
Age 80 to 84 Years	143	1.0%	1,232	0.9%	3,311	1.0%	5,542	1.2%	
Age 85 Years or Over	152	1.1%	991	0.7%	2,913	0.9%	4,807	1.0%	
Median Age	33.0		34.8		35.1		35.9		
Age 19 Years or Less	4,692	32.6%	42,522	31.0%	94,344	29.5%	138,713	29.2%	
Age 20 to 64 Years	8,425	58.5%	81,407	59.3%	191,123	59.8%	281,322	59.2%	
Age 65 Years or Over	1,276	8.9%	13,342	9.7%	34,124	10.7%	55,283	11.6%	
Female Age Distribution (2023)									
Female Population	7,479	52.0%	70,258	51.2%	163,719	51.2%	242,803	51.1%	
Age Under 5 Years	451	6.0%	4,394	6.3%	10,302	6.3%	14,873	6.1%	
Age 5 to 9 Years	579	7.7%	5,352	7.6%	11,867	7.2%	17,384	7.2%	
Age 10 to 14 Years	657	8.8%	6,015	8.6%	12,816	7.8%	18,935	7.8%	
Age 15 to 19 Years	601	8.0%	5,177	7.4%	11,190	6.8%	16,847	6.9%	
Age 20 to 24 Years	356	4.8%	3,234	4.6%	8,544	5.2%	12,501	5.1%	
Age 25 to 29 Years	502	6.7%	4,262	6.1%	11,266	6.9%	16,068	6.6%	
Age 30 to 34 Years	603	8.1%	5,712	8.1%	13,361	8.2%	19,020	7.8%	
Age 35 to 39 Years	665	8.9%	5,935	8.4%	13,477	8.2%	19,241	7.9%	
Age 40 to 44 Years	624	8.3%	5,607	8.0%	12,504	7.6%	17,975	7.4%	
Age 45 to 49 Years	549	7.3%	4,954	7.1%	10,867	6.6%	15,956	6.6%	
Age 50 to 54 Years	442	5.9%	4,433	6.3%	10,084	6.2%	15,273	6.3%	
Age 55 to 59 Years	374	5.0%	4,143	5.9%	9,554	5.8%	14,500	6.0%	
Age 60 to 64 Years	324	4.3%	3,630	5.2%	8,790	5.4%	13,523	5.6%	
Age 65 to 69 Years	239	3.2%	2,764	3.9%	6,807	4.2%	10,638	4.4%	
Age 70 to 74 Years	189	2.5%	2,014	2.9%	5,299	3.2%	8,492	3.5%	
Age 75 to 79 Years	122	1.6%	1,212	1.7%	3,123	1.9%	5,237	2.2%	
Age 80 to 84 Years	94	1.3%	755	1.1%	1,996	1.2%	3,275	1.3%	
Age 85 Years or Over	109	1.5%	664	0.9%	1,872	1.1%	3,066	1.3%	
Female Median Age	34.3		35.5		35.9		36.6		
Age 19 Years or Less	2,287	30.6%	20,938	29.8%	46,175	28.2%	68,039	28.0%	
Age 20 to 64 Years	4,440	59.4%	41,909	59.7%	98,446	60.1%	144,057	59.3%	
Age 65 Years or Over	752	10.1%	7,410	10.5%	19,097	11.7%	30,707	12.6%	

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Male Age Distribution (2023)									
Male Population	6,913	48.0%	67,013	48.8%	155,872	48.8%	232,515	48.9%	
Age Under 5 Years	436	6.3%	4,463	6.7%	10,701	6.9%	15,502	6.7%	
Age 5 to 9 Years	609	8.8%	5,474	8.2%	12,296	7.9%	17,975	7.7%	
Age 10 to 14 Years	706	10.2%	6,192	9.2%	13,435	8.6%	19,661	8.5%	
Age 15 to 19 Years	653	9.4%	5,454	8.1%	11,737	7.5%	17,537	7.5%	
Age 20 to 24 Years	364	5.3%	3,356	5.0%	8,394	5.4%	12,508	5.4%	
Age 25 to 29 Years	467	6.8%	4,030	6.0%	10,451	6.7%	15,270	6.6%	
Age 30 to 34 Years	498	7.2%	4,998	7.5%	12,179	7.8%	17,407	7.5%	
Age 35 to 39 Years	579	8.4%	5,532	8.3%	12,625	8.1%	18,238	7.8%	
Age 40 to 44 Years	531	7.7%	5,040	7.5%	11,576	7.4%	16,906	7.3%	
Age 45 to 49 Years	488	7.1%	4,679	7.0%	10,264	6.6%	15,098	6.5%	
Age 50 to 54 Years	435	6.3%	4,369	6.5%	9,793	6.3%	14,929	6.4%	
Age 55 to 59 Years	341	4.9%	3,949	5.9%	8,998	5.8%	13,930	6.0%	
Age 60 to 64 Years	281	4.1%	3,545	5.3%	8,397	5.4%	12,980	5.6%	
Age 65 to 69 Years	202	2.9%	2,400	3.6%	5,939	3.8%	9,477	4.1%	
Age 70 to 74 Years	134	1.9%	1,769	2.6%	4,271	2.7%	6,953	3.0%	
Age 75 to 79 Years	96	1.4%	959	1.4%	2,461	1.6%	4,137	1.8%	
Age 80 to 84 Years	49	0.7%	477	0.7%	1,316	0.8%	2,268	1.0%	
Age 85 Years or Over	43	0.6%	326	0.5%	1,041	0.7%	1,741	0.7%	
Male Median Age	31.5		34.0		34.3		35.1		
Age 19 Years or Less	2,404	34.8%	21,584	32.2%	48,169	30.9%	70,674	30.4%	
Age 20 to 64 Years	3,985	57.6%	39,498	58.9%	92,677	59.5%	137,265	59.0%	
Age 65 Years or Over	524	7.6%	5,932	8.9%	15,027	9.6%	24,575	10.6%	
Males per 100 Females (2023)									
Overall Comparison	92		95		95		96		
Age Under 5 Years	97	49.2%	102	50.4%	104	50.9%	104	51.0%	
Age 5 to 9 Years	105	51.3%	102	50.6%	104	50.9%	103	50.8%	
Age 10 to 14 Years	108	51.8%	103	50.7%	105	51.2%	104	50.9%	
Age 15 to 19 Years	109	52.1%	105	51.3%	105	51.2%	104	51.0%	
Age 20 to 24 Years	102	50.5%	104	50.9%	98	49.6%	100	50.0%	
Age 25 to 29 Years	93	48.2%	95	48.6%	93	48.1%	95	48.7%	
Age 30 to 34 Years	83	45.2%	88	46.7%	91	47.7%	92	47.8%	
Age 35 to 39 Years	87	46.5%	93	48.2%	94	48.4%	95	48.7%	
Age 40 to 44 Years	85	46.0%	90	47.3%	93	48.1%	94	48.5%	
Age 45 to 49 Years	89	47.1%	94	48.6%	94	48.6%	95	48.6%	
Age 50 to 54 Years	99	49.6%	99	49.6%	97	49.3%	98	49.4%	
Age 55 to 59 Years	91	47.7%	95	48.8%	94	48.5%	96	49.0%	
Age 60 to 64 Years	87	46.4%	98	49.4%	96	48.9%	96	49.0%	
Age 65 to 69 Years	84	45.7%	87	46.5%	87	46.6%	89	47.1%	
Age 70 to 74 Years	71	41.5%	88	46.8%	81	44.6%	82	45.0%	
Age 75 to 79 Years	79	44.0%	79	44.2%	79	44.1%	79	44.1%	
Age 80 to 84 Years	53	34.5%	63	38.7%	66	39.7%	69	40.9%	
Age 85 Years or Over	39	28.3%	49	32.9%	56	35.7%	57	36.2%	
Age 19 Years or Less	105	51.2%	103	50.8%	104	51.1%	104	50.9%	
Age 20 to 39 Years	90	47.3%	94	48.3%	94	48.3%	95	48.7%	
Age 40 to 64 Years	90	47.3%	95	48.7%	95	48.6%	96	48.9%	
Age 65 Years or Over	70	41.0%	80	44.5%	79	44.0%	80	44.5%	

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Household Type (2023)								
Total Households	4,813		46,759		113,962		169,062	
Households with Children	2,453	51.0%	20,777	44.4%	46,286	40.6%	67,936	40.2%
Average Household Size	2.9		2.9		2.8		2.8	
Household Density per Square Mile	1,533		1,654		1,452		1,099	
Population Family	12,883	89.5%	125,248	91.2%	284,538	89.0%	422,736	88.9%
Population Non-Family	1,304	9.1%	11,677	8.5%	34,129	10.7%	51,137	10.8%
Population Group Quarters	205	1.4%	346	0.3%	924	0.3%	1,445	0.3%
Family Households	3,839	79.8%	37,666	80.6%	86,440	75.9%	128,197	75.8%
Married Couple Households	2,787	72.6%	28,329	75.2%	64,756	74.9%	96,455	75.2%
Other Family Households with Children	1,052	27.4%	9,337	24.8%	21,685	25.1%	31,742	24.8%
Family Households with Children	2,446	63.7%	20,746	55.1%	46,210	53.5%	67,826	52.9%
Married Couple with Children	1,655	67.7%	15,555	75.0%	34,728	75.2%	50,647	74.7%
Other Family Households with Children	791	32.3%	5,190	25.0%	11,482	24.8%	17,179	25.3%
Family Households No Children	1,393	36.3%	16,921	44.9%	40,230	46.5%	60,371	47.1%
Married Couple No Children	1,132	81.2%	12,774	75.5%	30,028	74.6%	45,809	75.9%
Other Family Households No Children	261	18.8%	4,147	24.5%	10,202	25.4%	14,562	24.1%
Non-Family Households	974	20.2%	9,093	19.4%	27,522	24.1%	40,866	24.2%
Non-Family Households with Children	8	0.8%	32	0.3%	76	0.3%	110	0.3%
Non-Family Households No Children	966	99.2%	9,061	99.7%	27,445	99.7%	40,756	99.7%
Average Family Household Size	3.4		3.3		3.3		3.3	
Average Family Income	\$165,560		\$157,122		\$157,755		\$160,492	
Median Family Income	\$113,807		\$122,423		\$126,391		\$126,741	
Average Non-Family Household Size	1.3		1.3		1.2		1.3	
Marital Status (2023)								
Population Age 15 Years or Over	10,954		105,380		248,173		370,989	
Never Married	3,068	28.0%	29,368	27.9%	70,893	28.6%	103,174	27.8%
Currently Married	5,912	54.0%	58,826	55.8%	134,142	54.1%	201,620	54.3%
Previously Married	1,974	18.0%	17,186	16.3%	43,139	17.4%	66,195	17.8%
Separated	439	22.2%	3,146	18.3%	8,768	20.3%	13,087	19.8%
Widowed	368	18.6%	3,530	20.5%	9,535	22.1%	15,358	23.2%
Divorced	1,168	59.1%	10,509	61.2%	24,836	57.6%	37,751	57.0%
Educational Attainment (2023)								
Adult Population Age 25 Years or Over	8,980		88,159		208,309		311,596	
Elementary (Grade Level 0 to 8)	290	3.2%	2,299	2.6%	6,061	2.9%	10,251	3.3%
Some High School (Grade Level 9 to 11)	308	3.4%	3,905	4.4%	8,104	3.9%	14,110	4.5%
High School Graduate	1,760	19.6%	18,274	20.7%	43,743	21.0%	65,750	21.1%
Some College	1,911	21.3%	20,717	23.5%	45,586	21.9%	66,310	21.3%
Associate Degree Only	1,345	15.0%	7,900	9.0%	18,819	9.0%	27,841	8.9%
Bachelor Degree Only	2,500	27.8%	25,047	28.4%	60,117	28.9%	87,520	28.1%
Graduate Degree	866	9.6%	10,016	11.4%	25,878	12.4%	39,814	12.8%
Any College (Some College or Higher)	6,622	73.7%	63,681	72.2%	150,400	72.2%	221,485	71.1%
College Degree + (Bachelor Degree or Higher)	3,367	37.5%	35,063	39.8%	85,995	41.3%	127,334	40.9%

Complete Profile

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2003 S Main St Keller, TX 76248	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Housing								
Total Housing Units (2023)	4,944		48,289		119,528		177,434	
Total Housing Units (2020)	4,690		46,766		113,989		169,229	
Historical Annual Growth (2020-2023)	254	1.8%	1,524	1.1%	5,539	1.6%	8,205	1.6%
Housing Units Occupied (2023)	4,813 97.3%		46,759 96.8%		113,962 95.3%		169,062 95.3%	
Housing Units Owner-Occupied	3,436 71.4%		36,289 77.6%		80,314 70.5%		120,183 71.1%	
Housing Units Renter-Occupied	1,377 28.6%		10,470 22.4%		33,648 29.5%		48,879 28.9%	
Housing Units Vacant (2023)	132 2.7%		1,530 3.2%		5,566 4.7%		8,372 4.7%	
Household Size (2023)								
Total Households	4,813		46,759		113,962		169,062	
1 Person Households	755	15.7%	7,179	15.4%	22,425	19.7%	33,310	19.7%
2 Person Households	1,354	28.1%	14,545	31.1%	35,340	31.0%	53,576	31.7%
3 Person Households	1,316	27.3%	10,023	21.4%	22,423	19.7%	32,441	19.2%
4 Person Households	873	18.1%	8,983	19.2%	20,202	17.7%	29,132	17.2%
5 Person Households	350	7.3%	4,135	8.8%	9,207	8.1%	13,738	8.1%
6 Person Households	130	2.7%	1,353	2.9%	3,170	2.8%	4,918	2.9%
7 or More Person Households	34	0.7%	540	1.2%	1,195	1.0%	1,947	1.2%
Household Income Distribution (2023)								
HH Income \$200,000 or More	722	15.0%	7,935	17.0%	19,676	17.3%	29,376	17.4%
HH Income \$150,000 to \$199,999	504	10.5%	5,968	12.8%	13,269	11.6%	18,787	11.1%
HH Income \$125,000 to \$149,999	525	10.9%	4,981	10.7%	10,997	9.6%	15,275	9.0%
HH Income \$100,000 to \$124,999	472	9.8%	5,060	10.8%	12,625	11.1%	18,030	10.7%
HH Income \$75,000 to \$99,999	623	13.0%	6,950	14.9%	16,386	14.4%	24,091	14.2%
HH Income \$50,000 to \$74,999	847	17.6%	7,077	15.1%	17,415	15.3%	26,288	15.5%
HH Income \$35,000 to \$49,999	398	8.3%	3,394	7.3%	8,878	7.8%	13,900	8.2%
HH Income \$25,000 to \$34,999	252	5.2%	1,859	4.0%	5,695	5.0%	9,058	5.4%
HH Income \$15,000 to \$24,999	335	7.0%	1,710	3.7%	4,287	3.8%	7,227	4.3%
HH Income \$10,000 to \$14,999	44	0.9%	876	1.9%	1,914	1.7%	3,004	1.8%
HH Income Under \$10,000	89	1.8%	950	2.0%	2,820	2.5%	4,028	2.4%
Household Vehicles (2023)								
Households 0 Vehicles Available	68	1.4%	862	1.8%	2,872	2.5%	4,156	2.5%
Households 1 Vehicle Available	1,234	25.6%	11,306	24.2%	30,598	26.8%	45,854	27.1%
Households 2 Vehicles Available	2,326	48.3%	22,129	47.3%	52,747	46.3%	77,157	45.6%
Households 3 or More Vehicles Available	1,185	24.6%	12,462	26.7%	27,745	24.3%	41,895	24.8%
Total Vehicles Available	9,822		97,330		229,192		340,977	
Average Vehicles per Household	2.0		2.1		2.0		2.0	
Owner-Occupied Household Vehicles	7,574 77.1%		79,529 81.7%		176,046 76.8%		264,095 77.5%	
Average Vehicles per Owner-Occupied Household	2.2		2.2		2.2		2.2	
Renter-Occupied Household Vehicles	2,249 22.9%		17,801 18.3%		53,146 23.2%		76,883 22.5%	
Average Vehicles per Renter-Occupied Household	1.6		1.7		1.6		1.6	
Travel Time (2023)								
Worker Base Age 16 years or Over	8,161		74,751		177,931		260,788	
Travel to Work in 14 Minutes or Less	1,286	15.8%	10,435	14.0%	26,924	15.1%	40,134	15.4%
Travel to Work in 15 to 29 Minutes	2,446	30.0%	21,395	28.6%	51,691	29.1%	76,959	29.5%
Travel to Work in 30 to 59 Minutes	2,298	28.2%	23,664	31.7%	52,996	29.8%	75,954	29.1%
Travel to Work in 60 Minutes or More	298	3.7%	3,531	4.7%	8,136	4.6%	12,105	4.6%
Work at Home	1,834	22.5%	15,727	21.0%	38,184	21.5%	55,637	21.3%
Average Minutes Travel to Work	24.0		26.5		25.5		25.3	

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Transportation To Work (2023)								
Worker Base Age 16 years or Over	8,161		74,751		177,931		260,788	
Drive to Work Alone	5,438	66.6%	50,951	68.2%	120,989	68.0%	177,330	68.0%
Drive to Work in Carpool	720	8.8%	6,667	8.9%	14,819	8.3%	21,969	8.4%
Travel to Work by Public Transportation	18	0.2%	196	0.3%	533	0.3%	743	0.3%
Drive to Work on Motorcycle	4	-	38	-	85	-	126	-
Bicycle to Work	5	-	48	-	117	-	166	-
Walk to Work	42	0.5%	442	0.6%	1,082	0.6%	1,763	0.7%
Other Means	100	1.2%	682	0.9%	2,122	1.2%	3,055	1.2%
Work at Home	1,834	22.5%	15,727	21.0%	38,184	21.5%	55,637	21.3%
Daytime Demographics (2023)								
Total Businesses	594		4,405		11,300		20,086	
Total Employees	5,303		28,890		80,637		155,720	
Company Headquarter Businesses	10	1.7%	74	1.7%	233	2.1%	487	2.4%
Company Headquarter Employees	336	6.3%	1,424	4.9%	6,478	8.0%	16,816	10.8%
Employee Population per Business	8.9 to 1		6.6 to 1		7.1 to 1		7.8 to 1	
Residential Population per Business	24.2 to 1		31.2 to 1		28.3 to 1		23.7 to 1	
Adj. Daytime Demographics Age 16 Years or Over	7,769		56,976		145,406		257,676	
Labor Force								
Labor Population Age 16 Years or Over (2023)	10,643		102,940		242,948		363,186	
Labor Force Total Males (2023)	5,006	47.0%	49,625	48.2%	116,749	48.1%	175,373	48.3%
Male Civilian Employed	4,064	81.2%	39,704	80.0%	92,987	79.6%	137,533	78.4%
Male Civilian Unemployed	67	1.3%	1,051	2.1%	2,981	2.6%	4,360	2.5%
Males in Armed Forces	16	0.3%	69	0.1%	212	0.2%	350	0.2%
Males Not in Labor Force	858	17.1%	8,802	17.7%	20,569	17.6%	33,129	18.9%
Labor Force Total Females (2023)	5,637	53.0%	53,315	51.8%	126,199	51.9%	187,813	51.7%
Female Civilian Employed	4,097	72.7%	35,048	65.7%	84,945	67.3%	123,256	65.6%
Female Civilian Unemployed	100	1.8%	1,300	2.4%	2,621	2.1%	3,774	2.0%
Females in Armed Forces	-	-	35	-	35	-	91	-
Females Not in Labor Force	1,440	25.5%	16,933	31.8%	38,598	30.6%	60,692	32.3%
Unemployment Rate	167	1.6%	2,351	2.3%	5,602	2.3%	8,134	2.2%
Occupation (2023)								
Occupation Population Age 16 Years or Over	8,161		74,751		177,931		260,788	
Occupation Total Males	4,064	49.8%	39,703	53.1%	92,986	52.3%	137,532	52.7%
Occupation Total Females	4,097	50.2%	35,048	46.9%	84,945	47.7%	123,256	47.3%
Management, Business, Financial Operations	1,762	21.6%	15,547	20.8%	37,788	21.2%	55,549	21.3%
Professional, Related	1,453	17.8%	17,782	23.8%	42,055	23.6%	61,285	23.5%
Service	1,120	13.7%	8,935	12.0%	22,284	12.5%	32,547	12.5%
Sales, Office	2,077	25.4%	17,739	23.7%	40,977	23.0%	58,473	22.4%
Farming, Fishing, Forestry	3	-	91	0.1%	140	-	231	-
Construction, Extraction, Maintenance	571	7.0%	5,550	7.4%	12,007	6.7%	18,614	7.1%
Production, Transport, Material Moving	1,176	14.4%	9,107	12.2%	22,679	12.7%	34,090	13.1%
White Collar Workers	5,291	64.8%	51,068	68.3%	120,821	67.9%	175,307	67.2%
Blue Collar Workers	2,870	35.2%	23,683	31.7%	57,110	32.1%	85,481	32.8%

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Units In Structure (2023)									
Total Units		4,813		46,759		113,962		169,062	
1 Detached Unit		3,753	78.0%	39,143	83.7%	87,082	76.4%	130,404	77.1%
1 Attached Unit		144	3.0%	1,162	2.5%	3,481	3.1%	5,429	3.2%
2 Units		30	0.6%	287	0.6%	954	0.8%	1,519	0.9%
3 to 4 Units		208	4.3%	1,033	2.2%	3,045	2.7%	4,681	2.8%
5 to 9 Units		174	3.6%	1,230	2.6%	4,370	3.8%	6,537	3.9%
10 to 19 Units		155	3.2%	1,047	2.2%	4,462	3.9%	6,295	3.7%
20 to 49 Units		141	2.9%	834	1.8%	3,311	2.9%	4,407	2.6%
50 or More Units		139	2.9%	1,416	3.0%	5,222	4.6%	6,930	4.1%
Mobile Home or Trailer		66	1.4%	595	1.3%	2,003	1.8%	2,822	1.7%
Other Structure		2	-	12	-	31	-	39	-
Homes Built By Year (2023)									
Homes Built 2020 or later		39	0.8%	404	0.8%	1,182	1.0%	1,728	1.0%
Homes Built 2010 to 2019		821	16.6%	5,685	11.8%	21,860	18.3%	31,135	17.5%
Homes Built 2000 to 2009		1,223	24.7%	12,532	26.0%	32,024	26.8%	40,400	22.8%
Homes Built 1990 to 1999		1,286	26.0%	10,505	21.8%	19,305	16.2%	27,112	15.3%
Homes Built 1980 to 1989		1,073	21.7%	9,908	20.5%	18,104	15.1%	24,685	13.9%
Homes Built 1970 to 1979		208	4.2%	5,216	10.8%	12,303	10.3%	19,662	11.1%
Homes Built 1960 to 1969		78	1.6%	1,384	2.9%	5,029	4.2%	12,046	6.8%
Homes Built 1950 to 1959		59	1.2%	812	1.7%	2,849	2.4%	9,487	5.3%
Homes Built 1940 to 1949		11	0.2%	170	0.4%	656	0.5%	1,749	1.0%
Homes Built Before 1939		13	0.3%	142	0.3%	649	0.5%	1,058	0.6%
Median Age of Homes		28.2	yrs	30.9	yrs	29.8	yrs	32.7	yrs
Home Values (2023)									
Owner Specified Housing Units		3,436		36,289		80,314		120,183	
Home Values \$1,000,000 or More		32	0.9%	386	1.1%	1,582	2.0%	3,260	2.7%
Home Values \$750,000 to \$999,999		119	3.5%	428	1.2%	1,267	1.6%	2,569	2.1%
Home Values \$500,000 to \$749,999		209	6.1%	2,668	7.4%	7,408	9.2%	13,070	10.9%
Home Values \$400,000 to \$499,999		197	5.7%	3,728	10.3%	9,179	11.4%	12,823	10.7%
Home Values \$300,000 to \$399,999		619	18.0%	7,782	21.4%	17,346	21.6%	23,679	19.7%
Home Values \$250,000 to \$299,999		562	16.4%	6,688	18.4%	14,499	18.1%	20,328	16.9%
Home Values \$200,000 to \$249,999		795	23.1%	6,817	18.8%	13,806	17.2%	20,274	16.9%
Home Values \$175,000 to \$199,999		307	8.9%	2,480	6.8%	4,671	5.8%	7,102	5.9%
Home Values \$150,000 to \$174,999		295	8.6%	2,060	5.7%	3,699	4.6%	5,825	4.8%
Home Values \$125,000 to \$149,999		67	2.0%	873	2.4%	1,539	1.9%	2,385	2.0%
Home Values \$100,000 to \$124,999		88	2.6%	917	2.5%	1,617	2.0%	2,773	2.3%
Home Values \$90,000 to \$99,999		12	0.3%	179	0.5%	330	0.4%	609	0.5%
Home Values \$80,000 to \$89,999		33	1.0%	201	0.6%	377	0.5%	685	0.6%
Home Values \$70,000 to \$79,999		12	0.3%	122	0.3%	259	0.3%	535	0.4%
Home Values \$60,000 to \$69,999		8	0.2%	86	0.2%	231	0.3%	450	0.4%
Home Values \$50,000 to \$59,999		8	0.2%	100	0.3%	251	0.3%	404	0.3%
Home Values \$35,000 to \$49,999		11	0.3%	69	0.2%	370	0.5%	501	0.4%
Home Values \$25,000 to \$34,999		7	0.2%	85	0.2%	249	0.3%	353	0.3%
Home Values \$10,000 to \$24,999		35	1.0%	380	1.0%	1,010	1.3%	1,475	1.2%
Home Values Under \$10,000		19	0.6%	241	0.7%	624	0.8%	1,085	0.9%
Owner-Occupied Median Home Value		\$284,238		\$288,271		\$308,987		\$319,258	
Renter-Occupied Median Rent		\$1,250		\$1,280		\$1,236		\$1,204	

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Total Annual Consumer Expenditure (2023)				
Total Household Expenditure	\$458.56 M	\$4.42 B	\$10.52 B	\$15.69 B
Total Non-Retail Expenditure	\$242.54 M	\$2.34 B	\$5.57 B	\$8.32 B
Total Retail Expenditure	\$216.02 M	\$2.08 B	\$4.95 B	\$7.37 B
Apparel	\$16.52 M	\$159.86 M	\$380.65 M	\$567.7 M
Contributions	\$15.65 M	\$152.91 M	\$365.31 M	\$548.67 M
Education	\$15.25 M	\$150.71 M	\$359.6 M	\$539.57 M
Entertainment	\$26.5 M	\$257.53 M	\$612.37 M	\$913.89 M
Food and Beverages	\$66.74 M	\$640.59 M	\$1.52 B	\$2.27 B
Furnishings and Equipment	\$16.4 M	\$159.24 M	\$378.47 M	\$564.43 M
Gifts	\$12.16 M	\$117.4 M	\$281.56 M	\$423.49 M
Health Care	\$37.38 M	\$358.13 M	\$851.63 M	\$1.27 B
Household Operations	\$18.27 M	\$177.02 M	\$421.61 M	\$630.22 M
Miscellaneous Expenses	\$8.7 M	\$83.88 M	\$199.79 M	\$298.18 M
Personal Care	\$6.14 M	\$59.23 M	\$140.98 M	\$210.11 M
Personal Insurance	\$3.41 M	\$33.53 M	\$79.52 M	\$118.98 M
Reading	\$994.72 K	\$9.64 M	\$22.99 M	\$34.37 M
Shelter	\$96.18 M	\$923.58 M	\$2.21 B	\$3.29 B
Tobacco	\$2.47 M	\$22.72 M	\$54.36 M	\$80.79 M
Transportation	\$83.58 M	\$803.27 M	\$1.91 B	\$2.84 B
Utilities	\$32.23 M	\$306.22 M	\$728.76 M	\$1.09 B
Monthly Household Consumer Expenditure (2023)				
Total Household Expenditure	\$7,940	\$7,869	\$7,690	\$7,733
Total Non-Retail Expenditure	\$4,200 52.9%	\$4,164 52.9%	\$4,074 53.0%	\$4,100 53.0%
Total Retail Expenditures	\$3,741 47.1%	\$3,705 47.1%	\$3,616 47.0%	\$3,633 47.0%
Apparel	\$286 3.6%	\$285 3.6%	\$278 3.6%	\$280 3.6%
Contributions	\$271 3.4%	\$273 3.5%	\$267 3.5%	\$270 3.5%
Education	\$264 3.3%	\$269 3.4%	\$263 3.4%	\$266 3.4%
Entertainment	\$459 5.8%	\$459 5.8%	\$448 5.8%	\$450 5.8%
Food and Beverages	\$1,156 14.6%	\$1,142 14.5%	\$1,115 14.5%	\$1,120 14.5%
Furnishings and Equipment	\$284 3.6%	\$284 3.6%	\$277 3.6%	\$278 3.6%
Gifts	\$211 2.7%	\$209 2.7%	\$206 2.7%	\$209 2.7%
Health Care	\$647 8.2%	\$638 8.1%	\$623 8.1%	\$626 8.1%
Household Operations	\$316 4.0%	\$315 4.0%	\$308 4.0%	\$311 4.0%
Miscellaneous Expenses	\$151 1.9%	\$149 1.9%	\$146 1.9%	\$147 1.9%
Personal Care	\$106 1.3%	\$106 1.3%	\$103 1.3%	\$104 1.3%
Personal Insurance	\$59 0.7%	\$60 0.8%	\$58 0.8%	\$59 0.8%
Reading	\$17 0.2%	\$17 0.2%	\$17 0.2%	\$17 0.2%
Shelter	\$1,665 21.0%	\$1,646 20.9%	\$1,612 21.0%	\$1,621 21.0%
Tobacco	\$43 0.5%	\$40 0.5%	\$40 0.5%	\$40 0.5%
Transportation	\$1,447 18.2%	\$1,432 18.2%	\$1,396 18.1%	\$1,401 18.1%
Utilities	\$558 7.0%	\$546 6.9%	\$533 6.9%	\$535 6.9%