

# Complete Profile

2010-2020 Census, 2024 Estimates with 2029 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.7488/-86.7562

8207 Hwy 72 W Madison, AL 35758	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
<b>Population</b>								
Estimated Population (2024)	6,779		50,738		117,616		166,162	
Projected Population (2029)	7,606		56,307		132,404		186,667	
Census Population (2020)	5,187		48,252		108,727		153,065	
Census Population (2010)	3,883		38,739		83,863		120,058	
Projected Annual Growth (2024-2029)	826	2.4%	5,569	2.2%	14,788	2.5%	20,505	2.5%
Historical Annual Growth (2020-2024)	1,592	7.7%	2,486	1.3%	8,888	2.0%	13,097	2.1%
Historical Annual Growth (2010-2020)	1,304	3.4%	9,513	2.5%	24,865	3.0%	33,007	2.7%
Estimated Population Density (2024)	2,159 <i>psm</i>		1,795 <i>psm</i>		1,498 <i>psm</i>		1,080 <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>	
<b>Households</b>								
Estimated Households (2024)	2,552		19,709		47,706		68,126	
Projected Households (2029)	2,938		22,269		54,927		78,217	
Census Households (2020)	1,813		17,867		42,146		60,288	
Census Households (2010)	1,342		14,028		32,025		46,757	
Projected Annual Growth (2024-2029)	386	3.0%	2,560	2.6%	7,221	3.0%	10,090	3.0%
Historical Annual Change (2010-2024)	1,209	6.4%	5,681	2.9%	15,681	3.5%	21,369	3.3%
<b>Average Household Income</b>								
Estimated Average Household Income (2024)	\$159,223		\$146,608		\$130,528		\$122,855	
Projected Average Household Income (2029)	\$145,251		\$136,287		\$118,820		\$112,070	
Census Average Household Income (2010)	\$107,548		\$100,932		\$91,099		\$82,777	
Census Average Household Income (2000)	\$88,778		\$73,230		\$67,521		\$61,614	
Projected Annual Change (2024-2029)	-\$13,972	-1.8%	-\$10,321	-1.4%	-\$11,708	-1.8%	-\$10,785	-1.8%
Historical Annual Change (2000-2024)	\$70,445	3.3%	\$73,378	4.2%	\$63,007	3.9%	\$61,241	4.1%
<b>Median Household Income</b>								
Estimated Median Household Income (2024)	\$124,018		\$121,707		\$111,823		\$105,934	
Projected Median Household Income (2029)	\$122,334		\$120,492		\$110,946		\$105,654	
Census Median Household Income (2010)	\$100,490		\$89,634		\$80,842		\$71,988	
Census Median Household Income (2000)	\$76,842		\$65,358		\$59,400		\$53,981	
Projected Annual Change (2024-2029)	-\$1,684	-0.3%	-\$1,215	-0.2%	-\$877	-0.2%	-\$280	-
Historical Annual Change (2000-2024)	\$47,176	2.6%	\$56,349	3.6%	\$52,423	3.7%	\$51,954	4.0%
<b>Per Capita Income</b>								
Estimated Per Capita Income (2024)	\$60,082		\$56,994		\$52,983		\$50,481	
Projected Per Capita Income (2029)	\$56,238		\$53,942		\$49,327		\$47,057	
Census Per Capita Income (2010)	\$37,179		\$36,542		\$34,778		\$32,233	
Census Per Capita Income (2000)	\$28,366		\$26,169		\$24,957		\$23,319	
Projected Annual Change (2024-2029)	-\$3,844	-1.3%	-\$3,052	-1.1%	-\$3,656	-1.4%	-\$3,423	-1.4%
Historical Annual Change (2000-2024)	\$31,716	4.7%	\$30,825	4.9%	\$28,027	4.7%	\$27,161	4.9%
Estimated Average Household Net Worth (2024)	\$1.49 M		\$1.4 M		\$1.2 M		\$1.13 M	

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<b>Race and Ethnicity</b>								
Total Population (2024)	6,779		50,738		117,616		166,162	
White (2024)	4,609	68.0%	35,155	69.3%	81,989	69.7%	115,566	69.6%
Black or African American (2024)	1,416	20.9%	9,817	19.3%	22,616	19.2%	33,205	20.0%
American Indian or Alaska Native (2024)	16	0.2%	176	0.3%	446	0.4%	616	0.4%
Asian (2024)	254	3.8%	1,812	3.6%	3,703	3.1%	4,808	2.9%
Hawaiian or Pacific Islander (2024)	4	-	43	-	99	-	159	-
Other Race (2024)	80	1.2%	714	1.4%	1,750	1.5%	2,439	1.5%
Two or More Races (2024)	399	5.9%	3,021	6.0%	7,013	6.0%	9,369	5.6%
Population < 18 (2024)	1,681 24.8%		10,926 21.5%		24,873 21.1%		34,846 21.0%	
White Not Hispanic	1,115	66.4%	6,712	61.4%	14,963	60.2%	21,270	61.0%
Black or African American	334	19.9%	2,132	19.5%	5,063	20.4%	7,157	20.5%
Asian	32	1.9%	316	2.9%	679	2.7%	893	2.6%
Other Race Not Hispanic	75	4.5%	659	6.0%	1,554	6.2%	2,024	5.8%
Hispanic	124	7.4%	1,106	10.1%	2,614	10.5%	3,503	10.1%
Not Hispanic or Latino Population (2024)	6,384 94.2%		47,511 93.6%		109,977 93.5%		155,776 93.7%	
Not Hispanic White	4,489	70.3%	34,163	71.9%	79,676	72.4%	112,504	72.2%
Not Hispanic Black or African American	1,403	22.0%	9,709	20.4%	22,373	20.3%	32,814	21.1%
Not Hispanic American Indian or Alaska Native	12	0.2%	109	0.2%	274	0.2%	380	0.2%
Not Hispanic Asian	252	3.9%	1,800	3.8%	3,680	3.3%	4,770	3.1%
Not Hispanic Hawaiian or Pacific Islander	4	-	37	-	82	-	128	-
Not Hispanic Other Race	14	0.2%	132	0.3%	293	0.3%	378	0.2%
Not Hispanic Two or More Races	210	3.3%	1,561	3.3%	3,600	3.3%	4,803	3.1%
Hispanic or Latino Population (2024)	395 5.8%		3,227 6.4%		7,639 6.5%		10,386 6.3%	
Hispanic White	120	30.4%	993	30.8%	2,313	30.3%	3,062	29.5%
Hispanic Black or African American	13	3.4%	108	3.3%	243	3.2%	391	3.8%
Hispanic American Indian or Alaska Native	4	1.0%	67	2.1%	172	2.3%	236	2.3%
Hispanic Asian	2	0.6%	12	0.4%	24	0.3%	38	0.4%
Hispanic Hawaiian or Pacific Islander	-	-	6	0.2%	18	0.2%	32	0.3%
Hispanic Other Race	66	16.8%	582	18.0%	1,456	19.1%	2,061	19.8%
Hispanic Two or More Races	189	47.7%	1,460	45.2%	3,413	44.7%	4,567	44.0%
Not Hispanic or Latino Population (2020)	4,901 94.5%		45,437 94.2%		102,617 94.4%		144,384 94.3%	
Hispanic or Latino Population (2020)	286 5.5%		2,815 5.8%		6,111 5.6%		8,680 5.7%	
Not Hispanic or Latino Population (2010)	3,729 96.0%		37,194 96.0%		80,649 96.2%		115,260 96.0%	
Hispanic or Latino Population (2010)	154 4.0%		1,545 4.0%		3,214 3.8%		4,798 4.0%	
Not Hispanic or Latino Population (2029)	6,998 92.0%		51,502 91.5%		120,966 91.4%		170,795 91.5%	
Hispanic or Latino Population (2029)	608 8.0%		4,805 8.5%		11,438 8.6%		15,871 8.5%	
Projected Annual Growth (2024-2029)	212 10.7%		1,578 9.8%		3,799 9.9%		5,485 10.6%	
Historical Annual Growth (2010-2020)	132 8.6%		1,270 8.2%		2,897 9.0%		3,882 8.1%	

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<b>Total Age Distribution (2024)</b>									
Total Population		6,779		50,738		117,616		166,162	
Age Under 5 Years	388	5.7%	2,503	4.9%	6,075	5.2%	8,854	5.3%	
Age 5 to 9 Years	495	7.3%	3,103	6.1%	7,082	6.0%	9,894	6.0%	
Age 10 to 14 Years	472	7.0%	3,165	6.2%	7,177	6.1%	9,934	6.0%	
Age 15 to 19 Years	508	7.5%	3,428	6.8%	7,395	6.3%	11,170	6.7%	
Age 20 to 24 Years	319	4.7%	2,660	5.2%	7,305	6.2%	12,687	7.6%	
Age 25 to 29 Years	343	5.1%	2,948	5.8%	8,373	7.1%	12,307	7.4%	
Age 30 to 34 Years	444	6.6%	3,490	6.9%	8,784	7.5%	12,403	7.5%	
Age 35 to 39 Years	478	7.0%	3,616	7.1%	8,608	7.3%	11,727	7.1%	
Age 40 to 44 Years	456	6.7%	3,728	7.3%	8,438	7.2%	11,312	6.8%	
Age 45 to 49 Years	418	6.2%	3,414	6.7%	7,630	6.5%	10,225	6.2%	
Age 50 to 54 Years	471	6.9%	3,754	7.4%	8,221	7.0%	11,086	6.7%	
Age 55 to 59 Years	477	7.0%	3,880	7.6%	8,452	7.2%	11,388	6.9%	
Age 60 to 64 Years	467	6.9%	3,596	7.1%	7,939	6.7%	10,859	6.5%	
Age 65 to 69 Years	354	5.2%	2,714	5.3%	5,833	5.0%	8,142	4.9%	
Age 70 to 74 Years	222	3.3%	1,905	3.8%	4,181	3.6%	5,735	3.5%	
Age 75 to 79 Years	172	2.5%	1,329	2.6%	2,943	2.5%	4,127	2.5%	
Age 80 to 84 Years	122	1.8%	825	1.6%	1,810	1.5%	2,458	1.5%	
Age 85 Years or Over	174	2.6%	680	1.3%	1,369	1.2%	1,856	1.1%	
Median Age	38.1		39.9		38.4		37.2		
Age 19 Years or Less	1,863	27.5%	12,200	24.0%	27,729	23.6%	39,852	24.0%	
Age 20 to 64 Years	3,873	57.1%	31,086	61.3%	73,750	62.7%	103,992	62.6%	
Age 65 Years or Over	1,043	15.4%	7,452	14.7%	16,137	13.7%	22,318	13.4%	
<b>Female Age Distribution (2024)</b>									
Female Population	3,397	50.1%	25,962	51.2%	58,905	50.1%	81,879	49.3%	
Age Under 5 Years	185	5.5%	1,205	4.6%	2,945	5.0%	4,325	5.3%	
Age 5 to 9 Years	262	7.7%	1,541	5.9%	3,525	6.0%	4,925	6.0%	
Age 10 to 14 Years	239	7.0%	1,612	6.2%	3,594	6.1%	4,938	6.0%	
Age 15 to 19 Years	255	7.5%	1,682	6.5%	3,517	6.0%	4,787	5.8%	
Age 20 to 24 Years	158	4.6%	1,337	5.2%	3,450	5.9%	5,188	6.3%	
Age 25 to 29 Years	178	5.2%	1,458	5.6%	3,937	6.7%	5,790	7.1%	
Age 30 to 34 Years	221	6.5%	1,780	6.9%	4,303	7.3%	6,049	7.4%	
Age 35 to 39 Years	241	7.1%	1,894	7.3%	4,315	7.3%	5,907	7.2%	
Age 40 to 44 Years	232	6.8%	1,931	7.4%	4,281	7.3%	5,765	7.0%	
Age 45 to 49 Years	210	6.2%	1,836	7.1%	3,960	6.7%	5,302	6.5%	
Age 50 to 54 Years	256	7.6%	1,927	7.4%	4,187	7.1%	5,644	6.9%	
Age 55 to 59 Years	229	6.7%	1,974	7.6%	4,270	7.2%	5,820	7.1%	
Age 60 to 64 Years	238	7.0%	1,831	7.1%	3,979	6.8%	5,457	6.7%	
Age 65 to 69 Years	165	4.8%	1,374	5.3%	2,974	5.0%	4,214	5.1%	
Age 70 to 74 Years	105	3.1%	1,026	4.0%	2,267	3.8%	3,111	3.8%	
Age 75 to 79 Years	86	2.5%	696	2.7%	1,620	2.8%	2,258	2.8%	
Age 80 to 84 Years	67	2.0%	489	1.9%	1,037	1.8%	1,395	1.7%	
Age 85 Years or Over	72	2.1%	369	1.4%	743	1.3%	1,006	1.2%	
Female Median Age	37.3		40.4		39.2		38.5		
Age 19 Years or Less	942	27.7%	6,040	23.3%	13,581	23.1%	18,975	23.2%	
Age 20 to 64 Years	1,961	57.7%	15,968	61.5%	36,683	62.3%	50,921	62.2%	
Age 65 Years or Over	493	14.5%	3,955	15.2%	8,642	14.7%	11,984	14.6%	

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<b>Male Age Distribution (2024)</b>									
Male Population		3,383	49.9%	24,775	48.8%	58,711	49.9%	84,283	50.7%
Age Under 5 Years		202	6.0%	1,299	5.2%	3,130	5.3%	4,529	5.4%
Age 5 to 9 Years		233	6.9%	1,562	6.3%	3,557	6.1%	4,969	5.9%
Age 10 to 14 Years		233	6.9%	1,553	6.3%	3,583	6.1%	4,996	5.9%
Age 15 to 19 Years		253	7.5%	1,746	7.0%	3,878	6.6%	6,383	7.6%
Age 20 to 24 Years		161	4.8%	1,323	5.3%	3,855	6.6%	7,499	8.9%
Age 25 to 29 Years		166	4.9%	1,490	6.0%	4,436	7.6%	6,517	7.7%
Age 30 to 34 Years		224	6.6%	1,711	6.9%	4,481	7.6%	6,354	7.5%
Age 35 to 39 Years		237	7.0%	1,723	7.0%	4,293	7.3%	5,820	6.9%
Age 40 to 44 Years		224	6.6%	1,797	7.3%	4,157	7.1%	5,547	6.6%
Age 45 to 49 Years		209	6.2%	1,577	6.4%	3,670	6.3%	4,923	5.8%
Age 50 to 54 Years		215	6.3%	1,827	7.4%	4,034	6.9%	5,442	6.5%
Age 55 to 59 Years		248	7.3%	1,905	7.7%	4,183	7.1%	5,568	6.6%
Age 60 to 64 Years		229	6.8%	1,764	7.1%	3,960	6.7%	5,402	6.4%
Age 65 to 69 Years		189	5.6%	1,340	5.4%	2,859	4.9%	3,928	4.7%
Age 70 to 74 Years		117	3.5%	878	3.5%	1,914	3.3%	2,624	3.1%
Age 75 to 79 Years		86	2.5%	633	2.6%	1,323	2.3%	1,870	2.2%
Age 80 to 84 Years		56	1.6%	336	1.4%	773	1.3%	1,063	1.3%
Age 85 Years or Over		102	3.0%	311	1.3%	626	1.1%	850	1.0%
Male Median Age		38.7		39.4		37.6		36.1	
Age 19 Years or Less		921	27.2%	6,160	24.9%	14,148	24.1%	20,877	24.8%
Age 20 to 64 Years		1,911	56.5%	15,117	61.0%	37,068	63.1%	53,071	63.0%
Age 65 Years or Over		550	16.3%	3,498	14.1%	7,495	12.8%	10,334	12.3%
<b>Males per 100 Females (2024)</b>									
Overall Comparison		100		95		100		103	
Age Under 5 Years		109	52.2%	108	51.9%	106	51.5%	105	51.2%
Age 5 to 9 Years		89	47.1%	101	50.4%	101	50.2%	101	50.2%
Age 10 to 14 Years		97	49.4%	96	49.1%	100	49.9%	101	50.3%
Age 15 to 19 Years		99	49.7%	104	50.9%	110	52.4%	133	57.1%
Age 20 to 24 Years		102	50.6%	99	49.7%	112	52.8%	145	59.1%
Age 25 to 29 Years		93	48.2%	102	50.5%	113	53.0%	113	53.0%
Age 30 to 34 Years		101	50.3%	96	49.0%	104	51.0%	105	51.2%
Age 35 to 39 Years		98	49.5%	91	47.6%	99	49.9%	99	49.6%
Age 40 to 44 Years		97	49.1%	93	48.2%	97	49.3%	96	49.0%
Age 45 to 49 Years		100	49.9%	86	46.2%	93	48.1%	93	48.1%
Age 50 to 54 Years		84	45.6%	95	48.7%	96	49.1%	96	49.1%
Age 55 to 59 Years		108	52.0%	97	49.1%	98	49.5%	96	48.9%
Age 60 to 64 Years		96	49.0%	96	49.1%	100	49.9%	99	49.7%
Age 65 to 69 Years		115	53.5%	98	49.4%	96	49.0%	93	48.2%
Age 70 to 74 Years		112	52.7%	86	46.1%	84	45.8%	84	45.8%
Age 75 to 79 Years		100	50.1%	91	47.6%	82	45.0%	83	45.3%
Age 80 to 84 Years		84	45.6%	69	40.7%	75	42.7%	76	43.3%
Age 85 Years or Over		143	58.8%	84	45.8%	84	45.7%	84	45.8%
Age 19 Years or Less		98	49.4%	102	50.5%	104	51.0%	110	52.4%
Age 20 to 39 Years		99	49.7%	97	49.1%	107	51.6%	114	53.3%
Age 40 to 64 Years		97	49.1%	93	48.3%	97	49.2%	96	49.0%
Age 65 Years or Over		112	52.7%	88	46.9%	87	46.4%	86	46.3%

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<b>Household Type (2024)</b>								
Total Households	2,552		19,709		47,706		68,126	
Households with Children	868	34.0%	6,342	32.2%	13,743	28.8%	18,950	27.8%
Average Household Size	2.6		2.6		2.4		2.4	
Household Density per Square Mile	813		697		608		443	
Population Family	5,795 85.5%		41,918 82.6%		90,642 77.1%		125,016 75.2%	
Population Non-Family	853 12.6%		8,541 16.8%		24,685 21.0%		35,433 21.3%	
Population Group Quarters	131 1.9%		279 0.6%		2,288 1.9%		5,713 3.4%	
Family Households	1,868 73.2%		12,970 65.8%		28,178 59.1%		39,610 58.1%	
Married Couple Households	1,593 85.3%		10,571 81.5%		22,072 78.3%		29,983 75.7%	
Other Family Households with Children	275 14.7%		2,399 18.5%		6,106 21.7%		9,627 24.3%	
Family Households with Children	868 46.4%		6,341 48.9%		13,735 48.7%		18,935 47.8%	
Married Couple with Children	740 85.3%		5,180 81.7%		10,662 77.6%		14,077 74.3%	
Other Family Households with Children	128 14.7%		1,161 18.3%		3,073 22.4%		4,858 25.7%	
Family Households No Children	1,000 53.6%		6,630 51.1%		14,443 51.3%		20,675 52.2%	
Married Couple No Children	853 85.3%		5,392 81.3%		11,410 79.0%		15,906 76.9%	
Other Family Households No Children	147 14.7%		1,238 18.7%		3,033 21.0%		4,769 23.1%	
Non-Family Households	684 26.8%		6,738 34.2%		19,528 40.9%		28,517 41.9%	
Non-Family Households with Children	-	-	1	-	8	-	15	-
Non-Family Households No Children	683 #####		6,737 #####		19,520 #####		28,501 99.9%	
Average Family Household Size	3.1		3.2		3.2		3.2	
Average Family Income	\$198,329		\$192,255		\$176,513		\$165,568	
Median Family Income	\$143,559		\$144,206		\$141,587		\$136,226	
Average Non-Family Household Size	1.2		1.3		1.3		1.2	
<b>Marital Status (2024)</b>								
Population Age 15 Years or Over	5,424		41,966		97,282		137,480	
Never Married	1,058	19.5%	10,089	24.0%	27,319	28.1%	43,054	31.3%
Currently Married	3,678	67.8%	26,327	62.7%	54,859	56.4%	72,032	52.4%
Previously Married	688	12.7%	5,550	13.2%	15,104	15.5%	22,395	16.3%
Separated	56	8.1%	673	12.1%	2,428	16.1%	3,822	17.1%
Widowed	248	36.0%	1,395	25.1%	3,645	24.1%	5,291	23.6%
Divorced	385	55.9%	3,482	62.7%	9,032	59.8%	13,281	59.3%
<b>Educational Attainment (2024)</b>								
Adult Population Age 25 Years or Over	4,597		35,878		82,582		113,624	
Elementary (Grade Level 0 to 8)	70	1.5%	373	1.0%	1,246	1.5%	1,858	1.6%
Some High School (Grade Level 9 to 11)	117	2.5%	906	2.5%	2,863	3.5%	4,494	4.0%
High School Graduate	668	14.5%	4,650	13.0%	11,970	14.5%	18,161	16.0%
Some College	706	15.4%	6,180	17.2%	14,087	17.1%	20,164	17.7%
Associate Degree Only	381	8.3%	2,689	7.5%	6,358	7.7%	8,803	7.7%
Bachelor Degree Only	1,494	32.5%	12,125	33.8%	26,343	31.9%	34,277	30.2%
Graduate Degree	1,160	25.2%	8,956	25.0%	19,716	23.9%	25,866	22.8%
Any College (Some College or Higher)	3,742	81.4%	29,950	83.5%	66,504	80.5%	89,110	78.4%
College Degree + (Bachelor Degree or Higher)	2,654	57.7%	21,081	58.8%	46,058	55.8%	60,143	52.9%

## Complete Profile

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Lat/Lon: 34.7488/-86.7562

8207 Hwy 72 W Madison, AL 35758	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
<b>Housing</b>								
Total Housing Units (2024)	2,670		20,712		50,295		72,057	
Total Housing Units (2020)	1,895		18,797		44,799		64,466	
Historical Annual Growth (2020-2024)	776	10.2%	1,915	2.5%	5,497	3.1%	7,591	2.9%
Housing Units Occupied (2024)	2,552 95.6%		19,709 95.2%		47,706 94.9%		68,126 94.5%	
Housing Units Owner-Occupied	1,973 77.3%		14,881 75.5%		31,246 65.5%		42,970 63.1%	
Housing Units Renter-Occupied	579 22.7%		4,828 24.5%		16,460 34.5%		25,156 36.9%	
Housing Units Vacant (2024)	119	4.4%	1,004	4.8%	2,590	5.1%	3,931	5.5%
<b>Household Size (2024)</b>								
Total Households	2,552		19,709		47,706		68,126	
1 Person Households	633	24.8%	6,172	31.3%	17,586	36.9%	25,317	37.2%
2 Person Households	1,377	53.9%	8,290	42.1%	18,278	38.3%	26,223	38.5%
3 Person Households	240	9.4%	2,235	11.3%	5,194	10.9%	7,512	11.0%
4 Person Households	192	7.5%	1,893	9.6%	4,136	8.7%	5,543	8.1%
5 Person Households	77	3.0%	756	3.8%	1,670	3.5%	2,333	3.4%
6 Person Households	21	0.8%	240	1.2%	563	1.2%	805	1.2%
7 or More Person Households	12	0.5%	123	0.6%	278	0.6%	393	0.6%
<b>Household Income Distribution (2024)</b>								
HH Income \$200,000 or More	607	23.8%	4,045	20.5%	8,216	17.2%	10,823	15.9%
HH Income \$150,000 to \$199,999	392	15.4%	3,171	16.1%	6,740	14.1%	8,993	13.2%
HH Income \$125,000 to \$149,999	310	12.2%	2,166	11.0%	5,013	10.5%	6,602	9.7%
HH Income \$100,000 to \$124,999	266	10.4%	1,960	9.9%	4,831	10.1%	6,885	10.1%
HH Income \$75,000 to \$99,999	371	14.5%	2,638	13.4%	6,473	13.6%	8,816	12.9%
HH Income \$50,000 to \$74,999	223	8.7%	2,328	11.8%	6,878	14.4%	9,660	14.2%
HH Income \$35,000 to \$49,999	103	4.0%	1,172	5.9%	2,994	6.3%	4,924	7.2%
HH Income \$25,000 to \$34,999	122	4.8%	870	4.4%	2,119	4.4%	4,030	5.9%
HH Income \$15,000 to \$24,999	113	4.4%	589	3.0%	1,706	3.6%	2,674	3.9%
HH Income \$10,000 to \$14,999	18	0.7%	207	1.0%	754	1.6%	1,263	1.9%
HH Income Under \$10,000	26	1.0%	562	2.9%	1,983	4.2%	3,459	5.1%
<b>Household Vehicles (2024)</b>								
Households 0 Vehicles Available	91	3.6%	366	1.9%	1,178	2.5%	2,060	3.0%
Households 1 Vehicle Available	580	22.7%	5,076	25.8%	14,817	31.1%	22,578	33.1%
Households 2 Vehicles Available	1,107	43.4%	8,961	45.5%	20,392	42.7%	27,760	40.7%
Households 3 or More Vehicles Available	773	30.3%	5,305	26.9%	11,319	23.7%	15,728	23.1%
Total Vehicles Available	5,317		41,163		94,499		131,792	
Average Vehicles per Household	2.1		2.1		2.0		1.9	
Owner-Occupied Household Vehicles	4,526	85.1%	33,468	81.3%	69,341	73.4%	94,418	71.6%
Average Vehicles per Owner-Occupied Household	2.3		2.2		2.2		2.2	
Renter-Occupied Household Vehicles	791	14.9%	7,695	18.7%	25,158	26.6%	37,373	28.4%
Average Vehicles per Renter-Occupied Household	1.4		1.6		1.5		1.5	
<b>Travel Time (2024)</b>								
Worker Base Age 16 years or Over	3,497		27,451		63,356		89,688	
Travel to Work in 14 Minutes or Less	625	17.9%	4,389	16.0%	11,821	18.7%	16,979	18.9%
Travel to Work in 15 to 29 Minutes	1,380	39.5%	10,924	39.8%	25,117	39.6%	36,344	40.5%
Travel to Work in 30 to 59 Minutes	957	27.4%	5,640	20.5%	11,736	18.5%	16,986	18.9%
Travel to Work in 60 Minutes or More	42	1.2%	532	1.9%	1,371	2.2%	1,729	1.9%
Work at Home	493	14.1%	5,966	21.7%	13,312	21.0%	17,650	19.7%
Average Minutes Travel to Work	22.7		22.3		21.1		20.9	



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<b>Transportation To Work (2024)</b>								
Worker Base Age 16 years or Over	3,497		27,451		63,356		89,688	
Drive to Work Alone	2,636	75.4%	19,326	70.4%	45,261	71.4%	64,606	72.0%
Drive to Work in Carpool	285	8.2%	1,624	5.9%	3,418	5.4%	5,120	5.7%
Travel to Work by Public Transportation	2	-	15	-	35	-	54	-
Drive to Work on Motorcycle	1	-	19	-	107	0.2%	159	0.2%
Bicycle to Work	-	-	-	-	-	-	-	-
Walk to Work	3	-	34	0.1%	185	0.3%	637	0.7%
Other Means	76	2.2%	467	1.7%	1,038	1.6%	1,462	1.6%
Work at Home	493	14.1%	5,966	21.7%	13,312	21.0%	17,650	19.7%
<b>Daytime Demographics (2024)</b>								
Total Businesses	279		1,319		3,446		5,801	
Total Employees	3,376		9,225		42,527		86,782	
Company Headquarter Businesses	7	2.4%	28	2.1%	130	3.8%	245	4.2%
Company Headquarter Employees	47	1.4%	207	2.2%	7,554	17.8%	14,615	16.8%
Employee Population per Business	12.1 to 1		7.0 to 1		12.3 to 1		15.0 to 1	
Residential Population per Business	24.3 to 1		38.5 to 1		34.1 to 1		28.6 to 1	
Adj. Daytime Demographics Age 16 Years or Over	5,160		22,805		74,541		131,896	
<b>Labor Force</b>								
Labor Population Age 16 Years or Over (2024)	5,309		41,232		95,761		135,399	
Labor Force Total Males (2024)	2,662	50.1%	20,008	48.5%	47,655	49.8%	68,731	50.8%
Male Civilian Employed	2,067	77.6%	15,331	76.6%	35,164	73.8%	49,831	72.5%
Male Civilian Unemployed	32	1.2%	237	1.2%	562	1.2%	979	1.4%
Males in Armed Forces	29	1.1%	166	0.8%	270	0.6%	469	0.7%
Males Not in Labor Force	535	20.1%	4,273	21.4%	11,659	24.5%	17,451	25.4%
Labor Force Total Females (2024)	2,647	49.9%	21,225	51.5%	48,105	50.2%	66,668	49.2%
Female Civilian Employed	1,430	54.0%	12,120	57.1%	28,192	58.6%	39,860	59.8%
Female Civilian Unemployed	22	0.8%	277	1.3%	611	1.3%	904	1.4%
Females in Armed Forces	-	-	35	0.2%	120	0.2%	125	0.2%
Females Not in Labor Force	1,195	45.1%	8,793	41.4%	19,183	39.9%	25,779	38.7%
Unemployment Rate	54	1.0%	514	1.2%	1,173	1.2%	1,884	1.4%
<b>Occupation (2024)</b>								
Occupation Population Age 16 Years or Over	3,497		27,451		63,356		89,688	
Occupation Total Males	2,067	59.1%	15,331	55.8%	35,164	55.5%	49,827	55.6%
Occupation Total Females	1,430	40.9%	12,120	44.2%	28,192	44.5%	39,860	44.4%
Management, Business, Financial Operations	742	-	5,647	20.6%	12,266	19.4%	17,226	19.2%
Professional, Related	1,544	44.2%	11,303	41.2%	25,663	40.5%	34,032	37.9%
Service	367	10.5%	2,611	9.5%	6,579	10.4%	10,267	11.4%
Sales, Office	419	12.0%	4,126	15.0%	9,991	15.8%	14,573	16.2%
Farming, Fishing, Forestry	-	-	14	-	44	-	74	-
Construction, Extraction, Maintenance	128	3.7%	1,214	4.4%	2,616	4.1%	4,052	4.5%
Production, Transport, Material Moving	297	8.5%	2,537	9.2%	6,197	9.8%	9,464	10.6%
White Collar Workers	2,705	77.4%	21,076	76.8%	47,920	75.6%	65,831	73.4%
Blue Collar Workers	792	22.6%	6,375	23.2%	15,436	24.4%	23,857	26.6%



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<b>Units In Structure (2024)</b>									
Total Units		2,552		19,709		47,706		68,126	
1 Detached Unit		2,149	84.2%	16,010	81.2%	33,996	71.3%	47,196	69.3%
1 Attached Unit		47	1.8%	713	3.6%	1,748	3.7%	2,397	3.5%
2 Units		6	0.2%	117	0.6%	325	0.7%	589	0.9%
3 to 4 Units		32	1.3%	386	2.0%	1,247	2.6%	2,495	3.7%
5 to 9 Units		80	3.1%	702	3.6%	2,338	4.9%	3,955	5.8%
10 to 19 Units		81	3.2%	584	3.0%	2,998	6.3%	4,328	6.4%
20 to 49 Units		55	2.2%	488	2.5%	2,271	4.8%	3,026	4.4%
50 or More Units		89	3.5%	351	1.8%	1,684	3.5%	2,457	3.6%
Mobile Home or Trailer		11	0.4%	199	1.0%	790	1.7%	1,362	2.0%
Other Structure		1	-	158	0.8%	309	0.6%	321	0.5%
<b>Homes Built By Year (2024)</b>									
Homes Built 2020 or later		232	8.7%	1,188	5.7%	2,923	5.8%	3,816	5.3%
Homes Built 2010 to 2019		602	22.5%	4,422	21.3%	11,169	22.2%	15,312	21.2%
Homes Built 2000 to 2009		525	19.7%	5,408	26.1%	12,070	24.0%	16,247	22.5%
Homes Built 1990 to 1999		724	27.1%	3,704	17.9%	7,787	15.5%	10,259	14.2%
Homes Built 1980 to 1989		201	7.5%	2,435	11.8%	6,357	12.6%	9,374	13.0%
Homes Built 1970 to 1979		106	4.0%	951	4.6%	2,822	5.6%	4,875	6.8%
Homes Built 1960 to 1969		95	3.6%	984	4.8%	2,534	5.0%	4,719	6.5%
Homes Built 1950 to 1959		45	1.7%	377	1.8%	1,180	2.3%	2,155	3.0%
Homes Built 1940 to 1949		6	0.2%	73	0.4%	291	0.6%	484	0.7%
Homes Built Before 1939		15	0.6%	166	0.8%	574	1.1%	887	1.2%
Median Age of Homes		24.6 yrs		26.2 yrs		27.2 yrs		28.8 yrs	
<b>Home Values (2024)</b>									
Owner Specified Housing Units		1,973		14,881		31,246		42,970	
Home Values \$1,000,000 or More		62	3.1%	368	2.5%	656	2.1%	914	2.1%
Home Values \$750,000 to \$999,999		21	1.1%	364	2.4%	742	2.4%	909	2.1%
Home Values \$500,000 to \$749,999		203	10.3%	1,890	12.7%	4,230	13.5%	5,561	12.9%
Home Values \$400,000 to \$499,999		264	13.4%	2,120	14.2%	4,421	14.1%	6,023	14.0%
Home Values \$300,000 to \$399,999		586	29.7%	3,902	26.2%	7,981	25.5%	10,665	24.8%
Home Values \$250,000 to \$299,999		390	19.7%	2,443	16.4%	4,911	15.7%	6,700	15.6%
Home Values \$200,000 to \$249,999		252	12.8%	1,622	10.9%	3,458	11.1%	4,821	11.2%
Home Values \$175,000 to \$199,999		91	4.6%	708	4.8%	1,436	4.6%	1,981	4.6%
Home Values \$150,000 to \$174,999		30	1.5%	583	3.9%	1,340	4.3%	1,780	4.1%
Home Values \$125,000 to \$149,999		15	0.7%	198	1.3%	425	1.4%	644	1.5%
Home Values \$100,000 to \$124,999		23	1.2%	204	1.4%	440	1.4%	965	2.2%
Home Values \$90,000 to \$99,999		4	0.2%	74	0.5%	162	0.5%	247	0.6%
Home Values \$80,000 to \$89,999		2	0.1%	22	0.2%	83	0.3%	216	0.5%
Home Values \$70,000 to \$79,999		6	0.3%	57	0.4%	132	0.4%	225	0.5%
Home Values \$60,000 to \$69,999		2	0.1%	28	0.2%	61	0.2%	138	0.3%
Home Values \$50,000 to \$59,999		2	-	30	0.2%	112	0.4%	217	0.5%
Home Values \$35,000 to \$49,999		7	0.4%	40	0.3%	133	0.4%	243	0.6%
Home Values \$25,000 to \$34,999		2	-	47	0.3%	178	0.6%	282	0.7%
Home Values \$10,000 to \$24,999		3	0.1%	72	0.5%	185	0.6%	239	0.6%
Home Values Under \$10,000		11	0.5%	108	0.7%	159	0.5%	200	0.5%
Owner-Occupied Median Home Value		\$326,321		\$339,185		\$338,377		\$330,874	
Renter-Occupied Median Rent		\$1,254		\$1,208		\$1,153		\$1,070	

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<b>Total Annual Consumer Expenditure (2024)</b>				
Total Household Expenditure	\$255.05 M	\$1.83 B	\$4.04 B	\$5.51 B
Total Non-Retail Expenditure	\$135.61 M	\$973.88 M	\$2.15 B	\$2.93 B
Total Retail Expenditure	\$119.44 M	\$858.51 M	\$1.89 B	\$2.58 B
Apparel	\$9.19 M	\$66.05 M	\$145.05 M	\$197.54 M
Contributions	\$9.29 M	\$65.84 M	\$142.28 M	\$192.97 M
Education	\$9.08 M	\$64.57 M	\$138.56 M	\$187.22 M
Entertainment	\$15.07 M	\$107.76 M	\$235.5 M	\$320.16 M
Food and Beverages	\$36.49 M	\$263.02 M	\$582.87 M	\$796.5 M
Furnishings and Equipment	\$9.33 M	\$66.65 M	\$145.83 M	\$198.3 M
Gifts	\$7.15 M	\$50.27 M	\$108.79 M	\$147.41 M
Health Care	\$20.66 M	\$148.38 M	\$328.46 M	\$449.4 M
Household Operations	\$10.37 M	\$74.22 M	\$162.36 M	\$221.06 M
Miscellaneous Expenses	\$4.89 M	\$35.13 M	\$77.26 M	\$105.32 M
Personal Care	\$3.43 M	\$24.6 M	\$54.24 M	\$73.98 M
Personal Insurance	\$2.01 M	\$14.23 M	\$30.61 M	\$41.43 M
Reading	\$571.62 K	\$4.08 M	\$8.95 M	\$12.21 M
Shelter	\$53.32 M	\$384.09 M	\$850.51 M	\$1.16 B
Tobacco	\$1.22 M	\$8.98 M	\$20.74 M	\$28.86 M
Transportation	\$45.85 M	\$330.05 M	\$728.84 M	\$993.81 M
Utilities	\$17.15 M	\$124.47 M	\$278.33 M	\$382.16 M
<b>Monthly Household Consumer Expenditure (2024)</b>				
Total Household Expenditure	\$8,330	\$7,748	\$7,056	\$6,740
Total Non-Retail Expenditure	\$4,429 53.2%	\$4,118 53.1%	\$3,748 53.1%	\$3,580 53.1%
Total Retail Expenditures	\$3,901 46.8%	\$3,630 46.9%	\$3,308 46.9%	\$3,160 46.9%
Apparel	\$300 3.6%	\$279 3.6%	\$253 3.6%	\$242 3.6%
Contributions	\$303 3.6%	\$278 3.6%	\$249 3.5%	\$236 3.5%
Education	\$297 3.6%	\$273 3.5%	\$242 3.4%	\$229 3.4%
Entertainment	\$492 5.9%	\$456 5.9%	\$411 5.8%	\$392 5.8%
Food and Beverages	\$1,192 14.3%	\$1,112 14.4%	\$1,018 14.4%	\$974 14.5%
Furnishings and Equipment	\$305 3.7%	\$282 3.6%	\$255 3.6%	\$243 3.6%
Gifts	\$234 2.8%	\$213 2.7%	\$190 2.7%	\$180 2.7%
Health Care	\$675 8.1%	\$627 8.1%	\$574 8.1%	\$550 8.2%
Household Operations	\$339 4.1%	\$314 4.1%	\$284 4.0%	\$270 4.0%
Miscellaneous Expenses	\$160 1.9%	\$149 1.9%	\$135 1.9%	\$129 1.9%
Personal Care	\$112 1.3%	\$104 1.3%	\$95 1.3%	\$90 1.3%
Personal Insurance	\$66 0.8%	\$60 0.8%	\$53 0.8%	\$51 0.8%
Reading	\$19 0.2%	\$17 0.2%	\$16 0.2%	\$15 0.2%
Shelter	\$1,741 20.9%	\$1,624 21.0%	\$1,486 21.1%	\$1,421 21.1%
Tobacco	\$40 0.5%	\$38 0.5%	\$36 0.5%	\$35 0.5%
Transportation	\$1,497 18.0%	\$1,396 18.0%	\$1,273 18.0%	\$1,216 18.0%
Utilities	\$560 6.7%	\$526 6.8%	\$486 6.9%	\$467 6.9%

