

Complete Profile

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



Lat/Lon: 39.0273/-94.5554

5440 Prospect Ave KCMO, MO 64130	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Population								
Estimated Population (2023)	14,063		101,949		229,720		440,810	
Projected Population (2028)	14,150		103,757		232,840		446,349	
Census Population (2020)	13,934		101,689		228,657		439,138	
Census Population (2010)	13,870		98,797		220,820		421,457	
Projected Annual Growth (2023-2028)	87	0.1%	1,808	0.4%	3,120	0.3%	5,539	0.3%
Historical Annual Growth (2020-2023)	129	0.3%	260	-	1,063	0.2%	1,673	0.1%
Historical Annual Growth (2010-2020)	63	-	2,891	0.3%	7,837	0.4%	17,680	0.4%
Estimated Population Density (2023)	4,479 <i>psm</i>		3,608 <i>psm</i>		2,926 <i>psm</i>		2,865 <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)	5,539		46,971		104,449		195,412	
Projected Households (2028)	5,497		47,106		104,903		196,434	
Census Households (2020)	5,428		46,404		102,918		192,488	
Census Households (2010)	5,347		44,405		98,385		181,001	
Projected Annual Growth (2023-2028)	-42	-0.2%	136	-	454	-	1,022	0.1%
Historical Annual Change (2010-2023)	192	0.3%	2,566	0.4%	6,064	0.5%	14,411	0.6%
Average Household Income								
Estimated Average Household Income (2023)	\$59,626		\$103,724		\$104,573		\$96,877	
Projected Average Household Income (2028)	\$58,906		\$108,688		\$109,396		\$100,360	
Census Average Household Income (2010)	\$31,976		\$58,124		\$59,210		\$57,373	
Census Average Household Income (2000)	\$31,894		\$49,689		\$50,164		\$50,161	
Projected Annual Change (2023-2028)	-\$720	-0.2%	\$4,963	1.0%	\$4,824	0.9%	\$3,484	0.7%
Historical Annual Change (2000-2023)	\$27,732	3.8%	\$54,035	4.7%	\$54,409	4.7%	\$46,715	4.0%
Median Household Income								
Estimated Median Household Income (2023)	\$45,222		\$74,976		\$74,707		\$72,274	
Projected Median Household Income (2028)	\$39,398		\$71,062		\$70,894		\$68,122	
Census Median Household Income (2010)	\$26,717		\$43,447		\$45,652		\$45,875	
Census Median Household Income (2000)	\$24,896		\$36,499		\$38,564		\$39,561	
Projected Annual Change (2023-2028)	-\$5,823	-2.6%	-\$3,914	-1.0%	-\$3,813	-1.0%	-\$4,152	-1.1%
Historical Annual Change (2000-2023)	\$20,326	3.5%	\$38,477	4.6%	\$36,143	4.1%	\$32,713	3.6%
Per Capita Income								
Estimated Per Capita Income (2023)	\$23,915		\$47,972		\$47,790		\$43,135	
Projected Per Capita Income (2028)	\$23,310		\$49,525		\$49,527		\$44,354	
Census Per Capita Income (2010)	\$12,331		\$26,124		\$26,382		\$24,640	
Census Per Capita Income (2000)	\$11,515		\$21,644		\$21,820		\$21,258	
Projected Annual Change (2023-2028)	-\$605	-0.5%	\$1,553	0.6%	\$1,737	0.7%	\$1,220	0.6%
Historical Annual Change (2000-2023)	\$12,400	4.7%	\$26,328	5.3%	\$25,969	5.2%	\$21,877	4.5%
Estimated Average Household Net Worth (2023)	\$234,790		\$490,289		\$467,837		\$428,254	

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5440 Prospect Ave KCMO, MO 64130	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Race and Ethnicity								
Total Population (2023)	14,063		101,949		229,720		440,810	
White (2023)	3,352	23.8%	49,638	48.7%	124,967	54.4%	250,687	56.9%
Black or African American (2023)	8,791	62.5%	41,059	40.3%	74,330	32.4%	116,792	26.5%
American Indian or Alaska Native (2023)	53	0.4%	323	0.3%	955	0.4%	2,184	0.5%
Asian (2023)	834	5.9%	3,288	3.2%	5,911	2.6%	13,231	3.0%
Hawaiian or Pacific Islander (2023)	12	-	61	-	169	-	428	-
Other Race (2023)	385	2.7%	2,497	2.4%	9,504	4.1%	25,825	5.9%
Two or More Races (2023)	635	4.5%	5,083	5.0%	13,885	6.0%	31,664	7.2%
Population < 18 (2023)	3,135 22.3%		20,100 19.7%		47,939 20.9%		96,194 21.8%	
White Not Hispanic	465	14.8%	6,964	34.6%	18,409	38.4%	36,883	38.3%
Black or African American	2,243	71.5%	10,184	50.7%	19,196	40.0%	31,589	32.8%
Asian	6	0.2%	173	0.9%	502	1.0%	2,280	2.4%
Other Race Not Hispanic	178	5.7%	1,088	5.4%	2,627	5.5%	5,169	5.4%
Hispanic	244	7.8%	1,692	8.4%	7,204	15.0%	20,271	21.1%
Not Hispanic or Latino Population (2023)	13,056 92.8%		94,963 93.1%		205,754 89.6%		379,198 86.0%	
Not Hispanic White	3,074	23.5%	47,980	50.5%	119,413	58.0%	237,491	62.6%
Not Hispanic Black or African American	8,730	66.9%	40,682	42.8%	73,481	35.7%	115,206	30.4%
Not Hispanic American Indian or Alaska Native	27	0.2%	161	0.2%	400	0.2%	779	0.2%
Not Hispanic Asian	827	6.3%	3,259	3.4%	5,829	2.8%	13,057	3.4%
Not Hispanic Hawaiian or Pacific Islander	6	-	50	-	134	-	319	-
Not Hispanic Other Race	22	0.2%	166	0.2%	368	0.2%	656	0.2%
Not Hispanic Two or More Races	371	2.8%	2,665	2.8%	6,127	3.0%	11,690	3.1%
Hispanic or Latino Population (2023)	1,007 7.2%		6,986 6.9%		23,966 10.4%		61,612 14.0%	
Hispanic White	279	27.7%	1,658	23.7%	5,554	23.2%	13,196	21.4%
Hispanic Black or African American	61	6.1%	377	5.4%	848	3.5%	1,586	2.6%
Hispanic American Indian or Alaska Native	26	2.6%	162	2.3%	554	2.3%	1,405	2.3%
Hispanic Asian	7	0.7%	29	0.4%	81	0.3%	173	0.3%
Hispanic Hawaiian or Pacific Islander	6	0.6%	12	0.2%	34	0.1%	109	0.2%
Hispanic Other Race	362	36.0%	2,331	33.4%	9,136	38.1%	25,168	40.8%
Hispanic Two or More Races	265	26.3%	2,418	34.6%	7,758	32.4%	19,974	32.4%
Not Hispanic or Latino Population (2020)	12,943 92.9%		94,113 92.6%		201,664 88.2%		368,198 83.8%	
Hispanic or Latino Population (2020)	990 7.1%		7,576 7.4%		26,993 11.8%		70,939 16.2%	
Not Hispanic or Latino Population (2010)	13,517 97.4%		94,443 95.6%		200,381 90.7%		363,687 86.3%	
Hispanic or Latino Population (2010)	354 2.6%		4,354 4.4%		20,439 9.3%		57,771 13.7%	
Not Hispanic or Latino Population (2028)	13,144 92.9%		96,579 93.1%		208,538 89.6%		383,923 86.0%	
Hispanic or Latino Population (2028)	1,006 7.1%		7,178 6.9%		24,301 10.4%		62,425 14.0%	
Projected Annual Growth (2023-2028)	-		192 0.6%		335 0.3%		813 0.3%	
Historical Annual Growth (2010-2020)	637 18.0%		3,221 7.4%		6,554 3.2%		13,169 2.3%	

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Total Age Distribution (2023)									
Total Population		14,063		101,949		229,720		440,810	
Age Under 5 Years	869	6.2%	5,828	5.7%	14,100	6.1%	27,500	6.2%	
Age 5 to 9 Years	858	6.1%	5,615	5.5%	13,007	5.7%	26,159	5.9%	
Age 10 to 14 Years	827	5.9%	5,328	5.2%	12,892	5.6%	26,282	6.0%	
Age 15 to 19 Years	1,248	8.9%	5,984	5.9%	13,125	5.7%	25,821	5.9%	
Age 20 to 24 Years	1,377	9.8%	8,032	7.9%	16,480	7.2%	29,701	6.7%	
Age 25 to 29 Years	987	7.0%	9,275	9.1%	20,947	9.1%	38,049	8.6%	
Age 30 to 34 Years	860	6.1%	8,186	8.0%	18,878	8.2%	34,522	7.8%	
Age 35 to 39 Years	815	5.8%	6,530	6.4%	15,282	6.7%	29,243	6.6%	
Age 40 to 44 Years	744	5.3%	5,968	5.9%	13,787	6.0%	26,336	6.0%	
Age 45 to 49 Years	659	4.7%	5,370	5.3%	12,259	5.3%	23,820	5.4%	
Age 50 to 54 Years	781	5.6%	5,995	5.9%	13,720	6.0%	26,131	5.9%	
Age 55 to 59 Years	801	5.7%	6,804	6.7%	14,900	6.5%	28,155	6.4%	
Age 60 to 64 Years	863	6.1%	6,903	6.8%	14,795	6.4%	27,696	6.3%	
Age 65 to 69 Years	813	5.8%	5,566	5.5%	11,812	5.1%	22,716	5.2%	
Age 70 to 74 Years	620	4.4%	4,231	4.1%	9,362	4.1%	18,855	4.3%	
Age 75 to 79 Years	432	3.1%	2,767	2.7%	6,017	2.6%	12,346	2.8%	
Age 80 to 84 Years	281	2.0%	1,845	1.8%	4,101	1.8%	8,416	1.9%	
Age 85 Years or Over	227	1.6%	1,721	1.7%	4,255	1.9%	9,061	2.1%	
Median Age	35.5		36.7		36.4		36.9		
Age 19 Years or Less	3,803	27.0%	22,755	22.3%	53,125	23.1%	105,763	24.0%	
Age 20 to 64 Years	7,886	56.1%	63,064	61.9%	141,048	61.4%	263,652	59.8%	
Age 65 Years or Over	2,373	16.9%	16,130	15.8%	35,547	15.5%	71,395	16.2%	
Female Age Distribution (2023)									
Female Population	7,655	54.4%	53,031	52.0%	117,929	51.3%	225,180	51.1%	
Age Under 5 Years	458	6.0%	2,894	5.5%	6,964	5.9%	13,537	6.0%	
Age 5 to 9 Years	430	5.6%	2,774	5.2%	6,461	5.5%	12,947	5.7%	
Age 10 to 14 Years	421	5.5%	2,678	5.0%	6,339	5.4%	12,764	5.7%	
Age 15 to 19 Years	681	8.9%	3,247	6.1%	6,750	5.7%	12,943	5.7%	
Age 20 to 24 Years	745	9.7%	4,292	8.1%	8,660	7.3%	15,407	6.8%	
Age 25 to 29 Years	509	6.6%	4,709	8.9%	10,485	8.9%	18,928	8.4%	
Age 30 to 34 Years	447	5.8%	4,088	7.7%	9,332	7.9%	17,037	7.6%	
Age 35 to 39 Years	447	5.8%	3,278	6.2%	7,527	6.4%	14,481	6.4%	
Age 40 to 44 Years	406	5.3%	3,067	5.8%	6,901	5.9%	12,999	5.8%	
Age 45 to 49 Years	326	4.3%	2,668	5.0%	6,070	5.1%	11,780	5.2%	
Age 50 to 54 Years	418	5.5%	2,977	5.6%	6,770	5.7%	12,952	5.8%	
Age 55 to 59 Years	430	5.6%	3,546	6.7%	7,657	6.5%	14,390	6.4%	
Age 60 to 64 Years	475	6.2%	3,592	6.8%	7,729	6.6%	14,446	6.4%	
Age 65 to 69 Years	483	6.3%	2,970	5.6%	6,271	5.3%	12,084	5.4%	
Age 70 to 74 Years	380	5.0%	2,410	4.5%	5,298	4.5%	10,680	4.7%	
Age 75 to 79 Years	263	3.4%	1,590	3.0%	3,488	3.0%	7,056	3.1%	
Age 80 to 84 Years	185	2.4%	1,126	2.1%	2,429	2.1%	4,904	2.2%	
Age 85 Years or Over	151	2.0%	1,126	2.1%	2,800	2.4%	5,844	2.6%	
Female Median Age	37.1		37.6		37.4		38.0		
Age 19 Years or Less	1,990	26.0%	11,593	21.9%	26,514	22.5%	52,191	23.2%	
Age 20 to 64 Years	4,203	54.9%	32,217	60.8%	71,129	60.3%	132,420	58.8%	
Age 65 Years or Over	1,463	19.1%	9,221	17.4%	20,286	17.2%	40,569	18.0%	

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Male Age Distribution (2023)								
Male Population	6,408	45.6%	48,918	48.0%	111,791	48.7%	215,630	48.9%
Age Under 5 Years	412	6.4%	2,934	6.0%	7,136	6.4%	13,963	6.5%
Age 5 to 9 Years	429	6.7%	2,840	5.8%	6,546	5.9%	13,213	6.1%
Age 10 to 14 Years	406	6.3%	2,650	5.4%	6,553	5.9%	13,519	6.3%
Age 15 to 19 Years	567	8.9%	2,737	5.6%	6,376	5.7%	12,878	6.0%
Age 20 to 24 Years	632	9.9%	3,740	7.6%	7,820	7.0%	14,294	6.6%
Age 25 to 29 Years	478	7.5%	4,566	9.3%	10,462	9.4%	19,121	8.9%
Age 30 to 34 Years	413	6.4%	4,097	8.4%	9,545	8.5%	17,485	8.1%
Age 35 to 39 Years	368	5.7%	3,252	6.6%	7,755	6.9%	14,762	6.8%
Age 40 to 44 Years	337	5.3%	2,900	5.9%	6,886	6.2%	13,337	6.2%
Age 45 to 49 Years	333	5.2%	2,703	5.5%	6,189	5.5%	12,040	5.6%
Age 50 to 54 Years	364	5.7%	3,018	6.2%	6,950	6.2%	13,178	6.1%
Age 55 to 59 Years	371	5.8%	3,258	6.7%	7,243	6.5%	13,765	6.4%
Age 60 to 64 Years	388	6.0%	3,311	6.8%	7,066	6.3%	13,250	6.1%
Age 65 to 69 Years	330	5.1%	2,597	5.3%	5,541	5.0%	10,632	4.9%
Age 70 to 74 Years	240	3.7%	1,821	3.7%	4,064	3.6%	8,175	3.8%
Age 75 to 79 Years	168	2.6%	1,177	2.4%	2,530	2.3%	5,290	2.5%
Age 80 to 84 Years	96	1.5%	719	1.5%	1,672	1.5%	3,512	1.6%
Age 85 Years or Over	77	1.2%	595	1.2%	1,454	1.3%	3,217	1.5%
Male Median Age	33.6		35.8		35.5		35.8	
Age 19 Years or Less	1,814	28.3%	11,162	22.8%	26,611	23.8%	53,572	24.8%
Age 20 to 64 Years	3,683	57.5%	30,847	63.1%	69,918	62.5%	131,232	60.9%
Age 65 Years or Over	910	14.2%	6,909	14.1%	15,262	13.7%	30,826	14.3%
Males per 100 Females (2023)								
Overall Comparison	84		92		95		96	
Age Under 5 Years	90	47.4%	101	50.3%	102	50.6%	103	50.8%
Age 5 to 9 Years	100	49.9%	102	50.6%	101	50.3%	102	50.5%
Age 10 to 14 Years	97	49.1%	99	49.7%	103	50.8%	106	51.4%
Age 15 to 19 Years	83	45.4%	84	45.7%	94	48.6%	100	49.9%
Age 20 to 24 Years	85	45.9%	87	46.6%	90	47.5%	93	48.1%
Age 25 to 29 Years	94	48.4%	97	49.2%	100	49.9%	101	50.3%
Age 30 to 34 Years	92	48.0%	100	50.1%	102	50.6%	103	50.6%
Age 35 to 39 Years	82	45.1%	99	49.8%	103	50.7%	102	50.5%
Age 40 to 44 Years	83	45.3%	95	48.6%	100	49.9%	103	50.6%
Age 45 to 49 Years	102	50.5%	101	50.3%	102	50.5%	102	50.5%
Age 50 to 54 Years	87	46.5%	101	50.3%	103	50.7%	102	50.4%
Age 55 to 59 Years	86	46.4%	92	47.9%	95	48.6%	96	48.9%
Age 60 to 64 Years	82	44.9%	92	48.0%	91	47.8%	92	47.8%
Age 65 to 69 Years	68	40.6%	87	46.7%	88	46.9%	88	46.8%
Age 70 to 74 Years	63	38.6%	76	43.0%	77	43.4%	77	43.4%
Age 75 to 79 Years	64	39.0%	74	42.5%	73	42.0%	75	42.8%
Age 80 to 84 Years	52	34.1%	64	39.0%	69	40.8%	72	41.7%
Age 85 Years or Over	51	33.7%	53	34.6%	52	34.2%	55	35.5%
Age 19 Years or Less	91	47.7%	96	49.1%	100	50.1%	103	50.7%
Age 20 to 39 Years	88	46.8%	96	48.9%	99	49.7%	100	49.9%
Age 40 to 64 Years	87	46.6%	96	48.9%	98	49.4%	99	49.6%
Age 65 Years or Over	62	38.4%	75	42.8%	75	42.9%	76	43.2%

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Household Type (2023)								
Total Households	5,539		46,971		104,449		195,412	
Households with Children	1,651	29.8%	10,457	22.3%	24,746	23.7%	49,017	25.1%
Average Household Size	2.4		2.1		2.1		2.2	
Household Density per Square Mile	1,764		1,662		1,331		1,270	
Population Family	9,902	70.4%	66,877	65.6%	155,664	67.8%	314,097	71.3%
Population Non-Family	3,182	22.6%	32,210	31.6%	67,877	29.5%	117,749	26.7%
Population Group Quarters	979	7.0%	2,862	2.8%	6,179	2.7%	8,964	2.0%
Family Households	3,062	55.3%	21,751	46.3%	50,709	48.5%	101,062	51.7%
Married Couple Households	1,009	33.0%	11,061	50.9%	27,933	55.1%	59,410	58.8%
Other Family Households with Children	2,053	67.0%	10,689	49.1%	22,776	44.9%	41,652	41.2%
Family Households with Children	1,649	53.9%	10,446	48.0%	24,704	48.7%	48,925	48.4%
Married Couple with Children	406	24.6%	4,271	40.9%	11,166	45.2%	24,163	49.4%
Other Family Households with Children	1,243	75.4%	6,176	59.1%	13,538	54.8%	24,762	50.6%
Family Households No Children	1,413	46.1%	11,304	52.0%	26,005	51.3%	52,137	51.6%
Married Couple No Children	603	42.7%	6,790	60.1%	16,767	64.5%	35,247	67.6%
Other Family Households No Children	810	57.3%	4,514	39.9%	9,238	35.5%	16,890	32.4%
Non-Family Households	2,477	44.7%	25,220	53.7%	53,740	51.5%	94,350	48.3%
Non-Family Households with Children	2	-	11	-	42	-	92	-
Non-Family Households No Children	2,476	99.9%	25,209	100.0%	53,698	99.9%	94,258	99.9%
Average Family Household Size	3.2		3.1		3.1		3.1	
Average Family Income	\$67,461		\$143,522		\$139,764		\$122,907	
Median Family Income	\$63,893		\$111,169		\$108,592		\$100,198	
Average Non-Family Household Size	1.3		1.3		1.3		1.2	
Marital Status (2023)								
Population Age 15 Years or Over	11,508		85,178		189,721		360,869	
Never Married	6,337	55.1%	40,453	47.5%	84,692	44.6%	149,405	41.4%
Currently Married	2,420	21.0%	27,438	32.2%	65,583	34.6%	135,461	37.5%
Previously Married	2,751	23.9%	17,288	20.3%	39,447	20.8%	76,003	21.1%
Separated	594	21.6%	3,087	17.9%	7,146	18.1%	14,578	19.2%
Widowed	753	27.4%	4,518	26.1%	8,863	22.5%	17,313	22.8%
Divorced	1,404	51.0%	9,683	56.0%	23,437	59.4%	44,112	58.0%
Educational Attainment (2023)								
Adult Population Age 25 Years or Over	8,883		71,162		160,115		305,346	
Elementary (Grade Level 0 to 8)	244	2.7%	1,560	2.2%	4,195	2.6%	11,305	3.7%
Some High School (Grade Level 9 to 11)	839	9.4%	4,533	6.4%	9,330	5.8%	18,654	6.1%
High School Graduate	3,452	38.9%	18,200	25.6%	38,896	24.3%	75,487	24.7%
Some College	2,176	24.5%	12,879	18.1%	30,319	18.9%	61,384	20.1%
Associate Degree Only	530	6.0%	4,025	5.7%	9,789	6.1%	20,056	6.6%
Bachelor Degree Only	1,089	12.3%	17,060	24.0%	40,184	25.1%	71,400	23.4%
Graduate Degree	555	6.2%	12,905	18.1%	27,403	17.1%	47,060	15.4%
Any College (Some College or Higher)	4,348	49.0%	46,869	65.9%	107,695	67.3%	199,900	65.5%
College Degree + (Bachelor Degree or Higher)	1,643	18.5%	29,965	42.1%	67,587	42.2%	118,460	38.8%

Complete Profile

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5440 Prospect Ave KCMO, MO 64130	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Housing								
Total Housing Units (2023)	6,741		55,214		120,688		220,821	
Total Housing Units (2020)	6,700		54,948		119,489		218,454	
Historical Annual Growth (2020-2023)	41	0.2%	266	0.2%	1,198	0.3%	2,367	0.4%
Housing Units Occupied (2023)	5,539	82.2%	46,971	85.1%	104,449	86.5%	195,412	88.5%
Housing Units Owner-Occupied	2,816	50.8%	24,207	51.5%	55,592	53.2%	106,291	54.4%
Housing Units Renter-Occupied	2,724	49.2%	22,764	48.5%	48,857	46.8%	89,121	45.6%
Housing Units Vacant (2023)	1,201	17.8%	8,243	14.9%	16,239	13.5%	25,409	11.5%
Household Size (2023)								
Total Households	5,539		46,971		104,449		195,412	
1 Person Households	2,132	38.5%	20,533	43.7%	43,968	42.1%	78,222	40.0%
2 Person Households	1,605	29.0%	14,551	31.0%	32,785	31.4%	62,264	31.9%
3 Person Households	862	15.6%	5,786	12.3%	13,200	12.6%	24,729	12.7%
4 Person Households	498	9.0%	3,472	7.4%	8,366	8.0%	16,599	8.5%
5 Person Households	278	5.0%	1,636	3.5%	3,897	3.7%	8,341	4.3%
6 Person Households	120	2.2%	656	1.4%	1,547	1.5%	3,479	1.8%
7 or More Person Households	45	0.8%	335	0.7%	686	0.7%	1,777	0.9%
Household Income Distribution (2023)								
HH Income \$200,000 or More	162	2.9%	5,423	11.5%	11,105	10.6%	17,841	9.1%
HH Income \$150,000 to \$199,999	247	4.5%	3,145	6.7%	7,315	7.0%	13,876	7.1%
HH Income \$125,000 to \$149,999	180	3.3%	2,364	5.0%	5,517	5.3%	10,949	5.6%
HH Income \$100,000 to \$124,999	383	6.9%	3,863	8.2%	8,521	8.2%	15,993	8.2%
HH Income \$75,000 to \$99,999	569	10.3%	5,094	10.8%	12,183	11.7%	23,598	12.1%
HH Income \$50,000 to \$74,999	821	14.8%	7,116	15.2%	16,429	15.7%	32,266	16.5%
HH Income \$35,000 to \$49,999	861	15.5%	5,007	10.7%	11,502	11.0%	22,802	11.7%
HH Income \$25,000 to \$34,999	652	11.8%	3,963	8.4%	9,007	8.6%	18,220	9.3%
HH Income \$15,000 to \$24,999	667	12.0%	4,244	9.0%	8,773	8.4%	16,139	8.3%
HH Income \$10,000 to \$14,999	453	8.2%	3,072	6.5%	5,784	5.5%	9,283	4.8%
HH Income Under \$10,000	543	9.8%	3,679	7.8%	8,312	8.0%	14,445	7.4%
Household Vehicles (2023)								
Households 0 Vehicles Available	898	16.2%	5,720	12.2%	11,233	10.8%	18,270	9.3%
Households 1 Vehicle Available	2,500	45.1%	20,657	44.0%	45,025	43.1%	82,793	42.4%
Households 2 Vehicles Available	1,504	27.2%	15,191	32.3%	35,104	33.6%	67,682	34.6%
Households 3 or More Vehicles Available	637	11.5%	5,403	11.5%	13,086	12.5%	26,668	13.6%
Total Vehicles Available	7,589		68,863		158,993		308,085	
Average Vehicles per Household	1.4		1.5		1.5		1.6	
Owner-Occupied Household Vehicles	4,658	61.4%	42,258	61.4%	99,710	62.7%	196,962	63.9%
Average Vehicles per Owner-Occupied Household	1.7		1.7		1.8		1.9	
Renter-Occupied Household Vehicles	2,931	38.6%	26,605	38.6%	59,284	37.3%	111,123	36.1%
Average Vehicles per Renter-Occupied Household	1.1		1.2		1.2		1.2	
Travel Time (2023)								
Worker Base Age 16 years or Over	6,439		53,930		121,965		230,497	
Travel to Work in 14 Minutes or Less	1,815	28.2%	12,810	23.8%	27,512	22.6%	49,125	21.3%
Travel to Work in 15 to 29 Minutes	2,559	39.7%	19,864	36.8%	45,900	37.6%	89,063	38.6%
Travel to Work in 30 to 59 Minutes	748	11.6%	6,846	12.7%	15,949	13.1%	33,806	14.7%
Travel to Work in 60 Minutes or More	131	2.0%	1,291	2.4%	2,930	2.4%	5,535	2.4%
Work at Home	1,186	18.4%	13,120	24.3%	29,673	24.3%	52,969	23.0%
Average Minutes Travel to Work	17.8		18.5		18.8		19.4	

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Transportation To Work (2023)								
Worker Base Age 16 years or Over	6,439		53,930		121,965		230,497	
Drive to Work Alone	4,538	70.5%	34,888	64.7%	79,502	65.2%	153,499	66.6%
Drive to Work in Carpool	410	6.4%	3,367	6.2%	7,512	6.2%	14,563	6.3%
Travel to Work by Public Transportation	121	1.9%	894	1.7%	1,712	1.4%	2,907	1.3%
Drive to Work on Motorcycle	5	-	42	-	99	-	197	-
Bicycle to Work	10	0.2%	127	0.2%	286	0.2%	500	0.2%
Walk to Work	105	1.6%	887	1.6%	2,002	1.6%	3,550	1.5%
Other Means	64	1.0%	606	1.1%	1,178	1.0%	2,314	1.0%
Work at Home	1,186	18.4%	13,120	24.3%	29,673	24.3%	52,969	23.0%
Daytime Demographics (2023)								
Total Businesses	286		5,462		12,213		21,437	
Total Employees	2,293		59,045		146,575		256,767	
Company Headquarter Businesses	3	1.0%	182	3.3%	460	3.8%	841	3.9%
Company Headquarter Employees	56	2.5%	8,914	15.1%	23,955	16.3%	39,409	15.3%
Employee Population per Business	8.0 to 1		10.8 to 1		12.0 to 1		12.0 to 1	
Residential Population per Business	49.2 to 1		18.7 to 1		18.8 to 1		20.6 to 1	
Adj. Daytime Demographics Age 16 Years or Over	7,173		89,094		211,491		381,215	
Labor Force								
Labor Population Age 16 Years or Over (2023)	11,319		84,078		187,118		355,430	
Labor Force Total Males (2023)	5,066	44.8%	39,958	47.5%	90,268	48.2%	172,214	48.5%
Male Civilian Employed	2,995	59.1%	27,130	67.9%	62,109	68.8%	118,135	68.6%
Male Civilian Unemployed	87	1.7%	819	2.1%	1,738	1.9%	3,635	2.1%
Males in Armed Forces	-	-	85	0.2%	194	0.2%	439	0.3%
Males Not in Labor Force	1,985	39.2%	11,924	29.8%	26,226	29.1%	50,005	29.0%
Labor Force Total Females (2023)	6,253	55.2%	44,121	52.5%	96,851	51.8%	183,216	51.5%
Female Civilian Employed	3,445	55.1%	26,800	60.7%	59,877	61.8%	112,386	61.3%
Female Civilian Unemployed	80	1.3%	683	1.5%	1,698	1.8%	3,580	2.0%
Females in Armed Forces	-	-	14	-	22	-	22	-
Females Not in Labor Force	2,729	43.6%	16,623	37.7%	35,253	36.4%	67,228	36.7%
Unemployment Rate	166	1.5%	1,502	1.8%	3,436	1.8%	7,215	2.0%
Occupation (2023)								
Occupation Population Age 16 Years or Over	6,439		53,930		121,965		230,497	
Occupation Total Males	2,995	46.5%	27,130	50.3%	62,095	50.9%	118,120	51.2%
Occupation Total Females	3,445	53.5%	26,800	49.7%	59,869	49.1%	112,377	48.8%
Management, Business, Financial Operations	912	14.2%	9,621	17.8%	23,008	18.9%	42,331	18.4%
Professional, Related	1,456	22.6%	15,376	28.5%	33,699	27.6%	61,767	26.8%
Service	1,344	20.9%	8,230	15.3%	18,088	14.8%	33,739	14.6%
Sales, Office	1,323	20.5%	11,347	21.0%	25,254	20.7%	48,844	21.2%
Farming, Fishing, Forestry	4	-	51	-	120	-	382	0.2%
Construction, Extraction, Maintenance	495	7.7%	2,788	5.2%	7,111	5.8%	14,330	6.2%
Production, Transport, Material Moving	904	14.0%	6,516	12.1%	14,684	12.0%	29,104	12.6%
White Collar Workers	3,692	57.3%	36,345	67.4%	81,962	67.2%	152,942	66.4%
Blue Collar Workers	2,747	42.7%	17,585	32.6%	40,003	32.8%	77,555	33.6%

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Units In Structure (2023)									
Total Units		5,539		46,971		104,449		195,412	
1 Detached Unit		4,017	72.5%	29,702	63.2%	67,398	64.5%	126,628	64.8%
1 Attached Unit		194	3.5%	1,942	4.1%	4,732	4.5%	9,832	5.0%
2 Units		239	4.3%	1,525	3.2%	2,871	2.7%	4,970	2.5%
3 to 4 Units		164	3.0%	1,813	3.9%	4,230	4.0%	8,191	4.2%
5 to 9 Units		155	2.8%	2,267	4.8%	4,981	4.8%	9,033	4.6%
10 to 19 Units		273	4.9%	2,431	5.2%	6,079	5.8%	10,327	5.3%
20 to 49 Units		110	2.0%	2,293	4.9%	4,544	4.4%	8,166	4.2%
50 or More Units		360	6.5%	4,685	10.0%	8,794	8.4%	16,816	8.6%
Mobile Home or Trailer		21	0.4%	275	0.6%	728	0.7%	1,292	0.7%
Other Structure		6	0.1%	38	-	92	-	158	-
Homes Built By Year (2023)									
Homes Built 2020 or later		28	0.4%	259	0.5%	607	0.5%	1,174	0.5%
Homes Built 2010 to 2019		286	4.2%	2,915	5.3%	6,352	5.3%	12,269	5.6%
Homes Built 2000 to 2009		361	5.4%	2,542	4.6%	5,538	4.6%	10,050	4.6%
Homes Built 1990 to 1999		256	3.8%	2,101	3.8%	4,534	3.8%	8,560	3.9%
Homes Built 1980 to 1989		258	3.8%	2,261	4.1%	6,226	5.2%	13,575	6.1%
Homes Built 1970 to 1979		303	4.5%	3,164	5.7%	8,865	7.3%	20,699	9.4%
Homes Built 1960 to 1969		712	10.6%	4,786	8.7%	11,172	9.3%	27,054	12.3%
Homes Built 1950 to 1959		801	11.9%	6,076	11.0%	19,223	15.9%	39,398	17.8%
Homes Built 1940 to 1949		790	11.7%	4,246	7.7%	10,372	8.6%	16,330	7.4%
Homes Built Before 1939		1,744	25.9%	18,619	33.7%	31,560	26.2%	46,304	21.0%
Median Age of Homes		65.4	yrs	66.4	yrs	64.0	yrs	61.5	yrs
Home Values (2023)									
Owner Specified Housing Units		2,816		24,207		55,592		106,291	
Home Values \$1,000,000 or More		11	0.4%	645	2.7%	1,387	2.5%	1,954	1.8%
Home Values \$750,000 to \$999,999		16	0.6%	773	3.2%	2,054	3.7%	3,174	3.0%
Home Values \$500,000 to \$749,999		189	6.7%	2,320	9.6%	4,906	8.8%	8,573	8.1%
Home Values \$400,000 to \$499,999		82	2.9%	1,806	7.5%	4,119	7.4%	7,281	6.8%
Home Values \$300,000 to \$399,999		306	10.9%	3,495	14.4%	8,261	14.9%	14,602	13.7%
Home Values \$250,000 to \$299,999		151	5.4%	2,007	8.3%	4,964	8.9%	9,480	8.9%
Home Values \$200,000 to \$249,999		307	10.9%	3,094	12.8%	7,159	12.9%	13,506	12.7%
Home Values \$175,000 to \$199,999		217	7.7%	1,286	5.3%	3,414	6.1%	6,612	6.2%
Home Values \$150,000 to \$174,999		185	6.6%	1,449	6.0%	3,964	7.1%	8,950	8.4%
Home Values \$125,000 to \$149,999		127	4.5%	982	4.1%	2,395	4.3%	5,702	5.4%
Home Values \$100,000 to \$124,999		210	7.5%	1,303	5.4%	3,038	5.5%	7,380	6.9%
Home Values \$90,000 to \$99,999		57	2.0%	379	1.6%	955	1.7%	2,240	2.1%
Home Values \$80,000 to \$89,999		137	4.9%	630	2.6%	1,511	2.7%	3,261	3.1%
Home Values \$70,000 to \$79,999		64	2.3%	349	1.4%	729	1.3%	1,547	1.5%
Home Values \$60,000 to \$69,999		110	3.9%	537	2.2%	1,088	2.0%	2,182	2.1%
Home Values \$50,000 to \$59,999		190	6.7%	776	3.2%	1,338	2.4%	2,633	2.5%
Home Values \$35,000 to \$49,999		165	5.9%	869	3.6%	1,389	2.5%	2,318	2.2%
Home Values \$25,000 to \$34,999		172	6.1%	660	2.7%	1,153	2.1%	1,910	1.8%
Home Values \$10,000 to \$24,999		93	3.3%	606	2.5%	1,228	2.2%	1,956	1.8%
Home Values Under \$10,000		26	0.9%	239	1.0%	542	1.0%	1,028	1.0%
Owner-Occupied Median Home Value		\$157,061		\$271,375		\$271,074		\$249,049	
Renter-Occupied Median Rent		\$729		\$852		\$847		\$873	

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Total Annual Consumer Expenditure (2023)				
Total Household Expenditure	\$272.25 M	\$3.37 B	\$7.54 B	\$13.36 B
Total Non-Retail Expenditure	\$144.37 M	\$1.79 B	\$4.01 B	\$7.09 B
Total Retail Expenditure	\$127.88 M	\$1.57 B	\$3.53 B	\$6.26 B
Apparel	\$9.5 M	\$119.88 M	\$268.15 M	\$473.38 M
Contributions	\$8.49 M	\$115.2 M	\$256.83 M	\$448.61 M
Education	\$7.78 M	\$110.94 M	\$245.66 M	\$423.04 M
Entertainment	\$14.97 M	\$191.74 M	\$429.36 M	\$757.78 M
Food and Beverages	\$40.62 M	\$490.88 M	\$1.1 B	\$1.96 B
Furnishings and Equipment	\$9.31 M	\$118.66 M	\$265.85 M	\$469.8 M
Gifts	\$6.32 M	\$88.62 M	\$196.94 M	\$341.72 M
Health Care	\$23.41 M	\$277.84 M	\$623.88 M	\$1.11 B
Household Operations	\$10.55 M	\$134.14 M	\$299.99 M	\$529.1 M
Miscellaneous Expenses	\$5.13 M	\$64.11 M	\$143.48 M	\$253.85 M
Personal Care	\$3.66 M	\$45.13 M	\$101.06 M	\$179.15 M
Personal Insurance	\$1.79 M	\$24.17 M	\$54.09 M	\$94.86 M
Reading	\$591.1 K	\$7.43 M	\$16.62 M	\$29.38 M
Shelter	\$58.4 M	\$716.79 M	\$1.6 B	\$2.84 B
Tobacco	\$1.86 M	\$19.41 M	\$43.57 M	\$78.82 M
Transportation	\$48.9 M	\$601.2 M	\$1.35 B	\$2.4 B
Utilities	\$20.99 M	\$241.44 M	\$541.86 M	\$969.61 M
Monthly Household Consumer Expenditure (2023)				
Total Household Expenditure	\$4,096	\$5,975	\$6,015	\$5,695
Total Non-Retail Expenditure	\$2,172 53.0%	\$3,183 53.3%	\$3,201 53.2%	\$3,024 53.1%
Total Retail Expenditures	\$1,924 47.0%	\$2,792 46.7%	\$2,815 46.8%	\$2,671 46.9%
Apparel	\$143 3.5%	\$213 3.6%	\$214 3.6%	\$202 3.5%
Contributions	\$128 3.1%	\$204 3.4%	\$205 3.4%	\$191 3.4%
Education	\$117 2.9%	\$197 3.3%	\$196 3.3%	\$180 3.2%
Entertainment	\$225 5.5%	\$340 5.7%	\$343 5.7%	\$323 5.7%
Food and Beverages	\$611 14.9%	\$871 14.6%	\$878 14.6%	\$834 14.6%
Furnishings and Equipment	\$140 3.4%	\$211 3.5%	\$212 3.5%	\$200 3.5%
Gifts	\$95 2.3%	\$157 2.6%	\$157 2.6%	\$146 2.6%
Health Care	\$352 8.6%	\$493 8.3%	\$498 8.3%	\$475 8.3%
Household Operations	\$159 3.9%	\$238 4.0%	\$239 4.0%	\$226 4.0%
Miscellaneous Expenses	\$77 1.9%	\$114 1.9%	\$114 1.9%	\$108 1.9%
Personal Care	\$55 1.3%	\$80 1.3%	\$81 1.3%	\$76 1.3%
Personal Insurance	\$27 0.7%	\$43 0.7%	\$43 0.7%	\$40 0.7%
Reading	\$9 0.2%	\$13 0.2%	\$13 0.2%	\$13 0.2%
Shelter	\$878 21.4%	\$1,272 21.3%	\$1,278 21.2%	\$1,209 21.2%
Tobacco	\$28 0.7%	\$34 0.6%	\$35 0.6%	\$34 0.6%
Transportation	\$736 18.0%	\$1,067 17.9%	\$1,077 17.9%	\$1,025 18.0%
Utilities	\$316 7.7%	\$428 7.2%	\$432 7.2%	\$413 7.3%