

Complete Profile

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



Lat/Lon: 33.5857/-111.8905

8880 E Desert Cove Ave Scottsdale, AZ 85260	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Population								
Estimated Population (2024)	9,353		75,124		162,607		281,455	
Projected Population (2029)	9,978		76,735		166,351		286,457	
Census Population (2020)	8,694		69,937		152,781		265,957	
Census Population (2010)	8,299		65,624		140,871		244,397	
Projected Annual Growth (2024-2029)	625	1.3%	1,611	0.4%	3,744	0.5%	5,002	0.4%
Historical Annual Growth (2020-2024)	658	1.9%	5,187	1.9%	9,826	1.6%	15,498	1.5%
Historical Annual Growth (2010-2020)	395	0.5%	4,313	0.7%	11,910	0.8%	21,560	0.9%
Estimated Population Density (2024)	2,979 <i>psm</i>		2,658 <i>psm</i>		2,071 <i>psm</i>		1,829 <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 (2024)	4,698		35,988		76,380		132,291	
Projected Households (2029)	5,054		36,996		78,995		135,761	
Census Households (2020)	4,264		33,701		70,509		122,395	
Census Households (2010)	3,993		31,099		63,618		109,582	
Projected Annual Growth (2024-2029)	356	1.5%	1,008	0.6%	2,615	0.7%	3,470	0.5%
Historical Annual Change (2010-2024)	705	1.3%	4,890	1.1%	12,762	1.4%	22,710	1.5%
Average Household Income								
Estimated Average Household Income (2024)	\$157,413		\$162,456		\$175,280		\$176,262	
Projected Average Household Income (2029)	\$153,550		\$166,486		\$178,716		\$181,085	
Census Average Household Income (2010)	\$97,048		\$104,069		\$109,413		\$104,031	
Census Average Household Income (2000)	\$90,592		\$93,011		\$99,693		\$92,692	
Projected Annual Change (2024-2029)	-\$3,863	-0.5%	\$4,029	0.5%	\$3,436	0.4%	\$4,823	0.5%
Historical Annual Change (2000-2024)	\$66,821	3.1%	\$69,446	3.1%	\$75,587	3.2%	\$83,570	3.8%
Median Household Income								
Estimated Median Household Income (2024)	\$113,071		\$113,041		\$120,739		\$120,339	
Projected Median Household Income (2029)	\$114,467		\$115,195		\$122,410		\$122,282	
Census Median Household Income (2010)	\$64,639		\$68,749		\$73,927		\$71,306	
Census Median Household Income (2000)	\$64,031		\$70,683		\$75,920		\$71,294	
Projected Annual Change (2024-2029)	\$1,397	0.2%	\$2,154	0.4%	\$1,671	0.3%	\$1,943	0.3%
Historical Annual Change (2000-2024)	\$49,040	3.2%	\$42,358	2.5%	\$44,819	2.5%	\$49,045	2.9%
Per Capita Income								
Estimated Per Capita Income (2024)	\$79,375		\$77,953		\$82,455		\$82,969	
Projected Per Capita Income (2029)	\$78,064		\$80,393		\$84,987		\$85,941	
Census Per Capita Income (2010)	\$46,694		\$49,318		\$49,411		\$46,645	
Census Per Capita Income (2000)	\$38,786		\$40,714		\$41,832		\$38,800	
Projected Annual Change (2024-2029)	-\$1,311	-0.3%	\$2,440	0.6%	\$2,532	0.6%	\$2,972	0.7%
Historical Annual Change (2000-2024)	\$40,589	4.4%	\$37,239	3.8%	\$40,624	4.0%	\$44,169	4.7%
Estimated Average Household Net Worth (2024)	\$1.45 M		\$1.45 M		\$1.51 M		\$1.47 M	

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8880 E Desert Cove Ave Scottsdale, AZ 85260	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Race and Ethnicity								
Total Population (2024)	9,353		75,124		162,607		281,455	
White (2024)	6,161	65.9%	47,343	63.0%	103,792	63.8%	182,724	64.9%
Black or African American (2024)	795	8.5%	6,846	9.1%	13,411	8.2%	22,093	7.8%
American Indian or Alaska Native (2024)	70	0.7%	658	0.9%	1,240	0.8%	2,639	0.9%
Asian (2024)	512	5.5%	4,519	6.0%	9,003	5.5%	15,720	5.6%
Hawaiian or Pacific Islander (2024)	12	0.1%	125	0.2%	276	0.2%	502	0.2%
Other Race (2024)	354	3.8%	3,086	4.1%	7,089	4.4%	13,047	4.6%
Two or More Races (2024)	1,449	15.5%	12,547	16.7%	27,795	17.1%	44,730	15.9%
Population < 18 (2024)	2,105 22.5%		18,015 24.0%		38,584 23.7%		64,856 23.0%	
White Not Hispanic	823	39.1%	6,156	34.2%	13,296	34.5%	23,710	36.6%
Black or African American	215	10.2%	1,985	11.0%	3,940	10.2%	6,368	9.8%
Asian	84	4.0%	848	4.7%	1,784	4.6%	3,015	4.6%
Other Race Not Hispanic	151	7.2%	1,168	6.5%	2,576	6.7%	4,213	6.5%
Hispanic	832	39.5%	7,857	43.6%	16,988	44.0%	27,550	42.5%
Not Hispanic or Latino Population (2024)	6,596 70.5%		49,827 66.3%		107,803 66.3%		191,577 68.1%	
Not Hispanic White	4,861	73.7%	35,472	71.2%	78,947	73.2%	143,061	74.7%
Not Hispanic Black or African American	795	12.0%	6,727	13.5%	13,031	12.1%	21,405	11.2%
Not Hispanic American Indian or Alaska Native	29	0.4%	221	0.4%	449	0.4%	1,068	0.6%
Not Hispanic Asian	509	7.7%	4,495	9.0%	8,936	8.3%	15,593	8.1%
Not Hispanic Hawaiian or Pacific Islander	8	0.1%	58	0.1%	119	0.1%	233	0.1%
Not Hispanic Other Race	25	0.4%	171	0.3%	551	0.5%	920	0.5%
Not Hispanic Two or More Races	368	5.6%	2,683	5.4%	5,770	5.4%	9,296	4.9%
Hispanic or Latino Population (2024)	2,757 29.5%		25,297 33.7%		54,804 33.7%		89,878 31.9%	
Hispanic White	1,299	47.1%	11,871	46.9%	24,845	45.3%	39,663	44.1%
Hispanic Black or African American	-	-	119	0.5%	381	0.7%	688	0.8%
Hispanic American Indian or Alaska Native	41	1.5%	437	1.7%	791	1.4%	1,571	1.7%
Hispanic Asian	3	0.1%	24	-	67	0.1%	127	0.1%
Hispanic Hawaiian or Pacific Islander	4	0.1%	67	0.3%	157	0.3%	269	0.3%
Hispanic Other Race	329	11.9%	2,915	11.5%	6,538	11.9%	12,126	13.5%
Hispanic Two or More Races	1,080	39.2%	9,864	39.0%	22,026	40.2%	35,434	39.4%
Not Hispanic or Latino Population (2020)	8,148 93.7%		65,245 93.3%		142,195 93.1%		243,371 91.5%	
Hispanic or Latino Population (2020)	546	6.3%	4,692	6.7%	10,586	6.9%	22,586	8.5%
Not Hispanic or Latino Population (2010)	7,885 95.0%		62,125 94.7%		133,143 94.5%		226,806 92.8%	
Hispanic or Latino Population (2010)	414	5.0%	3,499	5.3%	7,728	5.5%	17,591	7.2%
Not Hispanic or Latino Population (2029)	6,912 69.3%		50,750 66.1%		109,702 65.9%		192,810 67.3%	
Hispanic or Latino Population (2029)	3,066	30.7%	25,984	33.9%	56,648	34.1%	93,647	32.7%
Projected Annual Growth (2024-2029)	309	2.2%	688	0.5%	1,844	0.7%	3,769	0.8%
Historical Annual Growth (2010-2020)	132	3.2%	1,193	3.4%	2,858	3.7%	4,994	2.8%

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Total Age Distribution (2024)									
Total Population		9,353		75,124		162,607		281,455	
Age Under 5 Years	496	5.3%	4,226	5.6%	8,595	5.3%	15,461	5.5%	
Age 5 to 9 Years	599	6.4%	4,940	6.6%	10,370	6.4%	17,601	6.3%	
Age 10 to 14 Years	622	6.7%	5,392	7.2%	11,800	7.3%	19,176	6.8%	
Age 15 to 19 Years	559	6.0%	4,900	6.5%	11,144	6.9%	18,106	6.4%	
Age 20 to 24 Years	398	4.3%	3,727	5.0%	8,133	5.0%	14,575	5.2%	
Age 25 to 29 Years	456	4.9%	4,423	5.9%	9,303	5.7%	17,377	6.2%	
Age 30 to 34 Years	512	5.5%	4,403	5.9%	9,545	5.9%	17,896	6.4%	
Age 35 to 39 Years	527	5.6%	4,300	5.7%	9,324	5.7%	17,018	6.0%	
Age 40 to 44 Years	479	5.1%	4,201	5.6%	9,322	5.7%	16,372	5.8%	
Age 45 to 49 Years	529	5.7%	4,215	5.6%	9,627	5.9%	16,239	5.8%	
Age 50 to 54 Years	584	6.2%	4,655	6.2%	10,619	6.5%	18,071	6.4%	
Age 55 to 59 Years	522	5.6%	4,519	6.0%	10,268	6.3%	17,818	6.3%	
Age 60 to 64 Years	525	5.6%	4,708	6.3%	10,624	6.5%	18,515	6.6%	
Age 65 to 69 Years	571	6.1%	4,335	5.8%	9,378	5.8%	16,314	5.8%	
Age 70 to 74 Years	550	5.9%	4,014	5.3%	8,583	5.3%	14,600	5.2%	
Age 75 to 79 Years	463	4.9%	3,330	4.4%	6,930	4.3%	11,589	4.1%	
Age 80 to 84 Years	387	4.1%	2,328	3.1%	4,593	2.8%	7,575	2.7%	
Age 85 Years or Over	574	6.1%	2,509	3.3%	4,449	2.7%	7,152	2.5%	
Median Age	44.5		41.0		41.1		40.8		
Age 19 Years or Less	2,277	24.3%	19,457	25.9%	41,909	25.8%	70,344	25.0%	
Age 20 to 64 Years	4,531	48.5%	39,151	52.1%	86,765	53.4%	153,880	54.7%	
Age 65 Years or Over	2,545	27.2%	16,515	22.0%	33,932	20.9%	57,231	20.3%	
Female Age Distribution (2024)									
Female Population	4,939	52.8%	38,737	51.6%	83,373	51.3%	143,468	51.0%	
Age Under 5 Years	243	4.9%	2,054	5.3%	4,144	5.0%	7,549	5.3%	
Age 5 to 9 Years	327	6.6%	2,456	6.3%	5,182	6.2%	8,727	6.1%	
Age 10 to 14 Years	309	6.3%	2,652	6.8%	5,826	7.0%	9,454	6.6%	
Age 15 to 19 Years	261	5.3%	2,380	6.1%	5,427	6.5%	8,796	6.1%	
Age 20 to 24 Years	208	4.2%	1,888	4.9%	4,139	5.0%	7,374	5.1%	
Age 25 to 29 Years	233	4.7%	2,225	5.7%	4,649	5.6%	8,632	6.0%	
Age 30 to 34 Years	278	5.6%	2,292	5.9%	4,851	5.8%	8,966	6.2%	
Age 35 to 39 Years	257	5.2%	2,181	5.6%	4,741	5.7%	8,475	5.9%	
Age 40 to 44 Years	254	5.1%	2,159	5.6%	4,761	5.7%	8,201	5.7%	
Age 45 to 49 Years	284	5.8%	2,224	5.7%	5,011	6.0%	8,341	5.8%	
Age 50 to 54 Years	313	6.3%	2,461	6.4%	5,543	6.6%	9,383	6.5%	
Age 55 to 59 Years	297	6.0%	2,442	6.3%	5,456	6.5%	9,323	6.5%	
Age 60 to 64 Years	269	5.5%	2,490	6.4%	5,568	6.7%	9,629	6.7%	
Age 65 to 69 Years	328	6.6%	2,381	6.1%	5,042	6.0%	8,739	6.1%	
Age 70 to 74 Years	324	6.6%	2,239	5.8%	4,741	5.7%	8,031	5.6%	
Age 75 to 79 Years	249	5.0%	1,809	4.7%	3,751	4.5%	6,291	4.4%	
Age 80 to 84 Years	225	4.6%	1,234	3.2%	2,413	2.9%	4,049	2.8%	
Age 85 Years or Over	279	5.7%	1,171	3.0%	2,128	2.6%	3,508	2.4%	
Female Median Age	46.0		42.3		42.2		41.8		
Age 19 Years or Less	1,140	23.1%	9,541	24.6%	20,579	24.7%	34,526	24.1%	
Age 20 to 64 Years	2,395	48.5%	20,362	52.6%	44,719	53.6%	78,324	54.6%	
Age 65 Years or Over	1,404	28.4%	8,834	22.8%	18,075	21.7%	30,619	21.3%	

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Male Age Distribution (2024)									
Male Population	4,414	47.2%	36,387	48.4%	79,233	48.7%	137,987	49.0%	
Age Under 5 Years	253	5.7%	2,172	6.0%	4,450	5.6%	7,913	5.7%	
Age 5 to 9 Years	272	6.2%	2,484	6.8%	5,188	6.5%	8,873	6.4%	
Age 10 to 14 Years	313	7.1%	2,740	7.5%	5,975	7.5%	9,722	7.0%	
Age 15 to 19 Years	298	6.7%	2,520	6.9%	5,718	7.2%	9,310	6.7%	
Age 20 to 24 Years	190	4.3%	1,839	5.1%	3,995	5.0%	7,200	5.2%	
Age 25 to 29 Years	223	5.1%	2,199	6.0%	4,654	5.9%	8,745	6.3%	
Age 30 to 34 Years	234	5.3%	2,111	5.8%	4,693	5.9%	8,929	6.5%	
Age 35 to 39 Years	270	6.1%	2,118	5.8%	4,583	5.8%	8,544	6.2%	
Age 40 to 44 Years	225	5.1%	2,042	5.6%	4,561	5.8%	8,171	5.9%	
Age 45 to 49 Years	244	5.5%	1,992	5.5%	4,616	5.8%	7,898	5.7%	
Age 50 to 54 Years	271	6.1%	2,193	6.0%	5,076	6.4%	8,688	6.3%	
Age 55 to 59 Years	225	5.1%	2,077	5.7%	4,812	6.1%	8,495	6.2%	
Age 60 to 64 Years	255	5.8%	2,218	6.1%	5,056	6.4%	8,886	6.4%	
Age 65 to 69 Years	243	5.5%	1,954	5.4%	4,336	5.5%	7,575	5.5%	
Age 70 to 74 Years	226	5.1%	1,775	4.9%	3,842	4.8%	6,568	4.8%	
Age 75 to 79 Years	214	4.9%	1,521	4.2%	3,179	4.0%	5,298	3.8%	
Age 80 to 84 Years	162	3.7%	1,093	3.0%	2,180	2.8%	3,526	2.6%	
Age 85 Years or Over	294	6.7%	1,339	3.7%	2,321	2.9%	3,644	2.6%	
Male Median Age	43.1		39.8		39.9		39.7		
Age 19 Years or Less	1,137	25.8%	9,916	27.3%	21,330	26.9%	35,819	26.0%	
Age 20 to 64 Years	2,137	48.4%	18,789	51.6%	42,046	53.1%	75,556	54.8%	
Age 65 Years or Over	1,140	25.8%	7,682	21.1%	15,857	20.0%	26,612	19.3%	
Males per 100 Females (2024)									
Overall Comparison	89		94		95		96		
Age Under 5 Years	104	51.1%	106	51.4%	107	51.8%	105	51.2%	
Age 5 to 9 Years	83	45.5%	101	50.3%	100	50.0%	102	50.4%	
Age 10 to 14 Years	101	50.4%	103	50.8%	103	50.6%	103	50.7%	
Age 15 to 19 Years	114	53.2%	106	51.4%	105	51.3%	106	51.4%	
Age 20 to 24 Years	91	47.7%	97	49.3%	97	49.1%	98	49.4%	
Age 25 to 29 Years	96	48.9%	99	49.7%	100	50.0%	101	50.3%	
Age 30 to 34 Years	84	45.7%	92	47.9%	97	49.2%	100	49.9%	
Age 35 to 39 Years	105	51.3%	97	49.3%	97	49.1%	101	50.2%	
Age 40 to 44 Years	89	47.0%	95	48.6%	96	48.9%	100	49.9%	
Age 45 to 49 Years	86	46.2%	90	47.2%	92	47.9%	95	48.6%	
Age 50 to 54 Years	86	46.3%	89	47.1%	92	47.8%	93	48.1%	
Age 55 to 59 Years	76	43.1%	85	46.0%	88	46.9%	91	47.7%	
Age 60 to 64 Years	95	48.7%	89	47.1%	91	47.6%	92	48.0%	
Age 65 to 69 Years	74	42.6%	82	45.1%	86	46.2%	87	46.4%	
Age 70 to 74 Years	70	41.2%	79	44.2%	81	44.8%	82	45.0%	
Age 75 to 79 Years	86	46.3%	84	45.7%	85	45.9%	84	45.7%	
Age 80 to 84 Years	72	41.9%	89	47.0%	90	47.5%	87	46.6%	
Age 85 Years or Over	105	51.3%	114	53.3%	109	52.2%	104	51.0%	
Age 19 Years or Less	100	49.9%	104	51.0%	104	50.9%	104	50.9%	
Age 20 to 39 Years	94	48.4%	96	49.1%	98	49.4%	100	50.0%	
Age 40 to 64 Years	86	46.2%	89	47.2%	92	47.8%	94	48.4%	
Age 65 Years or Over	81	44.8%	87	46.5%	88	46.7%	87	46.5%	

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Household Type (2024)				
Total Households	4,698	35,988	76,380	132,291
Households with Children	750 16.0%	6,843 19.0%	15,315 20.1%	25,843 19.5%
Average Household Size	1.9	2.1	2.1	2.1
Household Density per Square Mile	1,496	1,273	973	860
Population Family	5,476 58.5%	47,491 63.2%	105,703 65.0%	181,858 64.6%
Population Non-Family	3,578 38.3%	26,536 35.3%	55,173 33.9%	96,822 34.4%
Population Group Quarters	299 3.2%	1,096 1.5%	1,731 1.1%	2,775 1.0%
Family Households	1,754 37.3%	15,150 42.1%	33,624 44.0%	58,111 43.9%
Married Couple Households	1,399 79.7%	12,124 80.0%	26,707 79.4%	45,403 78.1%
Other Family Households with Children	356 20.3%	3,026 20.0%	6,917 20.6%	12,708 21.9%
Family Households with Children	750 42.7%	6,838 45.1%	15,300 45.5%	25,815 44.4%
Married Couple with Children	610 81.3%	5,499 80.4%	12,200 79.7%	20,208 78.3%
Other Family Households with Children	140 18.7%	1,339 19.6%	3,100 20.3%	5,607 21.7%
Family Households No Children	1,005 57.3%	8,311 54.9%	18,323 54.5%	32,296 55.6%
Married Couple No Children	789 78.6%	6,624 79.7%	14,507 79.2%	25,195 78.0%
Other Family Households No Children	215 21.4%	1,687 20.3%	3,816 20.8%	7,101 22.0%
Non-Family Households	2,943 62.7%	20,839 57.9%	42,756 56.0%	74,181 56.1%
Non-Family Households with Children	- -	5 -	14 -	28 -
Non-Family Households No Children	2,943 #####	20,834 #####	42,742 #####	74,153 #####
Average Family Household Size	3.1	3.1	3.1	3.1
Average Family Income	\$243,926	\$276,801	\$299,215	\$292,101
Median Family Income	\$154,044	\$160,903	\$166,743	\$163,051
Average Non-Family Household Size	1.2	1.3	1.3	1.3
Marital Status (2024)				
Population Age 15 Years or Over	7,635	60,566	131,842	229,217
Never Married	2,371 31.0%	16,058 26.5%	35,485 26.9%	65,436 28.5%
Currently Married	3,112 40.8%	30,356 50.1%	68,787 52.2%	117,221 51.1%
Previously Married	2,153 28.2%	14,152 23.4%	27,570 20.9%	46,560 20.3%
Separated	202 9.4%	1,901 13.4%	3,303 12.0%	5,909 12.7%
Widowed	734 34.1%	4,120 29.1%	7,694 27.9%	12,151 26.1%
Divorced	1,217 56.5%	8,132 57.5%	16,573 60.1%	28,500 61.2%
Educational Attainment (2024)				
Adult Population Age 25 Years or Over	6,678	51,940	112,564	196,536
Elementary (Grade Level 0 to 8)	42 0.6%	471 0.9%	1,243 1.1%	2,468 1.3%
Some High School (Grade Level 9 to 11)	141 2.1%	669 1.3%	1,784 1.6%	4,099 2.1%
High School Graduate	865 13.0%	6,576 12.7%	13,067 11.6%	24,944 12.7%
Some College	1,407 21.1%	9,066 17.5%	19,709 17.5%	34,636 17.6%
Associate Degree Only	509 7.6%	3,946 7.6%	7,547 6.7%	13,651 6.9%
Bachelor Degree Only	2,123 31.8%	18,370 35.4%	40,380 35.9%	68,416 34.8%
Graduate Degree	1,590 23.8%	12,842 24.7%	28,833 25.6%	48,323 24.6%
Any College (Some College or Higher)	5,630 84.3%	44,223 85.1%	96,470 85.7%	165,026 84.0%
College Degree + (Bachelor Degree or Higher)	3,714 55.6%	31,212 60.1%	69,213 61.5%	116,739 59.4%

Complete Profile

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8880 E Desert Cove Ave Scottsdale, AZ 85260	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Housing								
Total Housing Units (2024)	5,181		40,002		84,886		146,871	
Total Housing Units (2020)	4,888		38,360		80,282		139,771	
Historical Annual Growth (2020-2024)	294	1.5%	1,642	1.1%	4,604	1.4%	7,100	1.3%
Housing Units Occupied (2024)	4,698 90.7%		35,988 90.0%		76,380 90.0%		132,291 90.1%	
Housing Units Owner-Occupied	3,269 69.6%		23,149 64.3%		50,198 65.7%		85,068 64.3%	
Housing Units Renter-Occupied	1,429 30.4%		12,839 35.7%		26,182 34.3%		47,223 35.7%	
Housing Units Vacant (2024)	484	9.3%	4,013	10.0%	8,506	10.0%	14,580	9.9%
Household Size (2024)								
Total Households	4,698		35,988		76,380		132,291	
1 Person Households	2,674	56.9%	18,527	51.5%	37,873	49.6%	64,707	48.9%
2 Person Households	1,340	28.5%	11,458	31.8%	26,032	34.1%	46,010	34.8%
3 Person Households	335	7.1%	2,782	7.7%	5,753	7.5%	10,067	7.6%
4 Person Households	228	4.9%	2,069	5.7%	4,324	5.7%	7,335	5.5%
5 Person Households	81	1.7%	780	2.2%	1,562	2.0%	2,634	2.0%
6 Person Households	24	0.5%	251	0.7%	564	0.7%	1,034	0.8%
7 or More Person Households	14	0.3%	122	0.3%	272	0.4%	505	0.4%
Household Income Distribution (2024)								
HH Income \$200,000 or More	1,036	22.1%	8,542	23.7%	19,592	25.7%	32,604	24.6%
HH Income \$150,000 to \$199,999	724	15.4%	4,055	11.3%	8,654	11.3%	14,814	11.2%
HH Income \$125,000 to \$149,999	400	8.5%	2,773	7.7%	6,139	8.0%	10,283	7.8%
HH Income \$100,000 to \$124,999	374	8.0%	3,544	9.8%	7,612	10.0%	14,011	10.6%
HH Income \$75,000 to \$99,999	476	10.1%	4,430	12.3%	9,101	11.9%	16,085	12.2%
HH Income \$50,000 to \$74,999	691	14.7%	4,430	12.3%	9,131	12.0%	16,518	12.5%
HH Income \$35,000 to \$49,999	353	7.5%	2,611	7.3%	5,117	6.7%	9,179	6.9%
HH Income \$25,000 to \$34,999	250	5.3%	1,966	5.5%	3,752	4.9%	6,187	4.7%
HH Income \$15,000 to \$24,999	127	2.7%	1,276	3.5%	2,552	3.3%	4,883	3.7%
HH Income \$10,000 to \$14,999	115	2.5%	712	2.0%	1,293	1.7%	2,083	1.6%
HH Income Under \$10,000	151	3.2%	1,650	4.6%	3,436	4.5%	5,645	4.3%
Household Vehicles (2024)								
Households 0 Vehicles Available	349	7.4%	1,619	4.5%	2,883	3.8%	4,907	3.7%
Households 1 Vehicle Available	1,667	35.5%	14,018	39.0%	28,858	37.8%	51,248	38.7%
Households 2 Vehicles Available	1,865	39.7%	14,840	41.2%	31,344	41.0%	52,712	39.8%
Households 3 or More Vehicles Available	817	17.4%	5,512	15.3%	13,295	17.4%	23,425	17.7%
Total Vehicles Available	7,990		62,197		136,446		236,520	
Average Vehicles per Household	1.7		1.7		1.8		1.8	
Owner-Occupied Household Vehicles	6,223 77.9%		44,796 72.0%		100,112 73.4%		169,522 71.7%	
Average Vehicles per Owner-Occupied Household	1.9		1.9		2.0		2.0	
Renter-Occupied Household Vehicles	1,767 22.1%		17,402 28.0%		36,334 26.6%		66,998 28.3%	
Average Vehicles per Renter-Occupied Household	1.2		1.4		1.4		1.4	
Travel Time (2024)								
Worker Base Age 16 years or Over	4,592		37,787		82,938		146,814	
Travel to Work in 14 Minutes or Less	1,074	23.4%	7,684	20.3%	17,210	20.8%	28,892	19.7%
Travel to Work in 15 to 29 Minutes	1,270	27.6%	10,626	28.1%	22,468	27.1%	41,692	28.4%
Travel to Work in 30 to 59 Minutes	667	14.5%	5,599	14.8%	14,242	17.2%	25,949	17.7%
Travel to Work in 60 Minutes or More	54	1.2%	655	1.7%	1,280	1.5%	2,108	1.4%
Work at Home	1,527	33.3%	13,223	35.0%	27,737	33.4%	48,174	32.8%
Average Minutes Travel to Work	18.4		19.3		19.9		20.3	

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Transportation To Work (2024)								
Worker Base Age 16 years or Over	4,592		37,787		82,938		146,814	
Drive to Work Alone	2,519	54.9%	20,883	55.3%	46,796	56.4%	83,101	56.6%
Drive to Work in Carpool	417	9.1%	2,150	5.7%	4,931	5.9%	9,121	6.2%
Travel to Work by Public Transportation	8	0.2%	155	0.4%	382	0.5%	804	0.5%
Drive to Work on Motorcycle	2	-	29	-	80	-	161	0.1%
Bicycle to Work	5	0.1%	142	0.4%	338	0.4%	644	0.4%
Walk to Work	52	1.1%	508	1.3%	1,300	1.6%	2,350	1.6%
Other Means	61	1.3%	697	1.8%	1,373	1.7%	2,460	1.7%
Work at Home	1,527	33.3%	13,223	35.0%	27,737	33.4%	48,174	32.8%
Daytime Demographics (2024)								
Total Businesses	1,292		10,216		19,970		29,371	
Total Employees	8,644		87,241		177,263		246,073	
Company Headquarter Businesses	39	3.1%	349	3.4%	735	3.7%	1,002	3.4%
Company Headquarter Employees	1,011	11.7%	15,286	17.5%	40,299	22.7%	48,700	19.8%
Employee Population per Business	6.7 to 1		8.5 to 1		8.9 to 1		8.4 to 1	
Residential Population per Business	7.2 to 1		7.4 to 1		8.1 to 1		9.6 to 1	
Adj. Daytime Demographics Age 16 Years or Over	11,546		108,824		223,503		324,139	
Labor Force								
Labor Population Age 16 Years or Over (2024)	7,501		59,418		129,250		224,971	
Labor Force Total Males (2024)	3,508	46.8%	28,422	47.8%	62,344	48.2%	109,349	48.6%
Male Civilian Employed	2,245	64.0%	19,778	69.6%	43,813	70.3%	78,029	71.4%
Male Civilian Unemployed	49	1.4%	585	2.1%	1,037	1.7%	1,911	1.7%
Males in Armed Forces	6	0.2%	44	0.2%	57	-	68	-
Males Not in Labor Force	1,209	34.5%	8,015	28.2%	17,437	28.0%	29,340	26.8%
Labor Force Total Females (2024)	3,993	53.2%	30,996	52.2%	66,906	51.8%	115,623	51.4%
Female Civilian Employed	2,349	58.8%	18,014	58.1%	39,140	58.5%	68,808	59.5%
Female Civilian Unemployed	72	1.8%	452	1.5%	848	1.3%	1,593	1.4%
Females in Armed Forces	-	-	-	-	-	-	-	-
Females Not in Labor Force	1,573	39.4%	12,530	40.4%	26,918	40.2%	45,221	39.1%
Unemployment Rate	120	1.6%	1,037	1.7%	1,885	1.5%	3,504	1.6%
Occupation (2024)								
Occupation Population Age 16 Years or Over	4,592		37,787		82,938		146,814	
Occupation Total Males	2,244	48.9%	19,773	52.3%	43,797	52.8%	78,006	53.1%
Occupation Total Females	2,349	51.1%	18,014	47.7%	39,140	47.2%	68,808	46.9%
Management, Business, Financial Operations	1,394	-	10,506	27.8%	23,431	28.3%	39,966	27.2%
Professional, Related	1,267	27.6%	10,630	28.1%	23,490	28.3%	41,165	28.0%
Service	419	9.1%	3,909	10.3%	9,365	11.3%	17,421	11.9%
Sales, Office	1,033	22.5%	8,864	23.5%	18,437	22.2%	33,050	22.5%
Farming, Fishing, Forestry	-	-	1	-	57	-	113	-
Construction, Extraction, Maintenance	264	5.7%	1,443	3.8%	3,055	3.7%	5,900	4.0%
Production, Transport, Material Moving	216	4.7%	2,434	6.4%	5,102	6.2%	9,200	6.3%
White Collar Workers	3,694	80.4%	30,000	79.4%	65,358	78.8%	114,181	77.8%
Blue Collar Workers	898	19.6%	7,787	20.6%	17,579	21.2%	32,634	22.2%

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Units In Structure (2024)								
Total Units	4,698		35,988		76,380		132,291	
1 Detached Unit	2,618	55.7%	19,923	55.4%	44,828	58.7%	75,877	57.4%
1 Attached Unit	585	12.4%	3,891	10.8%	6,895	9.0%	11,851	9.0%
2 Units	43	0.9%	451	1.3%	741	1.0%	1,080	0.8%
3 to 4 Units	262	5.6%	1,728	4.8%	2,885	3.8%	4,884	3.7%
5 to 9 Units	157	3.3%	2,012	5.6%	4,401	5.8%	6,575	5.0%
10 to 19 Units	192	4.1%	2,000	5.6%	3,666	4.8%	6,783	5.1%
20 to 49 Units	56	1.2%	622	1.7%	1,478	1.9%	3,420	2.6%
50 or More Units	774	16.5%	5,118	14.2%	11,100	14.5%	20,750	15.7%
Mobile Home or Trailer	9	0.2%	197	0.5%	315	0.4%	833	0.6%
Other Structure	2	-	46	0.1%	72	-	239	0.2%
Homes Built By Year (2024)								
Homes Built 2020 or later	80	1.5%	779	1.9%	1,792	2.1%	3,035	2.1%
Homes Built 2010 to 2019	226	4.4%	2,447	6.1%	7,344	8.7%	13,620	9.3%
Homes Built 2000 to 2009	277	5.4%	3,198	8.0%	9,248	10.9%	17,962	12.2%
Homes Built 1990 to 1999	1,248	24.1%	9,271	23.2%	19,058	22.5%	27,866	19.0%
Homes Built 1980 to 1989	2,070	40.0%	12,981	32.5%	20,755	24.5%	31,713	21.6%
Homes Built 1970 to 1979	634	12.2%	5,752	14.4%	13,214	15.6%	24,743	16.8%
Homes Built 1960 to 1969	61	1.2%	787	2.0%	3,172	3.7%	8,336	5.7%
Homes Built 1950 to 1959	69	1.3%	571	1.4%	1,306	1.5%	3,879	2.6%
Homes Built 1940 to 1949	24	0.5%	117	0.3%	270	0.3%	526	0.4%
Homes Built Before 1939	9	0.2%	84	0.2%	221	0.3%	611	0.4%
Median Age of Homes	36.4 yrs		35.5 yrs		34.7 yrs		35.6 yrs	
Home Values (2024)								
Owner Specified Housing Units	3,269		23,149		50,198		85,068	
Home Values \$1,000,000 or More	476	14.6%	4,106	17.7%	10,768	21.5%	17,758	20.9%
Home Values \$750,000 to \$999,999	710	21.7%	5,634	24.3%	11,331	22.6%	16,213	19.1%
Home Values \$500,000 to \$749,999	830	25.4%	7,343	31.7%	15,884	31.6%	26,488	31.1%
Home Values \$400,000 to \$499,999	580	17.8%	3,117	13.5%	6,538	13.0%	11,778	13.8%
Home Values \$300,000 to \$399,999	386	11.8%	1,664	7.2%	3,253	6.5%	7,054	8.3%
Home Values \$250,000 to \$299,999	145	4.4%	467	2.0%	787	1.6%	1,860	2.2%
Home Values \$200,000 to \$249,999	52	1.6%	268	1.2%	521	1.0%	1,193	1.4%
Home Values \$175,000 to \$199,999	12	0.4%	96	0.4%	171	0.3%	309	0.4%
Home Values \$150,000 to \$174,999	6	0.2%	43	0.2%	95	0.2%	274	0.3%
Home Values \$125,000 to \$149,999	3	-	19	-	53	0.1%	106	0.1%
Home Values \$100,000 to \$124,999	5	0.2%	36	0.2%	121	0.2%	264	0.3%
Home Values \$90,000 to \$99,999	1	-	5	-	16	-	52	-
Home Values \$80,000 to \$89,999	2	-	9	-	24	-	64	-
Home Values \$70,000 to \$79,999	3	-	9	-	17	-	60	-
Home Values \$60,000 to \$69,999	2	-	46	0.2%	65	0.1%	202	0.2%
Home Values \$50,000 to \$59,999	3	-	31	0.1%	69	0.1%	182	0.2%
Home Values \$35,000 to \$49,999	24	0.7%	74	0.3%	133	0.3%	285	0.3%
Home Values \$25,000 to \$34,999	15	0.5%	67	0.3%	91	0.2%	196	0.2%
Home Values \$10,000 to \$24,999	5	0.2%	39	0.2%	72	0.1%	216	0.3%
Home Values Under \$10,000	8	0.2%	78	0.3%	191	0.4%	513	0.6%
Owner-Occupied Median Home Value	\$652,808		\$722,333		\$792,289		\$785,888	
Renter-Occupied Median Rent	\$1,725		\$1,687		\$1,688		\$1,645	

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Total Annual Consumer Expenditure (2024)				
Total Household Expenditure	\$465.31 M	\$3.65 B	\$8.24 B	\$14.35 B
Total Non-Retail Expenditure	\$248.47 M	\$1.95 B	\$4.4 B	\$7.67 B
Total Retail Expenditure	\$216.84 M	\$1.7 B	\$3.83 B	\$6.68 B
Apparel	\$16.66 M	\$131.21 M	\$296.5 M	\$516.34 M
Contributions	\$16.9 M	\$133.1 M	\$304.26 M	\$529.49 M
Education	\$16.34 M	\$129.55 M	\$298.07 M	\$517.8 M
Entertainment	\$27.17 M	\$213.12 M	\$482.72 M	\$840.5 M
Food and Beverages	\$66.63 M	\$523.52 M	\$1.18 B	\$2.05 B
Furnishings and Equipment	\$16.8 M	\$131.56 M	\$297.7 M	\$518.32 M
Gifts	\$12.94 M	\$102.83 M	\$236.11 M	\$410.7 M
Health Care	\$37.88 M	\$295.57 M	\$662.61 M	\$1.15 B
Household Operations	\$18.92 M	\$148.46 M	\$336.12 M	\$585.28 M
Miscellaneous Expenses	\$9 M	\$70.3 M	\$158.6 M	\$276.21 M
Personal Care	\$6.24 M	\$48.95 M	\$110.22 M	\$192.01 M
Personal Insurance	\$3.56 M	\$27.88 M	\$63.69 M	\$110.76 M
Reading	\$1.05 M	\$8.21 M	\$18.55 M	\$32.31 M
Shelter	\$98.2 M	\$771.45 M	\$1.74 B	\$3.02 B
Tobacco	\$2.32 M	\$18.39 M	\$40.24 M	\$70.24 M
Transportation	\$82.89 M	\$650.39 M	\$1.46 B	\$2.55 B
Utilities	\$31.8 M	\$249.39 M	\$556.09 M	\$969.29 M
Monthly Household Consumer Expenditure (2024)				
Total Household Expenditure	\$8,254	\$8,461	\$8,986	\$9,037
Total Non-Retail Expenditure	\$4,408 53.4%	\$4,519 53.4%	\$4,804 53.5%	\$4,831 53.5%
Total Retail Expenditures	\$3,847 46.6%	\$3,942 46.6%	\$4,182 46.5%	\$4,206 46.5%
Apparel	\$296 3.6%	\$304 3.6%	\$323 3.6%	\$325 3.6%
Contributions	\$300 3.6%	\$308 3.6%	\$332 3.7%	\$334 3.7%
Education	\$290 3.5%	\$300 3.5%	\$325 3.6%	\$326 3.6%
Entertainment	\$482 5.8%	\$493 5.8%	\$527 5.9%	\$529 5.9%
Food and Beverages	\$1,182 14.3%	\$1,212 14.3%	\$1,283 14.3%	\$1,290 14.3%
Furnishings and Equipment	\$298 3.6%	\$305 3.6%	\$325 3.6%	\$327 3.6%
Gifts	\$230 2.8%	\$238 2.8%	\$258 2.9%	\$259 2.9%
Health Care	\$672 8.1%	\$684 8.1%	\$723 8.0%	\$727 8.1%
Household Operations	\$336 4.1%	\$344 4.1%	\$367 4.1%	\$369 4.1%
Miscellaneous Expenses	\$160 1.9%	\$163 1.9%	\$173 1.9%	\$174 1.9%
Personal Care	\$111 1.3%	\$113 1.3%	\$120 1.3%	\$121 1.3%
Personal Insurance	\$63 0.8%	\$65 0.8%	\$69 0.8%	\$70 0.8%
Reading	\$19 0.2%	\$19 0.2%	\$20 0.2%	\$20 0.2%
Shelter	\$1,742 21.1%	\$1,786 21.1%	\$1,894 21.1%	\$1,905 21.1%
Tobacco	\$41 0.5%	\$43 0.5%	\$44 0.5%	\$44 0.5%
Transportation	\$1,470 17.8%	\$1,506 17.8%	\$1,596 17.8%	\$1,606 17.8%
Utilities	\$564 6.8%	\$577 6.8%	\$607 6.8%	\$611 6.8%

