

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 42.2739/-71.7503

50 Boston Turnpike Shrewsbury, MA 1545	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Population								
Estimated Population (2025)	11,479		112,034		252,586		335,431	
Projected Population (2030)	11,309		111,403		250,703		332,548	
Census Population (2020)	11,106		106,735		244,862		326,237	
Census Population (2010)	9,865		94,919		216,651		291,591	
Projected Annual Growth (2025-2030)	-171	-0.3%	-631	-0.1%	-1,883	-0.1%	-2,883	-0.2%
Historical Annual Growth (2020-2025)	374	0.7%	5,299	1.0%	7,724	0.6%	9,194	0.6%
Historical Annual Growth (2010-2020)	1,241	1.3%	11,816	1.2%	28,211	1.3%	34,647	1.2%
Estimated Population Density (2025)	3,656 <i>psm</i>		3,963 <i>psm</i>		3,217 <i>psm</i>		2,180 <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 (2025)	5,120		45,668		97,981		130,326	
Projected Households (2030)	5,142		46,507		99,465		132,158	
Census Households (2020)	5,028		43,307		93,862		125,486	
Census Households (2010)	4,388		37,781		81,850		110,686	
Projected Annual Growth (2025-2030)	22	-	838	0.4%	1,484	0.3%	1,832	0.3%
Historical Annual Change (2010-2025)	732	1.1%	7,888	1.4%	16,131	1.3%	19,640	1.2%
Average Household Income								
Estimated Average Household Income (2025)	\$125,961		\$108,082		\$117,088		\$127,817	
Projected Average Household Income (2030)	\$126,387		\$108,050		\$116,888		\$127,650	
Census Average Household Income (2010)	\$68,084		\$61,075		\$66,421		\$73,222	
Census Average Household Income (2000)	\$56,090		\$49,441		\$52,707		\$57,496	
Projected Annual Change (2025-2030)	\$425	-	-\$32	-	-\$200	-	-\$168	-
Historical Annual Change (2000-2025)	\$69,871	5.0%	\$58,641	4.7%	\$64,380	4.9%	\$70,322	4.9%
Median Household Income								
Estimated Median Household Income (2025)	\$101,507		\$85,445		\$90,794		\$99,827	
Projected Median Household Income (2030)	\$101,769		\$85,363		\$90,570		\$99,604	
Census Median Household Income (2010)	\$58,156		\$50,850		\$55,096		\$60,929	
Census Median Household Income (2000)	\$43,405		\$40,260		\$43,402		\$47,519	
Projected Annual Change (2025-2030)	\$262	-	-\$82	-	-\$223	-	-\$224	-
Historical Annual Change (2000-2025)	\$58,102	5.4%	\$45,185	4.5%	\$47,392	4.4%	\$52,308	4.4%
Per Capita Income								
Estimated Per Capita Income (2025)	\$56,217		\$44,335		\$45,917		\$50,070	
Projected Per Capita Income (2030)	\$57,509		\$45,386		\$46,875		\$51,141	
Census Per Capita Income (2010)	\$30,280		\$24,312		\$25,095		\$27,796	
Census Per Capita Income (2000)	\$25,178		\$19,957		\$20,301		\$22,000	
Projected Annual Change (2025-2030)	\$1,292	0.5%	\$1,051	0.5%	\$959	0.4%	\$1,072	0.4%
Historical Annual Change (2000-2025)	\$31,039	4.9%	\$24,377	4.9%	\$25,616	5.0%	\$28,070	5.1%
Estimated Average Household Net Worth (2025)	\$1.15 M		\$862,359		\$1 M		\$1.19 M	

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Race and Ethnicity									
Total Population (2025)		11,479		112,034		252,586		335,431	
White (2025)		7,369	64.2%	66,249	59.1%	155,686	61.6%	218,102	65.0%
Black or African American (2025)		1,043	9.1%	16,927	15.1%	34,658	13.7%	40,332	12.0%
American Indian or Alaska Native (2025)		20	0.2%	351	0.3%	748	0.3%	858	0.3%
Asian (2025)		1,933	16.8%	11,497	10.3%	24,433	9.7%	31,804	9.5%
Hawaiian or Pacific Islander (2025)		-	-	26	-	63	-	75	-
Other Race (2025)		406	3.5%	7,941	7.1%	17,478	6.9%	20,083	6.0%
Two or More Races (2025)		708	6.2%	9,043	8.1%	19,521	7.7%	24,177	7.2%
Population < 18 (2025)		2,271	19.8%	24,276	21.7%	52,378	20.7%	69,505	20.7%
White Not Hispanic		1,044	46.0%	9,352	38.5%	21,708	41.4%	32,098	46.2%
Black or African American		327	14.4%	5,762	23.7%	11,249	21.5%	13,042	18.8%
Asian		499	22.0%	2,622	10.8%	5,699	10.9%	7,564	10.9%
Other Race Not Hispanic		110	4.8%	985	4.1%	2,117	4.0%	2,867	4.1%
Hispanic		290	12.8%	5,555	22.9%	11,604	22.2%	13,933	20.0%
Not Hispanic or Latino Population (2025)		10,312	89.8%	92,513	82.6%	209,668	83.0%	284,106	84.7%
Not Hispanic White		7,097	68.8%	62,652	67.7%	147,782	70.5%	207,686	73.1%
Not Hispanic Black or African American		1,000	9.7%	15,816	17.1%	32,124	15.3%	37,491	13.2%
Not Hispanic American Indian or Alaska Native		6	-	69	-	138	-	169	-
Not Hispanic Asian		1,933	18.7%	11,434	12.4%	24,253	11.6%	31,610	11.1%
Not Hispanic Hawaiian or Pacific Islander		-	-	12	-	23	-	28	-
Not Hispanic Other Race		35	0.3%	346	0.4%	694	0.3%	863	0.3%
Not Hispanic Two or More Races		241	2.3%	2,184	2.4%	4,655	2.2%	6,259	2.2%
Hispanic or Latino Population (2025)		1,168	10.2%	19,521	17.4%	42,918	17.0%	51,326	15.3%
Hispanic White		273	23.3%	3,597	18.4%	7,903	18.4%	10,416	20.3%
Hispanic Black or African American		43	3.7%	1,111	5.7%	2,534	5.9%	2,841	5.5%
Hispanic American Indian or Alaska Native		15	1.2%	282	1.4%	610	1.4%	689	1.3%
Hispanic Asian		-	-	63	0.3%	180	0.4%	195	0.4%
Hispanic Hawaiian or Pacific Islander		-	-	14	-	40	-	47	-
Hispanic Other Race		371	31.7%	7,595	38.9%	16,784	39.1%	19,220	37.4%
Hispanic Two or More Races		467	40.0%	6,858	35.1%	14,866	34.6%	17,918	34.9%
Not Hispanic or Latino Population (2020)		10,319	92.9%	82,607	77.4%	192,128	78.5%	267,723	82.1%
Hispanic or Latino Population (2020)		787	7.1%	24,128	22.6%	52,734	21.5%	58,514	17.9%
Not Hispanic or Latino Population (2010)		9,355	94.8%	77,588	81.7%	179,299	82.8%	250,740	86.0%
Hispanic or Latino Population (2010)		511	5.2%	17,331	18.3%	37,352	17.2%	40,851	14.0%
Not Hispanic or Latino Population (2030)		10,061	89.0%	92,113	82.7%	208,030	83.0%	280,748	84.4%
Hispanic or Latino Population (2030)		1,248	11.0%	19,289	17.3%	42,672	17.0%	51,801	15.6%
Projected Annual Growth (2025-2030)		80	1.4%	-231	-0.2%	-245	-0.1%	475	0.2%
Historical Annual Growth (2010-2020)		276	5.4%	6,797	3.9%	15,381	4.1%	17,663	4.3%

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Total Age Distribution (2025)									
Total Population		11,479		112,034		252,586		335,431	
Age Under 5 Years	606	5.3%	6,754	6.0%	14,244	5.6%	18,414	5.5%	
Age 5 to 9 Years	664	5.8%	7,002	6.2%	14,785	5.9%	19,509	5.8%	
Age 10 to 14 Years	622	5.4%	6,527	5.8%	14,397	5.7%	19,351	5.8%	
Age 15 to 19 Years	551	4.8%	7,053	6.3%	19,231	7.6%	24,147	7.2%	
Age 20 to 24 Years	672	5.9%	8,411	7.5%	23,473	9.3%	27,463	8.2%	
Age 25 to 29 Years	1,010	8.8%	9,855	8.8%	19,543	7.7%	24,145	7.2%	
Age 30 to 34 Years	1,005	8.8%	9,695	8.7%	19,625	7.8%	24,946	7.4%	
Age 35 to 39 Years	888	7.7%	8,673	7.7%	18,634	7.4%	24,691	7.4%	
Age 40 to 44 Years	781	6.8%	7,649	6.8%	16,796	6.6%	22,475	6.7%	
Age 45 to 49 Years	682	5.9%	6,401	5.7%	14,263	5.6%	19,518	5.8%	
Age 50 to 54 Years	689	6.0%	6,269	5.6%	14,151	5.6%	19,691	5.9%	
Age 55 to 59 Years	676	5.9%	6,121	5.5%	13,874	5.5%	19,540	5.8%	
Age 60 to 64 Years	693	6.0%	6,147	5.5%	14,007	5.5%	19,967	6.0%	
Age 65 to 69 Years	604	5.3%	5,041	4.5%	11,914	4.7%	17,047	5.1%	
Age 70 to 74 Years	483	4.2%	3,738	3.3%	8,777	3.5%	12,885	3.8%	
Age 75 to 79 Years	386	3.4%	2,822	2.5%	6,470	2.6%	9,599	2.9%	
Age 80 to 84 Years	225	2.0%	1,829	1.6%	4,101	1.6%	6,050	1.8%	
Age 85 Years or Over	242	2.1%	2,045	1.8%	4,300	1.7%	5,994	1.8%	
Median Age	38.1		35.3		35.5		37.1		
Age 19 Years or Less	2,443	21.3%	27,337	24.4%	62,657	24.8%	81,421	24.3%	
Age 20 to 64 Years	7,096	61.8%	69,223	61.8%	154,367	61.1%	202,436	60.4%	
Age 65 Years or Over	1,940	16.9%	15,474	13.8%	35,562	14.1%	51,574	15.4%	
Female Age Distribution (2025)									
Female Population	5,858	51.0%	55,636	49.7%	121,334	48.0%	163,134	48.6%	
Age Under 5 Years	257	4.4%	3,290	5.9%	6,870	5.7%	8,861	5.4%	
Age 5 to 9 Years	330	5.6%	3,381	6.1%	7,252	6.0%	9,559	5.9%	
Age 10 to 14 Years	325	5.5%	3,258	5.9%	7,107	5.9%	9,550	5.9%	
Age 15 to 19 Years	259	4.4%	3,072	5.5%	6,940	5.7%	9,246	5.7%	
Age 20 to 24 Years	348	5.9%	3,793	6.8%	8,486	7.0%	10,439	6.4%	
Age 25 to 29 Years	518	8.9%	5,015	9.0%	9,869	8.1%	12,153	7.4%	
Age 30 to 34 Years	521	8.9%	4,903	8.8%	9,886	8.1%	12,537	7.7%	
Age 35 to 39 Years	434	7.4%	4,343	7.8%	9,287	7.7%	12,347	7.6%	
Age 40 to 44 Years	374	6.4%	3,859	6.9%	8,382	6.9%	11,241	6.9%	
Age 45 to 49 Years	358	6.1%	3,220	5.8%	7,149	5.9%	9,790	6.0%	
Age 50 to 54 Years	343	5.9%	3,181	5.7%	7,184	5.9%	10,030	6.1%	
Age 55 to 59 Years	360	6.1%	3,171	5.7%	7,123	5.9%	10,039	6.2%	
Age 60 to 64 Years	367	6.3%	3,120	5.6%	7,095	5.8%	10,187	6.2%	
Age 65 to 69 Years	313	5.3%	2,597	4.7%	6,111	5.0%	8,745	5.4%	
Age 70 to 74 Years	257	4.4%	2,004	3.6%	4,665	3.8%	6,854	4.2%	
Age 75 to 79 Years	206	3.5%	1,502	2.7%	3,479	2.9%	5,153	3.2%	
Age 80 to 84 Years	139	2.4%	981	1.8%	2,271	1.9%	3,314	2.0%	
Age 85 Years or Over	150	2.6%	944	1.7%	2,178	1.8%	3,090	1.9%	
Female Median Age	38.9		36.1		37.3		38.7		
Age 19 Years or Less	1,171	20.0%	13,001	23.4%	28,170	23.2%	37,216	22.8%	
Age 20 to 64 Years	3,623	61.8%	34,606	62.2%	74,460	61.4%	98,763	60.5%	
Age 65 Years or Over	1,064	18.2%	8,029	14.4%	18,704	15.4%	27,155	16.6%	

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Male Age Distribution (2025)									
Male Population	5,622	49.0%	56,398	50.3%	131,252	52.0%	172,297	51.4%	
Age Under 5 Years	349	6.2%	3,464	6.1%	7,374	5.6%	9,553	5.5%	
Age 5 to 9 Years	333	5.9%	3,621	6.4%	7,533	5.7%	9,950	5.8%	
Age 10 to 14 Years	297	5.3%	3,270	5.8%	7,289	5.6%	9,801	5.7%	
Age 15 to 19 Years	293	5.2%	3,981	7.1%	12,291	9.4%	14,901	8.6%	
Age 20 to 24 Years	324	5.8%	4,618	8.2%	14,987	11.4%	17,024	9.9%	
Age 25 to 29 Years	491	8.7%	4,840	8.6%	9,674	7.4%	11,992	7.0%	
Age 30 to 34 Years	484	8.6%	4,793	8.5%	9,739	7.4%	12,409	7.2%	
Age 35 to 39 Years	454	8.1%	4,331	7.7%	9,347	7.1%	12,344	7.2%	
Age 40 to 44 Years	407	7.2%	3,790	6.7%	8,415	6.4%	11,233	6.5%	
Age 45 to 49 Years	324	5.8%	3,181	5.6%	7,114	5.4%	9,729	5.6%	
Age 50 to 54 Years	346	6.2%	3,087	5.5%	6,967	5.3%	9,661	5.6%	
Age 55 to 59 Years	316	5.6%	2,950	5.2%	6,751	5.1%	9,501	5.5%	
Age 60 to 64 Years	327	5.8%	3,027	5.4%	6,912	5.3%	9,780	5.7%	
Age 65 to 69 Years	291	5.2%	2,443	4.3%	5,803	4.4%	8,302	4.8%	
Age 70 to 74 Years	227	4.0%	1,733	3.1%	4,111	3.1%	6,031	3.5%	
Age 75 to 79 Years	180	3.2%	1,320	2.3%	2,992	2.3%	4,446	2.6%	
Age 80 to 84 Years	86	1.5%	848	1.5%	1,830	1.4%	2,736	1.6%	
Age 85 Years or Over	92	1.6%	1,101	2.0%	2,122	1.6%	2,904	1.7%	
Male Median Age	37.3		34.6		34.1		35.8		
Age 19 Years or Less	1,272	22.6%	14,335	25.4%	34,488	26.3%	44,205	25.7%	
Age 20 to 64 Years	3,474	61.8%	34,617	61.4%	79,906	60.9%	103,673	60.2%	
Age 65 Years or Over	876	15.6%	7,445	13.2%	16,858	12.8%	24,419	14.2%	
Males per 100 Females (2025)									
Overall Comparison	96		101		108		106		
Age Under 5 Years	135	57.5%	105	51.3%	107	51.8%	108	51.9%	
Age 5 to 9 Years	101	50.2%	107	51.7%	104	50.9%	104	51.0%	
Age 10 to 14 Years	92	47.8%	100	50.1%	103	50.6%	103	50.6%	
Age 15 to 19 Years	113	53.1%	130	56.4%	177	63.9%	161	61.7%	
Age 20 to 24 Years	93	48.3%	122	54.9%	177	63.8%	163	62.0%	
Age 25 to 29 Years	95	48.6%	97	49.1%	98	49.5%	99	49.7%	
Age 30 to 34 Years	93	48.2%	98	49.4%	99	49.6%	99	49.7%	
Age 35 to 39 Years	105	51.1%	100	49.9%	101	50.2%	100	50.0%	
Age 40 to 44 Years	109	52.1%	98	49.5%	100	50.1%	100	50.0%	
Age 45 to 49 Years	91	47.6%	99	49.7%	100	49.9%	99	49.8%	
Age 50 to 54 Years	101	50.2%	97	49.3%	97	49.2%	96	49.1%	
Age 55 to 59 Years	88	46.8%	93	48.2%	95	48.7%	95	48.6%	
Age 60 to 64 Years	89	47.1%	97	49.2%	97	49.3%	96	49.0%	
Age 65 to 69 Years	93	48.2%	94	48.5%	95	48.7%	95	48.7%	
Age 70 to 74 Years	88	46.9%	86	46.4%	88	46.8%	88	46.8%	
Age 75 to 79 Years	88	46.7%	88	46.8%	86	46.2%	86	46.3%	
Age 80 to 84 Years	62	38.3%	86	46.4%	81	44.6%	83	45.2%	
Age 85 Years or Over	61	37.9%	117	53.8%	97	49.3%	94	48.4%	
Age 19 Years or Less	109	52.1%	110	52.4%	122	55.0%	119	54.3%	
Age 20 to 39 Years	96	49.0%	103	50.7%	117	53.8%	113	53.1%	
Age 40 to 64 Years	95	48.8%	97	49.2%	98	49.5%	97	49.3%	
Age 65 Years or Over	82	45.1%	93	48.1%	90	47.4%	90	47.3%	

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Household Type (2025)									
Total Households		5,120		45,668		97,981		130,326	
Households with Children		1,258	24.6%	13,755	30.1%	29,691	30.3%	39,708	30.5%
Average Household Size		2.2		2.4		2.4		2.4	
Household Density per Square Mile		1,631		1,615		1,248		847	
Population Family		8,103	70.6%	81,785	73.0%	183,389	72.6%	251,092	74.9%
Population Non-Family		3,325	29.0%	26,576	23.7%	53,911	21.3%	67,752	20.2%
Population Group Quarters		51	0.4%	3,674	3.3%	15,286	6.1%	16,587	4.9%
Family Households		2,612	51.0%	26,693	58.5%	59,695	60.9%	81,457	62.5%
Married Couple Households		1,924	73.7%	16,177	60.6%	37,430	62.7%	54,203	66.5%
Other Family Households with Children		688	26.3%	10,517	39.4%	22,265	37.3%	27,254	33.5%
Family Households with Children		1,255	48.0%	13,725	51.4%	29,630	49.6%	39,629	48.7%
Married Couple with Children		955	76.1%	7,585	55.3%	17,079	57.6%	24,697	62.3%
Other Family Households with Children		300	23.9%	6,140	44.7%	12,550	42.4%	14,932	37.7%
Family Households No Children		1,357	52.0%	12,969	48.6%	30,066	50.4%	41,828	51.3%
Married Couple No Children		969	71.4%	8,592	66.3%	20,351	67.7%	29,506	70.5%
Other Family Households No Children		388	28.6%	4,377	33.7%	9,715	32.3%	12,322	29.5%
Non-Family Households		2,508	49.0%	18,975	41.5%	38,286	39.1%	48,869	37.5%
Non-Family Households with Children		3	0.1%	30	0.2%	62	0.2%	79	0.2%
Non-Family Households No Children		2,505	99.9%	18,945	99.8%	38,224	99.8%	48,791	99.8%
Average Family Household Size		3.1		3.1		3.1		3.1	
Average Family Income		\$155,488		\$129,090		\$142,099		\$155,445	
Median Family Income		\$135,164		\$105,080		\$114,091		\$126,452	
Average Non-Family Household Size		1.3		1.4		1.4		1.4	
Marital Status (2025)									
Population Age 15 Years or Over		9,587		91,750		209,160		278,157	
Never Married		3,759	39.2%	39,664	43.2%	91,385	43.7%	111,716	40.2%
Currently Married		4,168	43.5%	33,338	36.3%	77,246	36.9%	112,965	40.6%
Previously Married		1,660	17.3%	18,748	20.4%	40,528	19.4%	53,477	19.2%
Separated		361	21.8%	4,684	25.0%	10,142	25.0%	12,644	23.6%
Widowed		438	26.4%	3,965	21.2%	8,295	20.5%	11,337	21.2%
Divorced		861	51.9%	10,099	53.9%	22,092	54.5%	29,496	55.2%
Educational Attainment (2025)									
Adult Population Age 25 Years or Over		8,364		76,286		166,456		226,547	
Elementary (Grade Level 0 to 8)		291	3.5%	3,704	4.9%	9,167	5.5%	10,840	4.8%
Some High School (Grade Level 9 to 11)		474	5.7%	5,113	6.7%	10,496	6.3%	13,049	5.8%
High School Graduate		1,649	19.7%	20,390	26.7%	42,145	25.3%	54,617	24.1%
Some College		770	9.2%	10,474	13.7%	23,823	14.3%	32,575	14.4%
Associate Degree Only		641	7.7%	5,837	7.7%	11,508	6.9%	16,301	7.2%
Bachelor Degree Only		2,234	26.7%	16,887	22.1%	37,351	22.4%	53,268	23.5%
Graduate Degree		2,306	27.6%	13,881	18.2%	31,966	19.2%	45,897	20.3%
Any College (Some College or Higher)		5,950	71.1%	47,079	61.7%	104,648	62.9%	148,042	65.3%
College Degree + (Bachelor Degree or Higher)		4,540	54.3%	30,768	40.3%	69,317	41.6%	99,166	43.8%

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Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 42.2739/-71.7503

50 Boston Turnpike Shrewsbury, MA 1545		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Housing									
Total Housing Units (2025)		5,298		47,363		101,638		135,028	
Total Housing Units (2020)		5,234		46,008		99,444		132,369	
Historical Annual Growth (2020-2025)		64	0.2%	1,355	0.6%	2,193	0.4%	2,659	0.4%
Housing Units Occupied (2025)		5,120 96.6%		45,668 96.4%		97,981 96.4%		130,326 96.5%	
Housing Units Owner-Occupied		2,409 47.0%		18,379 40.2%		44,331 45.2%		67,876 52.1%	
Housing Units Renter-Occupied		2,711 53.0%		27,289 59.8%		53,650 54.8%		62,450 47.9%	
Housing Units Vacant (2025)		178 3.4%		1,694 3.6%		3,656 3.6%		4,702 3.5%	
Household Size (2025)									
Total Households		5,120		45,668		97,981		130,326	
1 Person Households		2,020 39.5%		14,585 31.9%		29,414 30.0%		38,108 29.2%	
2 Person Households		1,414 27.6%		14,518 31.8%		31,783 32.4%		42,231 32.4%	
3 Person Households		691 13.5%		7,109 15.6%		15,521 15.8%		21,070 16.2%	
4 Person Households		642 12.5%		5,882 12.9%		13,172 13.4%		17,821 13.7%	
5 Person Households		235 4.6%		2,327 5.1%		5,223 5.3%		7,151 5.5%	
6 Person Households		76 1.5%		813 1.8%		1,875 1.9%		2,589 2.0%	
7 or More Person Households		42 0.8%		435 1.0%		993 1.0%		1,357 1.0%	
Household Income Distribution (2025)									
HH Income \$200,000 or More		910 17.8%		5,432 11.9%		13,995 14.3%		22,076 16.9%	
HH Income \$150,000 to \$199,999		664 13.0%		4,287 9.4%		9,575 9.8%		13,862 10.6%	
HH Income \$125,000 to \$149,999		322 6.3%		3,408 7.5%		7,707 7.9%		11,168 8.6%	
HH Income \$100,000 to \$124,999		565 11.0%		4,567 10.0%		9,582 9.8%		12,764 9.8%	
HH Income \$75,000 to \$99,999		683 13.3%		5,961 13.1%		12,078 12.3%		16,091 12.3%	
HH Income \$50,000 to \$74,999		607 11.9%		7,110 15.6%		13,623 13.9%		16,566 12.7%	
HH Income \$35,000 to \$49,999		437 8.5%		4,248 9.3%		8,765 8.9%		10,548 8.1%	
HH Income \$25,000 to \$34,999		192 3.8%		2,707 5.9%		5,781 5.9%		7,280 5.6%	
HH Income \$15,000 to \$24,999		223 4.3%		3,023 6.6%		6,468 6.6%		7,866 6.0%	
HH Income \$10,000 to \$14,999		211 4.1%		2,374 5.2%		4,965 5.1%		5,879 4.5%	
HH Income Under \$10,000		307 6.0%		2,551 5.6%		5,442 5.6%		6,225 4.8%	
Household Vehicles (2025)									
Households 0 Vehicles Available		448 8.8%		6,449 14.1%		14,029 14.3%		16,224 12.4%	
Households 1 Vehicle Available		2,041 39.9%		20,215 44.3%		39,851 40.7%		50,239 38.5%	
Households 2 Vehicles Available		1,890 36.9%		14,126 30.9%		31,467 32.1%		44,673 34.3%	
Households 3 or More Vehicles Available		741 14.5%		4,879 10.7%		12,634 12.9%		19,189 14.7%	
Total Vehicles Available		8,244		64,695		145,216		204,497	
Average Vehicles per Household		1.6		1.4		1.5		1.6	
Owner-Occupied Household Vehicles		4,568 55.4%		33,839 52.3%		84,788 58.4%		133,163 65.1%	
Average Vehicles per Owner-Occupied Household		1.9		1.8		1.9		2.0	
Renter-Occupied Household Vehicles		3,676 44.6%		30,856 47.7%		60,428 41.6%		71,334 34.9%	
Average Vehicles per Renter-Occupied Household		1.4		1.1		1.1		1.1	
Travel Time (2025)									
Worker Base Age 16 years or Over		6,215		57,605		131,418		177,034	
Travel to Work in 14 Minutes or Less		1,013 16.3%		14,138 24.5%		33,178 25.2%		42,587 24.1%	
Travel to Work in 15 to 29 Minutes		1,716 27.6%		18,971 32.9%		41,799 31.8%		55,414 31.3%	
Travel to Work in 30 to 59 Minutes		1,670 26.9%		12,010 20.8%		26,777 20.4%		37,310 21.1%	
Travel to Work in 60 Minutes or More		579 9.3%		5,717 9.9%		13,506 10.3%		18,803 10.6%	
Work at Home		1,237 19.9%		6,768 11.7%		16,158 12.3%		22,920 12.9%	
Average Minutes Travel to Work		25.9		21.2		21.3		21.9	

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Transportation To Work (2025)								
Worker Base Age 16 years or Over	6,215		57,605		131,418		177,034	
Drive to Work Alone	4,148	66.7%	38,960	67.6%	88,645	67.5%	122,529	69.2%
Drive to Work in Carpool	521	8.4%	5,720	9.9%	12,660	9.6%	15,713	8.9%
Travel to Work by Public Transportation	118	1.9%	2,498	4.3%	4,779	3.6%	5,572	3.1%
Drive to Work on Motorcycle	-	-	3	-	25	-	37	-
Bicycle to Work	-	-	41	-	192	0.1%	198	0.1%
Walk to Work	161	2.6%	2,279	4.0%	5,911	4.5%	6,377	3.6%
Other Means	30	0.5%	1,334	2.3%	3,047	2.3%	3,687	2.1%
Work at Home	1,237	19.9%	6,768	11.7%	16,158	12.3%	22,920	12.9%
Daytime Demographics (2025)								
Total Businesses	526		5,142		9,493		13,025	
Total Employees	3,797		56,505		101,383		130,525	
Company Headquarter Businesses	15	2.8%	175	3.4%	301	3.2%	414	3.2%
Company Headquarter Employees	485	12.8%	6,101	10.8%	13,864	13.7%	16,996	13.0%
Employee Population per Business	7.2 to 1		11.0 to 1		10.7 to 1		10.0 to 1	
Residential Population per Business	21.8 to 1		21.8 to 1		26.6 to 1		25.8 to 1	
Adj. Daytime Demographics Age 16 Years or Over	7,028		89,320		175,970		227,353	
Labor Force								
Labor Population Age 16 Years or Over (2025)	9,446		90,460		206,186		274,131	
Labor Force Total Males (2025)	4,570	48.4%	45,363	50.1%	107,469	52.1%	140,854	51.4%
Male Civilian Employed	3,251	71.1%	31,075	68.5%	71,861	66.9%	95,537	67.8%
Male Civilian Unemployed	169	3.7%	1,866	4.1%	4,001	3.7%	5,198	3.7%
Males in Armed Forces	-	-	25	-	163	0.2%	247	0.2%
Males Not in Labor Force	1,150	25.2%	12,397	27.3%	31,444	29.3%	39,872	28.3%
Labor Force Total Females (2025)	4,876	51.6%	45,096	49.9%	98,717	47.9%	133,277	48.6%
Female Civilian Employed	2,965	60.8%	26,545	58.9%	59,575	60.3%	81,519	61.2%
Female Civilian Unemployed	119	2.4%	1,370	3.0%	3,518	3.6%	4,525	3.4%
Females in Armed Forces	-	-	-	-	-	-	-	-
Females Not in Labor Force	1,792	36.7%	17,182	38.1%	35,624	36.1%	47,233	35.4%
Unemployment Rate	288	3.1%	3,236	3.6%	7,519	3.6%	9,723	3.5%
Occupation (2025)								
Occupation Population Age 16 Years or Over	6,215		57,605		131,418		177,034	
Occupation Total Males	3,250	52.3%	31,060	53.9%	71,843	54.7%	95,515	54.0%
Occupation Total Females	2,965	47.7%	26,545	46.1%	59,575	45.3%	81,519	46.0%
Management, Business, Financial Operations	1,050	16.9%	8,601	14.9%	20,431	15.5%	29,420	16.6%
Professional, Related	2,343	37.7%	17,537	30.4%	40,289	30.7%	55,831	31.5%
Service	834	13.4%	9,779	17.0%	22,284	17.0%	27,879	15.7%
Sales, Office	1,145	18.4%	10,438	18.1%	23,341	17.8%	31,224	17.6%
Farming, Fishing, Forestry	14	0.2%	82	0.1%	286	0.2%	310	0.2%
Construction, Extraction, Maintenance	339	5.5%	4,603	8.0%	9,540	7.3%	12,970	7.3%
Production, Transport, Material Moving	491	7.9%	6,564	11.4%	15,248	11.6%	19,400	11.0%
White Collar Workers	4,538	73.0%	36,576	63.5%	84,061	64.0%	116,474	65.8%
Blue Collar Workers	1,678	27.0%	21,029	36.5%	47,357	36.0%	60,560	34.2%

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Units In Structure (2025)								
Total Units	5,120		45,668		97,981		130,326	
1 Detached Unit	2,169	42.4%	15,441	33.8%	37,468	38.2%	58,675	45.0%
1 Attached Unit	353	6.9%	2,838	6.2%	6,057	6.2%	8,427	6.5%
2 Units	399	7.8%	3,563	7.8%	8,017	8.2%	9,902	7.6%
3 to 4 Units	496	9.7%	9,061	19.8%	19,975	20.4%	22,175	17.0%
5 to 9 Units	285	5.6%	3,902	8.5%	7,567	7.7%	9,020	6.9%
10 to 19 Units	466	9.1%	3,475	7.6%	5,941	6.1%	6,983	5.4%
20 to 49 Units	319	6.2%	2,019	4.4%	3,622	3.7%	4,442	3.4%
50 or More Units	613	12.0%	5,176	11.3%	8,899	9.1%	10,093	7.7%
Mobile Home or Trailer	19	0.4%	191	0.4%	426	0.4%	586	0.4%
Other Structure	1	-	3	-	10	-	24	-
Homes Built By Year (2025)								
Homes Built 2020 or later	39	0.7%	375	0.8%	842	0.8%	1,193	0.9%
Homes Built 2010 to 2019	334	6.3%	2,042	4.3%	4,555	4.5%	6,709	5.0%
Homes Built 2000 to 2009	353	6.7%	2,923	6.2%	5,861	5.8%	8,638	6.4%
Homes Built 1990 to 1999	483	9.1%	3,286	6.9%	6,965	6.9%	9,590	7.1%
Homes Built 1980 to 1989	498	9.4%	5,235	11.1%	10,281	10.1%	14,491	10.7%
Homes Built 1970 to 1979	629	11.9%	5,719	12.1%	10,789	10.6%	14,687	10.9%
Homes Built 1960 to 1969	428	8.1%	3,842	8.1%	8,518	8.4%	11,879	8.8%
Homes Built 1950 to 1959	741	14.0%	5,773	12.2%	11,836	11.6%	16,589	12.3%
Homes Built 1940 to 1949	429	8.1%	3,047	6.4%	6,612	6.5%	8,339	6.2%
Homes Built Before 1939	1,188	22.4%	13,425	28.3%	31,723	31.2%	38,210	28.3%
Median Age of Homes	57.6 yrs		60.4 yrs		61.7 yrs		60.0 yrs	
Home Values (2025)								
Owner Specified Housing Units	2,409		18,379		44,331		67,876	
Home Values \$1,000,000 or More	66	2.7%	403	2.2%	1,365	3.1%	2,079	3.1%
Home Values \$750,000 to \$999,999	167	6.9%	1,610	8.8%	3,657	8.2%	6,262	9.2%
Home Values \$500,000 to \$749,999	890	36.9%	4,395	23.9%	10,757	24.3%	17,594	25.9%
Home Values \$400,000 to \$499,999	517	21.5%	3,753	20.4%	9,352	21.1%	14,095	20.8%
Home Values \$300,000 to \$399,999	445	18.5%	4,309	23.4%	10,466	23.6%	15,509	22.8%
Home Values \$250,000 to \$299,999	141	5.9%	1,638	8.9%	3,687	8.3%	5,444	8.0%
Home Values \$200,000 to \$249,999	89	3.7%	862	4.7%	1,934	4.4%	2,699	4.0%
Home Values \$175,000 to \$199,999	20	0.8%	295	1.6%	680	1.5%	913	1.3%
Home Values \$150,000 to \$174,999	4	0.2%	148	0.8%	330	0.7%	466	0.7%
Home Values \$125,000 to \$149,999	2	-	62	0.3%	127	0.3%	215	0.3%
Home Values \$100,000 to \$124,999	4	0.2%	152	0.8%	485	1.1%	577	0.9%
Home Values \$90,000 to \$99,999	2	-	7	-	33	-	70	0.1%
Home Values \$80,000 to \$89,999	14	0.6%	147	0.8%	264	0.6%	309	0.5%
Home Values \$70,000 to \$79,999	-	-	14	-	19	-	42	-
Home Values \$60,000 to \$69,999	-	-	5	-	29	-	34	-
Home Values \$50,000 to \$59,999	-	-	22	0.1%	53	0.1%	91	0.1%
Home Values \$35,000 to \$49,999	15	0.6%	150	0.8%	244	0.5%	327	0.5%
Home Values \$25,000 to \$34,999	9	0.4%	79	0.4%	196	0.4%	262	0.4%
Home Values \$10,000 to \$24,999	3	0.1%	58	0.3%	114	0.3%	171	0.3%
Home Values Under \$10,000	21	0.9%	266	1.4%	541	1.2%	717	1.1%
Owner-Occupied Median Home Value	\$485,605		\$440,505		\$450,536		\$464,436	
Renter-Occupied Median Rent	\$1,410		\$1,338		\$1,325		\$1,329	

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Total Annual Consumer Expenditure (2025)				
Total Household Expenditure	\$586.57 M	\$4.65 B	\$10.4 B	\$14.62 B
Total Non-Retail Expenditure	\$311.19 M	\$2.42 B	\$5.43 B	\$7.64 B
Total Retail Expenditure	\$275.38 M	\$2.23 B	\$4.98 B	\$6.97 B
Alcoholic Beverages	\$3.56 M	\$28.45 M	\$63.55 M	\$89.33 M
Apparel	\$10.6 M	\$86.05 M	\$191.49 M	\$267.48 M
Contributions	\$19.18 M	\$147.84 M	\$332.85 M	\$474.11 M
Education	\$13.5 M	\$105.49 M	\$236.76 M	\$335.47 M
Entertainment	\$32.75 M	\$266.65 M	\$592.96 M	\$827.13 M
Food Away From Home	\$25.32 M	\$204.55 M	\$455.65 M	\$637.54 M
Grocery	\$34.88 M	\$306.51 M	\$670.48 M	\$909.12 M
Health Care	\$33.06 M	\$286.5 M	\$624.94 M	\$845.69 M
Household Furnishings and Equipment	\$15.39 M	\$123.59 M	\$275.64 M	\$386.52 M
Household Operations	\$10.65 M	\$87.2 M	\$193.93 M	\$270.02 M
Miscellaneous Expenses	\$9.85 M	\$79.48 M	\$176.89 M	\$247.55 M
Personal Care	\$6.98 M	\$60.09 M	\$132.05 M	\$180.47 M
Shelter	\$94.98 M	\$802.54 M	\$1.75 B	\$2.37 B
Tax and Retirement	\$164.53 M	\$1.18 B	\$2.73 B	\$3.99 B
Tobacco and Related	\$2.32 M	\$23.46 M	\$49.89 M	\$64.12 M
Transportation	\$84.33 M	\$643.55 M	\$1.45 B	\$2.07 B
Utilities	\$24.68 M	\$218.67 M	\$477.53 M	\$645.57 M
Monthly Household Consumer Expenditure (2025)				
Total Household Expenditure	\$9,547	\$8,490	\$8,847	\$9,347
Total Non-Retail Expenditure	\$5,065 53.1%	\$4,418 52.0%	\$4,615 52.2%	\$4,888 52.3%
Total Retail Expenditures	\$4,482 46.9%	\$4,073 48.0%	\$4,231 47.8%	\$4,459 47.7%
Alcoholic Beverages	\$58 0.6%	\$52 0.6%	\$54 0.6%	\$57 0.6%
Apparel	\$173 1.8%	\$157 1.8%	\$163 1.8%	\$171 1.8%
Contributions	\$312 3.3%	\$270 3.2%	\$283 3.2%	\$303 3.2%
Education	\$220 2.3%	\$192 2.3%	\$201 2.3%	\$215 2.3%
Entertainment	\$533 5.6%	\$487 5.7%	\$504 5.7%	\$529 5.7%
Food Away From Home	\$412 4.3%	\$373 4.4%	\$388 4.4%	\$408 4.4%
Grocery	\$568 5.9%	\$559 6.6%	\$570 6.4%	\$581 6.2%
Health Care	\$538 5.6%	\$523 6.2%	\$532 6.0%	\$541 5.8%
Household Furnishings and Equipment	\$250 2.6%	\$226 2.7%	\$234 2.6%	\$247 2.6%
Household Operations	\$173 1.8%	\$159 1.9%	\$165 1.9%	\$173 1.8%
Miscellaneous Expenses	\$160 1.7%	\$145 1.7%	\$150 1.7%	\$158 1.7%
Personal Care	\$114 1.2%	\$110 1.3%	\$112 1.3%	\$115 1.2%
Shelter	\$1,546 16.2%	\$1,464 17.2%	\$1,489 16.8%	\$1,518 16.2%
Tax and Retirement	\$2,678 28.0%	\$2,157 25.4%	\$2,321 26.2%	\$2,554 26.2%
Tobacco and Related	\$38 0.4%	\$43 0.5%	\$42 0.5%	\$41 0.4%
Transportation	\$1,373 14.4%	\$1,174 13.8%	\$1,231 13.9%	\$1,323 14.2%
Utilities	\$402 4.2%	\$399 4.7%	\$406 4.6%	\$413 4.4%