

Complete Profile

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



Lat/Lon: 28.1232/-81.9753

6230 US Hwy 98 N Lakeland, FL 33809	1 mi radius	3 mi radius	5 mi radius
Population			
Estimated Population (2023)	4,977	65,252	110,444
Projected Population (2028)	5,305	69,910	121,683
Census Population (2020)	4,718	61,290	102,836
Census Population (2010)	4,073	52,486	90,290
Projected Annual Growth (2023-2028)	328 1.3%	4,658 1.4%	11,240 2.0%
Historical Annual Growth (2020-2023)	259 -	3,962 2.2%	7,608 2.5%
Historical Annual Growth (2010-2020)	645 1.6%	8,804 1.7%	12,546 1.4%
Estimated Population Density (2023)	1,585 <i>psm</i>	2,308 <i>psm</i>	1,407 <i>psm</i>
Trade Area Size	3.1 <i>sq mi</i>	28.3 <i>sq mi</i>	78.5 <i>sq mi</i>
Households			
Estimated Households (2023)	1,967	26,303	42,892
Projected Households (2028)	2,111	28,295	47,328
Census Households (2020)	1,836	24,423	39,532
Census Households (2010)	1,591	20,761	34,462
Projected Annual Growth (2023-2028)	143 1.5%	1,992 1.5%	4,436 2.1%
Historical Annual Change (2010-2023)	376 1.8%	5,542 2.1%	8,430 1.9%
Average Household Income			
Estimated Average Household Income (2023)	\$74,669	\$85,234	\$79,844
Projected Average Household Income (2028)	\$69,338	\$79,535	\$72,595
Census Average Household Income (2010)	\$51,349	\$54,194	\$50,911
Census Average Household Income (2000)	\$48,888	\$49,172	\$45,816
Projected Annual Change (2023-2028)	-\$5,331 -1.4%	-\$5,699 -1.3%	-\$7,248 -1.8%
Historical Annual Change (2000-2023)	\$25,781 2.3%	\$36,062 3.2%	\$34,027 3.2%
Median Household Income			
Estimated Median Household Income (2023)	\$64,112	\$64,145	\$59,888
Projected Median Household Income (2028)	\$58,098	\$59,269	\$54,544
Census Median Household Income (2010)	\$44,557	\$48,273	\$45,082
Census Median Household Income (2000)	\$38,388	\$40,452	\$37,414
Projected Annual Change (2023-2028)	-\$6,014 -1.9%	-\$4,876 -1.5%	-\$5,344 -1.8%
Historical Annual Change (2000-2023)	\$25,723 2.9%	\$23,693 2.5%	\$22,474 2.6%
Per Capita Income			
Estimated Per Capita Income (2023)	\$29,575	\$34,425	\$31,082
Projected Per Capita Income (2028)	\$27,647	\$32,253	\$28,303
Census Per Capita Income (2010)	\$20,084	\$21,442	\$19,433
Census Per Capita Income (2000)	\$20,240	\$19,682	\$17,567
Projected Annual Change (2023-2028)	-\$1,928 -1.3%	-\$2,172 -1.3%	-\$2,779 -1.8%
Historical Annual Change (2000-2023)	\$9,335 2.0%	\$14,742 3.3%	\$13,515 3.3%
Estimated Average Household Net Worth (2023)	\$321,389	\$346,907	\$320,882

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Race and Ethnicity						
Total Population (2023)	4,977		65,252		110,444	
White (2023)	3,116	62.6%	40,886	62.7%	65,374	59.2%
Black or African American (2023)	757	15.2%	9,937	15.2%	22,897	20.7%
American Indian or Alaska Native (2023)	14	0.3%	250	0.4%	485	0.4%
Asian (2023)	120	2.4%	1,858	2.8%	2,419	2.2%
Hawaiian or Pacific Islander (2023)	-	-	19	-	56	-
Other Race (2023)	369	7.4%	4,454	6.8%	7,210	6.5%
Two or More Races (2023)	600	12.1%	7,848	12.0%	12,002	10.9%
Population < 18 (2023)	1,151 23.1%		14,358 22.0%		25,040 22.7%	
White Not Hispanic	480	41.7%	6,020	41.9%	9,764	39.0%
Black or African American	248	21.5%	2,892	20.1%	6,519	26.0%
Asian	33	2.9%	373	2.6%	471	1.9%
Other Race Not Hispanic	47	4.1%	713	5.0%	1,124	4.5%
Hispanic	343	29.8%	4,360	30.4%	7,162	28.6%
Not Hispanic or Latino Population (2023)	3,770 75.8%		49,786 76.3%		85,622 77.5%	
Not Hispanic White	2,817	74.7%	37,023	74.4%	58,798	68.7%
Not Hispanic Black or African American	726	19.2%	9,462	19.0%	22,093	25.8%
Not Hispanic American Indian or Alaska Native	2	-	67	0.1%	117	0.1%
Not Hispanic Asian	118	3.1%	1,827	3.7%	2,368	2.8%
Not Hispanic Hawaiian or Pacific Islander	-	-	7	-	15	-
Not Hispanic Other Race	17	0.4%	112	0.2%	171	0.2%
Not Hispanic Two or More Races	91	2.4%	1,287	2.6%	2,059	2.4%
Hispanic or Latino Population (2023)	1,207 24.2%		15,466 23.7%		24,822 22.5%	
Hispanic White	299	24.8%	3,863	25.0%	6,576	26.5%
Hispanic Black or African American	31	2.6%	475	3.1%	804	3.2%
Hispanic American Indian or Alaska Native	12	1.0%	183	1.2%	368	1.5%
Hispanic Asian	2	0.2%	31	0.2%	51	0.2%
Hispanic Hawaiian or Pacific Islander	-	-	12	-	41	0.2%
Hispanic Other Race	353	29.2%	4,342	28.1%	7,039	28.4%
Hispanic Two or More Races	510	42.2%	6,561	42.4%	9,943	40.1%
Not Hispanic or Latino Population (2020)	3,646 77.3%		47,571 77.6%		81,114 78.9%	
Hispanic or Latino Population (2020)	1,072 22.7%		13,720 22.4%		21,722 21.1%	
Not Hispanic or Latino Population (2010)	3,530 86.7%		45,313 86.3%		78,642 87.1%	
Hispanic or Latino Population (2010)	543 13.3%		7,173 13.7%		11,648 12.9%	
Not Hispanic or Latino Population (2028)	4,012 75.6%		53,291 76.2%		94,638 77.8%	
Hispanic or Latino Population (2028)	1,293 24.4%		16,619 23.8%		27,046 22.2%	
Projected Annual Growth (2023-2028)	86	1.4%	1,153	1.5%	2,224	1.8%
Historical Annual Growth (2010-2020)	529	9.7%	6,547	9.1%	10,074	8.6%

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Total Age Distribution (2023)							
Total Population		4,977		65,252		110,444	
Age Under 5 Years		274	5.5%	3,654	5.6%	6,383	5.8%
Age 5 to 9 Years		330	6.6%	3,932	6.0%	6,907	6.3%
Age 10 to 14 Years		357	7.2%	4,291	6.6%	7,374	6.7%
Age 15 to 19 Years		307	6.2%	3,722	5.7%	6,594	6.0%
Age 20 to 24 Years		260	5.2%	3,584	5.5%	6,267	5.7%
Age 25 to 29 Years		307	6.2%	4,488	6.9%	7,437	6.7%
Age 30 to 34 Years		358	7.2%	4,757	7.3%	7,686	7.0%
Age 35 to 39 Years		315	6.3%	4,397	6.7%	7,274	6.6%
Age 40 to 44 Years		295	5.9%	3,998	6.1%	6,731	6.1%
Age 45 to 49 Years		294	5.9%	3,682	5.6%	6,256	5.7%
Age 50 to 54 Years		275	5.5%	3,578	5.5%	6,388	5.8%
Age 55 to 59 Years		338	6.8%	3,869	5.9%	6,674	6.0%
Age 60 to 64 Years		309	6.2%	3,646	5.6%	6,245	5.7%
Age 65 to 69 Years		261	5.3%	3,499	5.4%	6,097	5.5%
Age 70 to 74 Years		258	5.2%	3,443	5.3%	5,883	5.3%
Age 75 to 79 Years		199	4.0%	2,813	4.3%	4,416	4.0%
Age 80 to 84 Years		137	2.8%	2,111	3.2%	3,171	2.9%
Age 85 Years or Over		103	2.1%	1,788	2.7%	2,659	2.4%
Median Age		39.5		40.2		39.5	
Age 19 Years or Less		1,268	25.5%	15,599	23.9%	27,258	24.7%
Age 20 to 64 Years		2,750	55.3%	36,000	55.2%	60,959	55.2%
Age 65 Years or Over		959	19.3%	13,653	20.9%	22,227	20.1%
Female Age Distribution (2023)							
Female Population		2,560	51.4%	33,721	51.7%	56,990	51.6%
Age Under 5 Years		134	5.2%	1,756	5.2%	3,089	5.4%
Age 5 to 9 Years		155	6.0%	1,917	5.7%	3,375	5.9%
Age 10 to 14 Years		167	6.5%	2,100	6.2%	3,630	6.4%
Age 15 to 19 Years		142	5.5%	1,789	5.3%	3,168	5.6%
Age 20 to 24 Years		149	5.8%	1,865	5.5%	3,227	5.7%
Age 25 to 29 Years		159	6.2%	2,344	7.0%	3,871	6.8%
Age 30 to 34 Years		178	6.9%	2,410	7.1%	3,923	6.9%
Age 35 to 39 Years		153	6.0%	2,250	6.7%	3,728	6.5%
Age 40 to 44 Years		160	6.2%	2,055	6.1%	3,487	6.1%
Age 45 to 49 Years		157	6.1%	1,906	5.7%	3,240	5.7%
Age 50 to 54 Years		140	5.5%	1,864	5.5%	3,253	5.7%
Age 55 to 59 Years		182	7.1%	2,019	6.0%	3,471	6.1%
Age 60 to 64 Years		151	5.9%	1,871	5.5%	3,245	5.7%
Age 65 to 69 Years		142	5.5%	1,909	5.7%	3,318	5.8%
Age 70 to 74 Years		150	5.9%	1,966	5.8%	3,323	5.8%
Age 75 to 79 Years		110	4.3%	1,543	4.6%	2,421	4.2%
Age 80 to 84 Years		75	2.9%	1,136	3.4%	1,724	3.0%
Age 85 Years or Over		56	2.2%	1,020	3.0%	1,498	2.6%
Female Median Age		41.1		41.5		40.7	
Age 19 Years or Less		597	23.3%	7,562	22.4%	13,262	23.3%
Age 20 to 64 Years		1,429	55.8%	18,585	55.1%	31,445	55.2%
Age 65 Years or Over		534	20.9%	7,575	22.5%	12,283	21.6%

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Male Age Distribution (2023)						
Male Population	2,417	48.6%	31,531	48.3%	53,453	48.4%
Age Under 5 Years	140	5.8%	1,898	6.0%	3,294	6.2%
Age 5 to 9 Years	175	7.3%	2,015	6.4%	3,532	6.6%
Age 10 to 14 Years	190	7.9%	2,191	6.9%	3,745	7.0%
Age 15 to 19 Years	165	6.8%	1,933	6.1%	3,426	6.4%
Age 20 to 24 Years	111	4.6%	1,719	5.5%	3,040	5.7%
Age 25 to 29 Years	148	6.1%	2,144	6.8%	3,566	6.7%
Age 30 to 34 Years	180	7.4%	2,347	7.4%	3,763	7.0%
Age 35 to 39 Years	162	6.7%	2,147	6.8%	3,546	6.6%
Age 40 to 44 Years	135	5.6%	1,944	6.2%	3,244	6.1%
Age 45 to 49 Years	137	5.7%	1,776	5.6%	3,017	5.6%
Age 50 to 54 Years	135	5.6%	1,714	5.4%	3,135	5.9%
Age 55 to 59 Years	156	6.5%	1,849	5.9%	3,202	6.0%
Age 60 to 64 Years	157	6.5%	1,775	5.6%	3,000	5.6%
Age 65 to 69 Years	119	4.9%	1,590	5.0%	2,779	5.2%
Age 70 to 74 Years	108	4.5%	1,477	4.7%	2,560	4.8%
Age 75 to 79 Years	90	3.7%	1,269	4.0%	1,996	3.7%
Age 80 to 84 Years	62	2.6%	975	3.1%	1,448	2.7%
Age 85 Years or Over	47	1.9%	767	2.4%	1,161	2.2%
Male Median Age	37.9		38.9		38.3	
Age 19 Years or Less	670	27.7%	8,037	25.5%	13,996	26.2%
Age 20 to 64 Years	1,321	54.7%	17,415	55.2%	29,514	55.2%
Age 65 Years or Over	425	17.6%	6,079	19.3%	9,944	18.6%
Males per 100 Females (2023)						
Overall Comparison	94		94		94	
Age Under 5 Years	104	51.1%	108	51.9%	107	51.6%
Age 5 to 9 Years	113	53.1%	105	51.2%	105	51.1%
Age 10 to 14 Years	114	53.2%	104	51.1%	103	50.8%
Age 15 to 19 Years	117	53.9%	108	51.9%	108	52.0%
Age 20 to 24 Years	75	42.7%	92	48.0%	94	48.5%
Age 25 to 29 Years	93	48.3%	91	47.8%	92	47.9%
Age 30 to 34 Years	101	50.3%	97	49.3%	96	49.0%
Age 35 to 39 Years	106	51.4%	95	48.8%	95	48.7%
Age 40 to 44 Years	84	45.8%	95	48.6%	93	48.2%
Age 45 to 49 Years	87	46.6%	93	48.2%	93	48.2%
Age 50 to 54 Years	96	49.0%	92	47.9%	96	49.1%
Age 55 to 59 Years	86	46.1%	92	47.8%	92	48.0%
Age 60 to 64 Years	104	51.0%	95	48.7%	92	48.0%
Age 65 to 69 Years	84	45.7%	83	45.4%	84	45.6%
Age 70 to 74 Years	72	41.7%	75	42.9%	77	43.5%
Age 75 to 79 Years	81	44.9%	82	45.1%	82	45.2%
Age 80 to 84 Years	82	45.2%	86	46.2%	84	45.6%
Age 85 Years or Over	83	45.2%	75	42.9%	78	43.7%
Age 19 Years or Less	112	52.9%	106	51.5%	106	51.3%
Age 20 to 39 Years	94	48.5%	94	48.5%	94	48.5%
Age 40 to 64 Years	91	47.7%	93	48.2%	93	48.3%
Age 65 Years or Over	80	44.3%	80	44.5%	81	44.7%

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Household Type (2023)						
Total Households	1,967		26,303		42,892	
Households with Children	601	30.6%	7,969	30.3%	13,712	32.0%
Average Household Size	2.5		2.5		2.5	
Household Density per Square Mile	626		930		546	
Population Family	4,213	84.6%	54,275	83.2%	92,522	83.8%
Population Non-Family	738	14.8%	10,324	15.8%	16,703	15.1%
Population Group Quarters	26	0.5%	653	1.0%	1,219	1.1%
Family Households	1,404	71.4%	18,076	68.7%	29,760	69.4%
Married Couple Households	974	69.4%	13,559	75.0%	21,030	70.7%
Other Family Households with Children	430	30.6%	4,517	25.0%	8,730	29.3%
Family Households with Children	599	42.7%	7,950	44.0%	13,676	46.0%
Married Couple with Children	351	58.5%	5,178	65.1%	8,247	60.3%
Other Family Households with Children	248	41.5%	2,772	34.9%	5,428	39.7%
Family Households No Children	805	57.3%	10,126	56.0%	16,085	54.0%
Married Couple No Children	624	77.5%	8,380	82.8%	12,783	79.5%
Other Family Households No Children	181	22.5%	1,745	17.2%	3,301	20.5%
Non-Family Households	563	28.6%	8,227	31.3%	13,132	30.6%
Non-Family Households with Children	2	0.4%	19	0.2%	37	0.3%
Non-Family Households No Children	561	99.6%	8,208	99.8%	13,095	99.7%
Average Family Household Size	3.0		3.0		3.1	
Average Family Income	\$86,515		\$92,120		\$87,251	
Median Family Income	\$77,065		\$76,184		\$72,335	
Average Non-Family Household Size	1.3		1.3		1.3	
Marital Status (2023)						
Population Age 15 Years or Over	4,016		53,375		89,780	
Never Married	1,400	34.9%	17,472	32.7%	30,384	33.8%
Currently Married	1,713	42.7%	24,006	45.0%	38,344	42.7%
Previously Married	903	22.5%	11,896	22.3%	21,052	23.4%
Separated	70	7.7%	1,631	13.7%	3,433	16.3%
Widowed	318	35.3%	3,783	31.8%	6,686	31.8%
Divorced	515	57.0%	6,482	54.5%	10,933	51.9%
Educational Attainment (2023)						
Adult Population Age 25 Years or Over	3,450		46,069		76,919	
Elementary (Grade Level 0 to 8)	67	1.9%	1,517	3.3%	3,386	4.4%
Some High School (Grade Level 9 to 11)	144	4.2%	2,752	6.0%	6,019	7.8%
High School Graduate	1,284	37.2%	15,203	33.0%	26,868	34.9%
Some College	905	26.2%	10,768	23.4%	17,024	22.1%
Associate Degree Only	335	9.7%	5,200	11.3%	7,972	10.4%
Bachelor Degree Only	551	16.0%	6,950	15.1%	10,472	13.6%
Graduate Degree	164	4.8%	3,679	8.0%	5,177	6.7%
Any College (Some College or Higher)	1,954	56.7%	26,597	57.7%	40,645	52.8%
College Degree + (Bachelor Degree or Higher)	715	20.7%	10,629	23.1%	15,648	20.3%

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Housing						
Total Housing Units (2023)	2,066		28,662		47,487	
Total Housing Units (2020)	1,904		26,250		42,922	
Historical Annual Growth (2020-2023)	162	-	2,412	-	4,564	-
Housing Units Occupied (2023)	1,967	95.2%	26,303	91.8%	42,892	90.3%
Housing Units Owner-Occupied	1,203	61.2%	17,924	68.1%	29,086	67.8%
Housing Units Renter-Occupied	764	38.8%	8,379	31.9%	13,806	32.2%
Housing Units Vacant (2023)	99	4.8%	2,359	8.2%	4,595	9.7%
Household Size (2023)						
Total Households	1,967		26,303		42,892	
1 Person Households	433	22.0%	6,592	25.1%	10,600	24.7%
2 Person Households	764	38.8%	10,434	39.7%	16,203	37.8%
3 Person Households	341	17.4%	4,069	15.5%	6,824	15.9%
4 Person Households	256	13.0%	2,996	11.4%	5,049	11.8%
5 Person Households	109	5.5%	1,363	5.2%	2,519	5.9%
6 Person Households	42	2.1%	572	2.2%	1,074	2.5%
7 or More Person Households	22	1.1%	276	1.0%	624	1.5%
Household Income Distribution (2023)						
HH Income \$200,000 or More	94	4.8%	1,487	5.7%	2,125	5.0%
HH Income \$150,000 to \$199,999	110	5.6%	1,705	6.5%	2,601	6.1%
HH Income \$125,000 to \$149,999	88	4.5%	1,442	5.5%	2,038	4.8%
HH Income \$100,000 to \$124,999	214	10.9%	2,463	9.4%	3,785	8.8%
HH Income \$75,000 to \$99,999	271	13.8%	3,433	13.1%	5,341	12.5%
HH Income \$50,000 to \$74,999	412	20.9%	5,735	21.8%	8,765	20.4%
HH Income \$35,000 to \$49,999	231	11.7%	3,673	14.0%	5,669	13.2%
HH Income \$25,000 to \$34,999	181	9.2%	2,612	9.9%	4,452	10.4%
HH Income \$15,000 to \$24,999	228	11.6%	2,063	7.8%	3,866	9.0%
HH Income \$10,000 to \$14,999	46	2.3%	719	2.7%	1,689	3.9%
HH Income Under \$10,000	91	4.6%	971	3.7%	2,559	6.0%
Household Vehicles (2023)						
Households 0 Vehicles Available	155	7.9%	1,342	5.1%	2,534	5.9%
Households 1 Vehicle Available	657	33.4%	10,021	38.1%	16,725	39.0%
Households 2 Vehicles Available	667	33.9%	9,980	37.9%	15,254	35.6%
Households 3 or More Vehicles Available	488	24.8%	4,960	18.9%	8,378	19.5%
Total Vehicles Available	3,549		46,778		75,630	
Average Vehicles per Household	1.8		1.8		1.8	
Owner-Occupied Household Vehicles	2,390	67.3%	33,776	72.2%	55,745	73.7%
Average Vehicles per Owner-Occupied Household	2.0		1.9		1.9	
Renter-Occupied Household Vehicles	1,159	32.7%	13,002	27.8%	19,885	26.3%
Average Vehicles per Renter-Occupied Household	1.5		1.6		1.4	
Travel Time (2023)						
Worker Base Age 16 years or Over	2,618		31,568		50,624	
Travel to Work in 14 Minutes or Less	432	16.5%	4,708	14.9%	7,513	14.8%
Travel to Work in 15 to 29 Minutes	1,266	48.4%	12,524	39.7%	20,361	40.2%
Travel to Work in 30 to 59 Minutes	658	25.1%	8,069	25.6%	13,460	26.6%
Travel to Work in 60 Minutes or More	124	4.7%	2,518	8.0%	3,377	6.7%
Work at Home	137	5.2%	3,748	11.9%	5,911	11.7%
Average Minutes Travel to Work	21.6		23.4		23.2	

Complete Profile

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Transportation To Work (2023)						
Worker Base Age 16 years or Over	2,618		31,568		50,624	
Drive to Work Alone	2,144	81.9%	24,154	76.5%	38,763	76.6%
Drive to Work in Carpool	142	5.4%	2,346	7.4%	3,883	7.7%
Travel to Work by Public Transportation	1	-	84	0.3%	137	0.3%
Drive to Work on Motorcycle	-	-	14	-	17	-
Bicycle to Work	18	0.7%	66	0.2%	103	0.2%
Walk to Work	15	0.6%	324	1.0%	589	1.2%
Other Means	161	6.1%	831	2.6%	1,219	2.4%
Work at Home	137	5.2%	3,748	11.9%	5,911	11.7%
Daytime Demographics (2023)						
Total Businesses	322		2,185		3,765	
Total Employees	1,285		12,115		27,136	
Company Headquarter Businesses	3	0.8%	33	1.5%	71	1.9%
Company Headquarter Employees	43	3.4%	446	3.7%	1,474	5.4%
Employee Population per Business	4.0 to 1		5.5 to 1		7.2 to 1	
Residential Population per Business	15.4 to 1		29.9 to 1		29.3 to 1	
Adj. Daytime Demographics Age 16 Years or Over	2,612		32,974		64,705	
Labor Force						
Labor Population Age 16 Years or Over (2023)	3,944		52,499		88,291	
Labor Force Total Males (2023)	1,873	47.5%	24,948	47.5%	42,081	47.7%
Male Civilian Employed	1,249	66.7%	15,446	61.9%	24,991	59.4%
Male Civilian Unemployed	13	0.7%	400	1.6%	996	2.4%
Males in Armed Forces	-	-	72	0.3%	97	0.2%
Males Not in Labor Force	611	32.6%	9,030	36.2%	15,997	38.0%
Labor Force Total Females (2023)	2,071	52.5%	27,551	52.5%	46,210	52.3%
Female Civilian Employed	1,369	66.1%	16,122	58.5%	25,634	55.5%
Female Civilian Unemployed	17	0.8%	571	2.1%	1,019	2.2%
Females in Armed Forces	-	-	-	-	-	-
Females Not in Labor Force	686	33.1%	10,857	39.4%	19,557	42.3%
Unemployment Rate	30	0.8%	972	1.9%	2,014	2.3%
Occupation (2023)						
Occupation Population Age 16 Years or Over	2,618		31,568		50,624	
Occupation Total Males	1,249	47.7%	15,446	48.9%	24,990	49.4%
Occupation Total Females	1,369	52.3%	16,122	51.1%	25,634	50.6%
Management, Business, Financial Operations	419	-	4,420	14.0%	6,683	13.2%
Professional, Related	417	15.9%	5,896	18.7%	8,964	17.7%
Service	558	21.3%	5,492	17.4%	9,312	18.4%
Sales, Office	662	25.3%	8,067	25.6%	12,726	25.1%
Farming, Fishing, Forestry	-	-	8	-	16	-
Construction, Extraction, Maintenance	167	6.4%	2,816	8.9%	4,851	9.6%
Production, Transport, Material Moving	395	15.1%	4,869	15.4%	8,072	15.9%
White Collar Workers	1,497	57.2%	18,383	58.2%	28,374	56.0%
Blue Collar Workers	1,121	42.8%	13,185	41.8%	22,250	44.0%

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Units In Structure (2023)							
Total Units		1,967		26,303		42,892	
1 Detached Unit		1,369	69.6%	16,730	63.6%	26,555	61.9%
1 Attached Unit		99	5.0%	719	2.7%	988	2.3%
2 Units		107	5.4%	448	1.7%	921	2.1%
3 to 4 Units		36	1.8%	664	2.5%	1,005	2.3%
5 to 9 Units		61	3.1%	1,305	5.0%	1,689	3.9%
10 to 19 Units		30	1.5%	1,045	4.0%	1,491	3.5%
20 to 49 Units		14	0.7%	723	2.7%	1,093	2.5%
50 or More Units		9	0.4%	906	3.4%	1,233	2.9%
Mobile Home or Trailer		240	12.2%	3,741	14.2%	7,880	18.4%
Other Structure		2	-	21	-	37	-
Homes Built By Year (2023)							
Homes Built 2020 or later		17	0.8%	422	1.5%	616	1.3%
Homes Built 2010 to 2019		197	9.5%	3,027	10.6%	4,805	10.1%
Homes Built 2000 to 2009		428	20.7%	5,858	20.4%	8,746	18.4%
Homes Built 1990 to 1999		214	10.3%	5,642	19.7%	8,553	18.0%
Homes Built 1980 to 1989		449	21.7%	5,425	18.9%	8,320	17.5%
Homes Built 1970 to 1979		389	18.8%	3,451	12.0%	5,849	12.3%
Homes Built 1960 to 1969		177	8.5%	1,115	3.9%	2,672	5.6%
Homes Built 1950 to 1959		60	2.9%	688	2.4%	1,810	3.8%
Homes Built 1940 to 1949		17	0.8%	280	1.0%	645	1.4%
Homes Built Before 1939		20	1.0%	395	1.4%	876	1.8%
Median Age of Homes		36.8 yrs		33.5 yrs		35.5 yrs	
Home Values (2023)							
Owner Specified Housing Units		1,203		17,924		29,086	
Home Values \$1,000,000 or More		11	0.9%	183	1.0%	308	1.1%
Home Values \$750,000 to \$999,999		7	0.6%	142	0.8%	375	1.3%
Home Values \$500,000 to \$749,999		11	0.9%	289	1.6%	620	2.1%
Home Values \$400,000 to \$499,999		84	7.0%	1,130	6.3%	1,724	5.9%
Home Values \$300,000 to \$399,999		69	5.7%	2,382	13.3%	3,487	12.0%
Home Values \$250,000 to \$299,999		272	22.6%	2,452	13.7%	3,691	12.7%
Home Values \$200,000 to \$249,999		178	14.8%	3,627	20.2%	5,136	17.7%
Home Values \$175,000 to \$199,999		141	11.7%	1,521	8.5%	2,156	7.4%
Home Values \$150,000 to \$174,999		85	7.1%	1,938	10.8%	2,944	10.1%
Home Values \$125,000 to \$149,999		42	3.5%	783	4.4%	1,388	4.8%
Home Values \$100,000 to \$124,999		85	7.1%	914	5.1%	1,711	5.9%
Home Values \$90,000 to \$99,999		31	2.6%	216	1.2%	559	1.9%
Home Values \$80,000 to \$89,999		33	2.8%	277	1.5%	604	2.1%
Home Values \$70,000 to \$79,999		11	1.0%	152	0.8%	424	1.5%
Home Values \$60,000 to \$69,999		6	0.5%	272	1.5%	611	2.1%
Home Values \$50,000 to \$59,999		27	2.2%	385	2.2%	781	2.7%
Home Values \$35,000 to \$49,999		8	0.6%	279	1.6%	728	2.5%
Home Values \$25,000 to \$34,999		17	1.4%	344	1.9%	686	2.4%
Home Values \$10,000 to \$24,999		9	0.7%	304	1.7%	595	2.0%
Home Values Under \$10,000		77	6.4%	335	1.9%	562	1.9%
Owner-Occupied Median Home Value		\$213,300		\$216,352		\$202,612	
Renter-Occupied Median Rent		\$1,016		\$1,123		\$1,003	

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Total Annual Consumer Expenditure (2023)						
Total Household Expenditure	\$113.48 M		\$1.66 B		\$2.58 B	
Total Non-Retail Expenditure	\$59.81 M		\$875.32 M		\$1.36 B	
Total Retail Expenditure	\$53.66 M		\$785.42 M		\$1.22 B	
Apparel	\$3.96 M		\$58.02 M		\$90.01 M	
Contributions	\$3.63 M		\$53.78 M		\$82.94 M	
Education	\$3.2 M		\$47.4 M		\$73.58 M	
Entertainment	\$6.36 M		\$93.47 M		\$144.65 M	
Food and Beverages	\$16.82 M		\$245.21 M		\$381.19 M	
Furnishings and Equipment	\$3.95 M		\$58.15 M		\$89.94 M	
Gifts	\$2.7 M		\$40.1 M		\$61.56 M	
Health Care	\$9.8 M		\$143.09 M		\$222.12 M	
Household Operations	\$4.43 M		\$65.17 M		\$101 M	
Miscellaneous Expenses	\$2.14 M		\$31.44 M		\$48.69 M	
Personal Care	\$1.52 M		\$22.29 M		\$34.58 M	
Personal Insurance	\$779.62 K		\$11.56 M		\$17.83 M	
Reading	\$247.72 K		\$3.65 M		\$5.65 M	
Shelter	\$23.93 M		\$348.8 M		\$541.78 M	
Tobacco	\$724.99 K		\$10.34 M		\$16.26 M	
Transportation	\$20.73 M		\$303.69 M		\$470.35 M	
Utilities	\$8.57 M		\$124.54 M		\$194.27 M	
Monthly Household Consumer Expenditure (2023)						
Total Household Expenditure	\$4,807		\$5,262		\$5,006	
Total Non-Retail Expenditure	\$2,534	52.7%	\$2,773	52.7%	\$2,639	52.7%
Total Retail Expenditures	\$2,273	47.3%	\$2,488	47.3%	\$2,367	47.3%
Apparel	\$168	3.5%	\$184	3.5%	\$175	3.5%
Contributions	\$154	3.2%	\$170	3.2%	\$161	3.2%
Education	\$136	2.8%	\$150	2.9%	\$143	2.9%
Entertainment	\$269	5.6%	\$296	5.6%	\$281	5.6%
Food and Beverages	\$712	14.8%	\$777	14.8%	\$741	14.8%
Furnishings and Equipment	\$167	3.5%	\$184	3.5%	\$175	3.5%
Gifts	\$114	2.4%	\$127	2.4%	\$120	2.4%
Health Care	\$415	8.6%	\$453	8.6%	\$432	8.6%
Household Operations	\$188	3.9%	\$206	3.9%	\$196	3.9%
Miscellaneous Expenses	\$90	1.9%	\$100	1.9%	\$95	1.9%
Personal Care	\$65	1.3%	\$71	1.3%	\$67	1.3%
Personal Insurance	\$33	0.7%	\$37	0.7%	\$35	0.7%
Reading	\$10	0.2%	\$12	0.2%	\$11	0.2%
Shelter	\$1,014	21.1%	\$1,105	21.0%	\$1,053	21.0%
Tobacco	\$31	0.6%	\$33	0.6%	\$32	0.6%
Transportation	\$878	18.3%	\$962	18.3%	\$914	18.3%
Utilities	\$363	7.6%	\$395	7.5%	\$377	7.5%