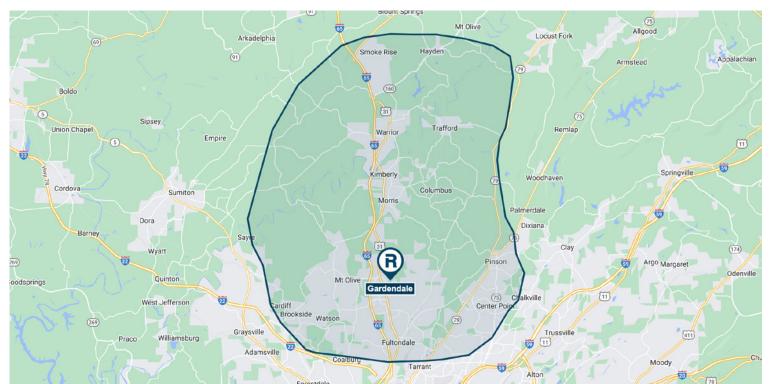


GARDENDALE, ALABAMA

Prepared for City of Gardendale June 2023

Primary Retail Trade Area • Demographic Snapshot

Gardendale, Alabama



Population		Age	
2020	110,129	0 - 9 Years	13.24%
2023	109,483	10 - 17 Years	10.54%
2028	110,241	18 - 24 Years	7.99%
Educational Attainment	t (%)	25 - 34 Years	13.33%
Graduate or Professional Degree	6.55%	35 - 44 Years 45 - 54 Years	13.26%
Bachelors Degree	12.58%	55 - 64 Years	12.23%
Associate Degree	11.43%	65 and Older	17.43%
Some College	24.03%	Median Age	38.65
High School Graduate (GED)	34.29%	Average Age	39.46
Some High School, No Degree	8.16%	Race Distribution (%)	
Less than 9th Grade	2.96%	White	54.61%
		Black/African American	35.80%
Income Average HH	\$79,259	American Indian/ Alaskan	0.51%
Median HH	\$60,255	Asian	0.78%
Per Capita	\$30,742	Native Hawaiian/ Islander	0.04%
		Other Race	3.91%
		Two or More Races	4.35%
		Hispanic	6.42%



Stan Hogeland

City of Gardendale Mayor

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Kyle Cofer

The Retail Coach, LLC Project Director

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DESCRIPTION	DATA	%
Population		
2028 Projection	110,241	
2023 Estimate	109,483	
2020 Census	110,129	
2010 Census	104,534	
2010 CC11303	10 1,33 1	
Growth 2023 - 2028		0.69%
Growth 2020 - 2023		-0.58%
Growth 2010 - 2020		5.35%
2023 Est. Population by Single- Classification Race	109,483	
White Alone	59,791	54.61%
Black or African American Alone	39,194	35.80%
Amer. Indian and Alaska Native Alone	558	0.51%
Asian Alone	853	0.78%
Native Hawaiian and Other Pacific Island Alone	45	0.04%
Some Other Race Alone	4,277	3.91%
Two or More Races	4,764	4.35%
	.,	
2023 Est. Population by Hispanic or Latino Origin	109,483	
Not Hispanic or Latino	102,450	93.58%
Hispanic or Latino	7,033	6.42%
Mexican	5,092	72.40%
Puerto Rican	351	4.99%
Cuban	91	1.29%
All Other Hispanic or Latino	1,498	21.30%
2023 Est. Hisp. or Latino Pop by Single- Class. Race	7,033	
White Alone	1,061	15.09%
Black or African American Alone	168	2.39%
American Indian and Alaska Native Alone	239	3.40%
Asian Alone	4	0.06%
Native Hawaiian and Other Pacific Islander Alone	6	0.09%
Some Other Race Alone	4,017	57.12%
Two or More Races	1,537	21.85%
2023 Est. Pop by Race, Asian Alone, by	853	
Category Chinese, except Taiwanese	129	15.12%
Filipino	154	18.05%
Japanese	19	2.23%
Asian Indian	299	35.05%
Korean	48	5.63%
Vietnamese	99	11.61%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	9	1.05%
All Other Asian Races Including 2+ Category	96	11.25%

DESCRIPTION	DATA	%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	97,747	95.60%
Speak Asian/Pacific Island Language at Home	290	0.28%
Speak IndoEuropean Language at Home	573	0.56%
Speak Spanish at Home	3,502	3.42%
Speak Other Language at Home	130	0.13%

2023 Est. Population by Age	109,483	
Age 0 - 4	7,241	6.61%
Age 5 - 9	7,258	6.63%
Age 10 - 14	7,238	6.61%
Age 15 - 17	4,301	3.93%
Age 18 - 20	3,808	3.48%
Age 21 - 24	4,939	4.51%
Age 25 - 34	14,589	13.33%
Age 35 - 44	14,517	13.26%
Age 45 - 54	13,118	11.98%
Age 55 - 64	13,390	12.23%
Age 65 - 74	11,854	10.83%
Age 75 - 84	5,363	4.90%
Age 85 and over	1,866	1.70%
Age 16 and over	86,336	78.86%
Age 18 and over	83,445	76.22%
Age 21 and over	79,637	72.74%
Age 65 and over	19,082	17.43%
2023 Est. Median Age		38.65
2023 Est. Average Age		39.46
2020 2007 11 01 00 07 180		23.10
2023 Est. Population by Sex	109,483	
Male	51,428	46.97%
Female	58,055	53.03%



DESCRIPTION	DATA	%
2023 Est. Male Population by Age	51,428	, ,,
Age 0 - 4	3,704	7.20%
Age 5 - 9	3,722	7.24%
Age 10 - 14	3,637	7.07%
Age 15 - 17	2,155	4.19%
Age 18 - 20	1,924	3.74%
Age 21 - 24	2,464	4.79%
Age 25 - 34	6,803	13.23%
Age 35 - 44	6,632	12.90%
Age 45 - 54	6,126	11.91%
Age 55 - 64	6,086	11.83%
Age 65 - 74	5,284	10.28%
Age 75 - 84	2,278	4.43%
Age 85 and over	611	1.19%
2023 Est. Median Age, Male		36.93
2023 Est. Average Age, Male		38.01
2023 Est. Female Population by Age	58,055	
Age 0 - 4	3,536	6.09%
Age 5 - 9	3,536	6.09%
Age 10 - 14	3,601	6.20%
Age 15 - 17	2,146	3.70%
Age 18 - 20	1,884	3.25%
Age 21 - 24	2,476	4.26%
Age 25 - 34	7,786	13.41%
Age 35 - 44	7,885	13.58%
Age 45 - 54	6,992	12.04%
Age 55 - 64	7,304	12.58%
Age 65 - 74	6,570	11.32%
Age 75 - 84	3,084	5.31%
Age 85 and over	1,254	2.16%
2023 Est. Median Age, Female		40.09
2023 Est. Average Age, Female		40.03
2023 Est. Average Age, Ferriale		40.71
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	24,812	28.28%
Males, Never Married	12,395	14.13%
Females, Never Married	12,418	14.15%
Married, Spouse present	42,390	48.31%
Married, Spouse absent	3,386	3.86%
Widowed	5,514	6.28%
Males Widowed	1,053	1.20%
Females Widowed	4,461	5.08%
Divorced	11,643	13.27%
Males Divorced	4,876	5.56%
Females Divorced	6,767	7.71%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,213	2.96%
Some High School, no diploma	6,096	8.16%
High School Graduate (or GED)	25,611	34.29%
Some College, no degree	17,951	24.03%
Associate Degree	8,540	11.43%
Bachelor's Degree	9,393	12.58%
Master's Degree	3,733	5.00%
Professional School Degree	715	0.96%
Doctorate Degree	445	0.60%

2023 Est. Pop Age 25+ by Edu. Attain., Hisp. / Lat.	DESCRIPTION	DATA	%
Lat. No High School Diploma 1,888 50.55% High School Graduate 941 25.19% Some College or Associate's Degree 579 15.50% Bachelor's Degree or Higher 327 8.76% Households 2028 Projection 42,724 2023 Estimate 42,312 2020 Census 42,460 2010 Census 40,390 Growth 2023 - 2028 0.97% Growth 2010 - 2020 5.12% 2023 Est. Households by Household Type 42,312 Family Households 30,511 72.11% Nonfamily Households 11,801 27.89% 2023 Est. Group Quarters Population 394 2023 Est. Households by Household Income 42,312 Income \$ \$15,000 \$24,999 3,329 7.87% Income \$ \$15,000 \$24,999 3,329 7.87% Income \$ \$5,000 - \$44,999 3,738 8.83% Income \$50,000 - \$74,999 7,071 16.71% Income \$50,000 - \$149,999 5,661 13.38% Income \$150,000 -		DAIA	70
No High School Diploma High School Graduate Some College or Associate's Degree Bachelor's Degree or Higher 125.19% Bachelor's Degree or Higher 227 8.76% Households 2028 Projection 2028 Projection 2020 Census 2020 Census 2010 Census 2011 Census 2012 Est. Households by Household Income 2013 Est. Households by Household Income 2010 Census 2010 Census 2011 Census 2011 Census 2012 Est. Households Phousehold Income 2010 File Class 2011 Census 2012 Est. Household Income 2012 Est. Average Household Income 2013 Est. Average Household Income 2014 Est. Average Household Income 2015 Est. Average Household Income 2016 Est. Average Household Income 2017 Est. Average Household Income 2017 Est. Average Household Income 2017 Est. Average Household Income 2018 Est. Average Household Income 2018 Est. Average			
High School Graduate 941 25.19% Some College or Associate's Degree 579 15.50% Bachelor's Degree or Higher 327 8.76%		1 000	EO EE04
Some College or Associate's Degree 579 15.50% Bachelor's Degree or Higher 327 8.76% Households 42,724 2023 Estimate 42,312 2020 Census 42,460 2010 Census 40,390 Growth 2023 - 2028 0.97% -0.34% Growth 2010 - 2020 5.12% 2023 Est. Households by Household Type 42,312 Family Households 30,511 72.11% Nonfamily Households 11,801 27.89% 2023 Est. Group Quarters Population 394 2023 Est. Households by Ethnicity, Hispanic/Latino 2,007 2023 Est. Households by Household Income 42,312 Income < \$15,000			
Bachelor's Degree or Higher 327 8.76%			
Households 2028 Projection 42,724 2023 Estimate 42,312 2020 Census 42,460 2010 Census 42,460 2010 Census 40,390 40,390			
2028 Projection 42,724 2023 Estimate 42,312 2020 Census 42,460 2010 Census 40,390 Growth 2023 - 2028 0,97% Growth 2010 - 2020 5.12% 2023 Est. Households by Household Type Family Households 30,511 72.11% Nonfamily Households 11,801 27.89% 2023 Est. Group Quarters Population 394 2023 Est. Households by Household Income 42,312 Income < \$15,000	Bachelor's Degree or Higher	327	8.76%
2023 Estimate 42,460 2010 Census 42,460 2010 Census 40,390 Growth 2023 - 2028 0,97% Growth 2010 - 2020 5,12% 2023 Est. Households by Household Type Family Households 30,511 72,11% Nonfamily Households 11,801 27.89% 2023 Est. Group Quarters Population 394 2023 Est. Households by Ethnicity, Hispanic/Latino 2,007 2023 Est. Households by Household Income 42,312 Income < \$15,000			
2020 Census 42,460 2010 Census 40,390 Growth 2023 - 2028 0.97% Growth 2010 - 2020 5.12% 2023 Est. Households by Household Type 42,312 Family Households 30,511 72.11% Nonfamily Households 11,801 27.89% 2023 Est. Group Quarters Population 394 2023 Households by Ethnicity, Hispanic/Latino 2,007 2023 Est. Households by Household Income 42,312 Income < \$15,000			
2010 Census 40,390 Growth 2023 - 2028 0,97% Growth 2010 - 2020 5,12% 2023 Est. Households by Household Type 42,312 Family Households 30,511 72,11% Nonfamily Households 11,801 27.89% 2023 Est. Group Quarters Population 394 2023 Households by Ethnicity, Hispanic/Latino 2,007 2023 Est. Households by Household Income 42,312 Income < \$15,000	2023 Estimate		
Growth 2023 - 2028 Growth 2020 - 2023 Growth 2010 - 2020 2023 Est. Households by Household Type Family Households Nonfamily Households 11,801 27.89% 2023 Est. Group Quarters Population 2023 Households by Ethnicity, Hispanic/Latino 2,007 2023 Est. Households by Household Income Income < \$15,000 1,241 12.39% 1,239 1,239 1,241 1,239% 1,241	2020 Census	42,460	
Growth 2020 - 2023	2010 Census	40,390	
Growth 2020 - 2023	Growth 2023 - 2028		0.97%
Commonstraint Commonstrain			
2023 Est. Households by Household Type 42,312 Family Households 30,511 72.11% Nonfamily Households 11,801 27.89% 2023 Est. Group Quarters Population 394 2023 Households by Ethnicity, Hispanic/Latino 2,007 2023 Est. Households by Household Income 42,312 Income < \$15,000			
Family Households 30,511 72.11% Nonfamily Households 11,801 27.89% 2023 Est. Group Quarters Population 394 2023 Households by Ethnicity, Hispanic/Latino 2,007 2023 Est. Households by Household Income 42,312 Income < \$15,000	Growth 2010 - 2020		5.12%
Nonfamily Households	2023 Est. Households by Household Type		
Nonfamily Households		30,511	72.11%
2023 Est. Households by Household Income 42,312 Income < \$15,000	Nonfamily Households	11,801	27.89%
2023 Est. Households by Household Income 42,312 Income < \$15,000	2023 Fet Group Quarters Population	301	
Income < \$15,000 5,241 12.39% Income \$15,000 - \$24,999 3,329 7.87% Income \$25,000 - \$34,999 3,738 8.83% Income \$35,000 - \$49,999 5,661 13.38% Income \$50,000 - \$74,999 7,071 16.71% Income \$75,000 - \$99,999 5,383 12.72% Income \$100,000 - \$124,999 3,972 9.39% Income \$100,000 - \$144,999 3,972 9.39% Income \$125,000 - \$149,999 2,927 6.92% Income \$150,000 - \$199,999 2,880 6.81% Income \$200,000 - \$249,999 752 1.78% Income \$250,000 - \$499,999 752 1.78% Income \$500,000+ 189 0.45% 2023 Est. Average Household Income \$79,259 2023 Est. Median Household Income \$60,255 2023 Median HH Inc. by Single-Class. Race or Eth. White Alone \$68,480 Black or African American Alone \$49,746 American Indian and Alaska Native Alone \$89,141 Native Hawaiian and Other Pacific Islander \$31,747 Some Other Race Alone \$53,931 Two or More Races \$42,413 Hispanic or Latino \$50,112	2023 Est. Group Quarters i opulation	394	
Income < \$15,000 5,241 12.39% Income \$15,000 - \$24,999 3,329 7.87% Income \$25,000 - \$34,999 3,738 8.83% Income \$35,000 - \$49,999 5,661 13.38% Income \$50,000 - \$74,999 7,071 16.71% Income \$75,000 - \$99,999 5,383 12.72% Income \$100,000 - \$124,999 3,972 9.39% Income \$125,000 - \$149,999 2,927 6.92% Income \$150,000 - \$199,999 2,880 6.81% Income \$200,000 - \$249,999 1,168 2.76% Income \$250,000 - \$499,999 752 1.78% Income \$500,000+ 189 0.45% 2023 Est. Average Household Income \$79,259 2023 Est. Median Household Income \$60,255 2023 Median HH Inc. by Single-Class. Race or Eth. White Alone \$68,480 Black or African American Alone \$49,746 American Indian and Alaska Native Alone \$89,141 Native Hawaiian and Other Pacific Islander Alone \$31,747 Some Other Race Alone \$53,931 Two or More Races \$42,413 Hispanic or Latino \$50,112	2023 Households by Ethnicity, Hispanic/Latino	2,007	
Income < \$15,000 5,241 12.39% Income \$15,000 - \$24,999 3,329 7.87% Income \$25,000 - \$34,999 3,738 8.83% Income \$35,000 - \$49,999 5,661 13.38% Income \$50,000 - \$74,999 7,071 16.71% Income \$75,000 - \$99,999 5,383 12.72% Income \$100,000 - \$124,999 3,972 9.39% Income \$125,000 - \$149,999 2,927 6.92% Income \$150,000 - \$199,999 2,880 6.81% Income \$200,000 - \$249,999 1,168 2.76% Income \$250,000 - \$499,999 752 1.78% Income \$500,000+ 189 0.45% 2023 Est. Average Household Income \$79,259 2023 Est. Median Household Income \$60,255 2023 Median HH Inc. by Single-Class. Race or Eth. White Alone \$68,480 Black or African American Alone \$49,746 American Indian and Alaska Native Alone \$89,141 Native Hawaiian and Other Pacific Islander Alone \$31,747 Some Other Race Alone \$53,931 Two or More Races \$42,413 Hispanic or Latino \$50,112	2022 Est. Households by Household Insome	42 242	
Income \$15,000 - \$24,999 3,329 7.87% Income \$25,000 - \$34,999 3,738 8.83% Income \$35,000 - \$49,999 5,661 13.38% Income \$50,000 - \$74,999 7,071 16.71% Income \$75,000 - \$99,999 5,383 12.72% Income \$100,000 - \$124,999 3,972 9.39% Income \$125,000 - \$149,999 2,927 6.92% Income \$150,000 - \$199,999 2,880 6.81% Income \$200,000 - \$249,999 1,168 2.76% Income \$250,000 - \$499,999 752 1.78% Income \$500,000+ 189 0.45% 2023 Est. Average Household Income \$79,259 2023 Est. Median Household Income \$60,255 2023 Median HH Inc. by Single-Class. Race or Eth. White Alone \$68,480 Black or African American Alone \$49,746 American Indian and Alaska Native Alone \$89,141 Native Hawaiian and Other Pacific Islander Alone \$31,747 Some Other Race Alone \$53,931 Two or More Races \$42,413 Hispanic or Latino \$50,112			12 39%
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Income \$35,000 - \$49,999 5,661 13.38% Income \$50,000 - \$74,999 7,071 16.71% Income \$75,000 - \$99,999 5,383 12.72% Income \$100,000 - \$124,999 3,972 9.39% Income \$150,000 - \$149,999 2,927 6.92% Income \$150,000 - \$199,999 2,880 6.81% Income \$200,000 - \$249,999 1,168 2.76% Income \$500,000 + 189 0.45% 2023 Est. Average Household Income \$79,259 2023 Est. Median Household Income \$60,255 2023 Median HH Inc. by Single-Class. Race or Eth. \$68,480 Black or African American Alone \$49,746 American Indian and Alaska Native Alone \$22,477 Asian Alone \$89,141 Native Hawaiian and Other Pacific Islander Alone \$31,747 Some Other Race Alone \$53,931 Two or More Races \$42,413 Hispanic or Latino \$50,112			
Income \$50,000 - \$74,999 7,071 16.71% Income \$75,000 - \$99,999 5,383 12.72% Income \$100,000 - \$124,999 3,972 9.39% Income \$125,000 - \$149,999 2,927 6.92% Income \$150,000 - \$199,999 2,880 6.81% Income \$200,000 - \$249,999 1,168 2.76% Income \$250,000 - \$499,999 752 1.78% Income \$500,000+ 189 0.45% 2023 Est. Average Household Income \$79,259 2023 Est. Median Household Income \$60,255 2023 Median HH Inc. by Single-Class. Race or Eth. White Alone \$68,480 Black or African American Alone \$49,746 American Indian and Alaska Native Alone \$89,141 Native Hawaiian and Other Pacific Islander Alone \$31,747 Some Other Race Alone \$53,931 Two or More Races \$42,413 Hispanic or Latino \$50,112			
Income \$75,000 - \$99,999 5,383 12,72% Income \$100,000 - \$124,999 3,972 9.39% Income \$125,000 - \$149,999 2,927 6.92% Income \$150,000 - \$199,999 2,880 6.81% Income \$200,000 - \$249,999 1,168 2.76% Income \$500,000 + 189 0.45% 2023 Est. Average Household Income \$79,259 2023 Est. Median Household Income \$60,255 2023 Median HH Inc. by Single-Class. Race or Eth. \$60,255 White Alone \$68,480 Black or African American Alone \$49,746 American Indian and Alaska Native Alone \$22,477 Asian Alone \$89,141 Native Hawaiian and Other Pacific Islander Alone \$31,747 Some Other Race Alone \$53,931 Two or More Races \$42,413 Hispanic or Latino \$50,112			
Income \$100,000 - \$124,999 3,972 9.39% Income \$125,000 - \$149,999 2,927 6.92% Income \$150,000 - \$199,999 2,880 6.81% Income \$200,000 - \$249,999 1,168 2.76% Income \$500,000 + 189 0.45% 2023 Est. Average Household Income \$79,259 2023 Est. Median Household Income \$60,255 2023 Median HH Inc. by Single-Class. Race or Eth. \$68,480 White Alone \$68,480 Black or African American Alone \$49,746 American Indian and Alaska Native Alone \$22,477 Asian Alone \$89,141 Native Hawaiian and Other Pacific Islander Alone \$31,747 Some Other Race Alone \$53,931 Two or More Races \$42,413 Hispanic or Latino \$50,112			
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Income \$150,000 - \$199,999 2,880 6.81% Income \$200,000 - \$249,999 1,168 2.76% Income \$250,000 - \$499,999 752 1.78% Income \$500,000+ 189 0.45% 2023 Est. Average Household Income \$79,259 2023 Est. Median Household Income \$60,255 2023 Median HH Inc. by Single-Class. Race or Eth. \$68,480 White Alone \$49,746 Black or African American Alone \$49,746 American Indian and Alaska Native Alone \$22,477 Asian Alone \$89,141 Native Hawaiian and Other Pacific Islander Alone \$31,747 Some Other Race Alone \$53,931 Two or More Races \$42,413 Hispanic or Latino \$50,112			
Income \$200,000 - \$249,999 1,168 2.76% Income \$250,000 - \$499,999 752 1.78% Income \$500,000+ 189 0.45% 2023 Est. Average Household Income \$79,259 2023 Est. Median Household Income \$60,255 2023 Median HH Inc. by Single-Class. Race or Eth. \$68,480 White Alone \$49,746 Black or African American Alone \$49,746 American Indian and Alaska Native Alone \$22,477 Asian Alone \$89,141 Native Hawaiian and Other Pacific Islander Alone \$31,747 Some Other Race Alone \$53,931 Two or More Races \$42,413 Hispanic or Latino \$50,112			
Income \$250,000 - \$499,999 752 1.78% Income \$500,000+ 189 0.45% 2023 Est. Average Household Income \$79,259 2023 Est. Median Household Income \$60,255 2023 Median HH Inc. by Single-Class. Race or Eth. \$68,480 White Alone \$49,746 Black or African American Alone \$49,746 American Indian and Alaska Native Alone \$22,477 Asian Alone \$89,141 Native Hawaiian and Other Pacific Islander Alone \$31,747 Some Other Race Alone \$53,931 Two or More Races \$42,413 Hispanic or Latino \$50,112			
Income \$500,000+ 2023 Est. Average Household Income 2023 Est. Median Household Income 2023 Median HH Inc. by Single-Class. Race or Eth. White Alone 868,480 Black or African American Alone American Indian and Alaska Native Alone Asian Alone Native Hawaiian and Other Pacific Islander Alone Some Other Race Alone Two or More Races Hispanic or Latino \$0.45%			
2023 Est. Average Household Income \$79,259 2023 Est. Median Household Income \$60,255 2023 Median HH Inc. by Single-Class. Race or Eth. White Alone \$68,480 Black or African American Alone \$49,746 American Indian and Alaska Native Alone \$22,477 Asian Alone \$89,141 Native Hawaiian and Other Pacific Islander Alone \$31,747 Some Other Race Alone \$53,931 Two or More Races \$42,413 Hispanic or Latino \$50,112			
2023 Est. Median Household Income \$60,255 2023 Median HH Inc. by Single-Class. Race or Eth. White Alone \$68,480 Black or African American Alone \$49,746 American Indian and Alaska Native Alone \$22,477 Asian Alone \$89,141 Native Hawaiian and Other Pacific Islander Alone \$31,747 Some Other Race Alone \$53,931 Two or More Races \$42,413 Hispanic or Latino \$50,112	Income \$500,000+	189	0.45%
2023 Est. Median Household Income \$60,255 2023 Median HH Inc. by Single-Class. Race or Eth. White Alone \$68,480 Black or African American Alone \$49,746 American Indian and Alaska Native Alone \$22,477 Asian Alone \$89,141 Native Hawaiian and Other Pacific Islander Alone \$31,747 Some Other Race Alone \$53,931 Two or More Races \$42,413 Hispanic or Latino \$50,112	2023 Est. Average Household Income		\$79,259
or Eth. White Alone \$68,480 Black or African American Alone \$49,746 American Indian and Alaska Native Alone \$22,477 Asian Alone \$89,141 Native Hawaiian and Other Pacific Islander Alone \$31,747 Some Other Race Alone \$53,931 Two or More Races \$42,413 Hispanic or Latino \$50,112	2023 Est. Median Household Income		\$60,255
or Eth. White Alone \$68,480 Black or African American Alone \$49,746 American Indian and Alaska Native Alone \$22,477 Asian Alone \$89,141 Native Hawaiian and Other Pacific Islander Alone \$31,747 Some Other Race Alone \$53,931 Two or More Races \$42,413 Hispanic or Latino \$50,112	2023 Median HH Inc. by Single-Class, Race		
Black or African American Alone \$49,746 American Indian and Alaska Native Alone \$22,477 Asian Alone \$89,141 Native Hawaiian and Other Pacific Islander Alone \$31,747 Some Other Race Alone \$53,931 Two or More Races \$42,413 Hispanic or Latino \$50,112	or Eth.		
American Indian and Alaska Native Alone \$22,477 Asian Alone \$89,141 Native Hawaiian and Other Pacific Islander Alone \$31,747 Some Other Race Alone \$53,931 Two or More Races \$42,413 Hispanic or Latino \$50,112			
Asian Alone \$89,141 Native Hawaiian and Other Pacific Islander Alone \$31,747 Some Other Race Alone \$53,931 Two or More Races \$42,413 Hispanic or Latino \$50,112			
Native Hawaiian and Other Pacific Islander Alone \$31,747 Some Other Race Alone \$53,931 Two or More Races \$42,413 Hispanic or Latino \$50,112			
Alone \$31,747 Some Other Race Alone \$53,931 Two or More Races \$42,413 Hispanic or Latino \$50,112			\$89,141
Some Other Race Alone \$53,931 Two or More Races \$42,413 Hispanic or Latino \$50,112			\$31,747
Two or More Races \$42,413 Hispanic or Latino \$50,112			\$53,931
Hispanic or Latino \$50,112			
	Not Hispanic or Latino		\$61,006



DESCRIPTION	DATA	%
2023 Est. Family HH Type by Presence of Own Child.	30,511	
Married-Couple Family, own children	8,549	28.02%
Married-Couple Family, no own children	12,862	42.16%
Male Householder, own children	785	2.57%
Male Householder, no own children	1,094	3.59%
Female Householder, own children	4,061	13.31%
Female Householder, no own children	3,160	10.36%
2023 Est. Households by Household Size	42,312	
1-person	10,658	25.19%
2-person	13,346	31.54%
3-person	8,029	18.98%
4-person	6,397	15.12%
5-person	2,766	6.54%
6-person	847	2.00%
7-or-more-person	269	0.64%
2023 Est. Average Household Size		2.58
2022 Est. Households by Prosonse of Boonle		
2023 Est. Households by Presence of People Under 18	42,312	
Households with 1 or More People under Age 18:	15,456	36.53%
Married-Couple Family	9,511	61.54%
Other Family, Male Householder	989	6.40%
Other Family, Female Householder	4,842	31.33%
Nonfamily, Male Householder	86	0.56%
Nonfamily, Female Householder	29	0.19%
Households with No Doonle under Age 19:	26 955	
Households with No People under Age 18: Married-Couple Family	26,855 11,898	44.31%
Other Family, Male Householder	882	3.28%
Other Family, Male Householder Other Family, Female Householder	2,386	8.89%
Nonfamily, Male Householder	4,971	18.51%
Nonfamily, Female Householder	6,718	25.02%
Nomaning, remaie nousenouer	0,710	23.0270
2023 Est. Households by Number of Vehicles	42,312	
No Vehicles	2,084	4.92%
1 Vehicle	12,472	29.48%
2 Vehicles	15,348	36.27%
3 Vehicles	7,982	18.86%
4 Vehicles	2,789	6.59%
5 or more Vehicles	1,638	3.87%
2023 Est. Average Number of Vehicles		2.1
Family Households		
2028 Projection	30,815	
2023 Estimate	30,511	
2010 Census	29,134	
Growth 2023 - 2028		1.00%
Growth 2010 - 2023		4.73%
2023 Est. Families by Poverty Status	30,511	
2023 Families at or Above Poverty	27,491	90.10%
2023 Families at or Above Poverty with Children	12,504	40.98%
2022 Familias Polace Pocarte	2.020	0.000/
2023 Families Below Poverty	3,020	9.90%
2023 Families Below Poverty with Children	2,265	7.42%

DESCRIPTION 2023 Est. Pop 16+ by Employment Status Civilian Labor Force, Employed 48,979 56,73% Civilian Labor Force, Unemployed 2,761 3,20% Armed Forces 55 0,06% Not in Labor Force 49,521 40,01% 2023 Est. Civ. Employed Pop 16+ by Class of Worker 49,521 For-Profit Private Workers 34,846 70,37% Non-Profit Private Workers 3,782 7,64% 1,021 1,			
Civilian Labor Force, Employed 48,979 56,73% Civilian Labor Force, Unemployed 2,761 3,20% Armed Forces 55 0,06% Not in Labor Force 34,541 40.01% 2023 Est. Civ. Employed Pop 16+ by Class of Worker 49,521 For-Profit Private Workers 34,846 70.37% Non-Profit Private Workers 3,782 7.64% Local Government Workers 1,317 2.66% State Government Workers 3,522 7.31% Self-Employed Workers 3,536 7.14% Unpaid Family Workers 3 0.07% 2023 Est. Civ. Employed Pop 16+ by Occupation 49,521 Architect/Engineer 574 1.16% Arts/Entertaimment/Sports 600 <th>DESCRIPTION</th> <th>DATA</th> <th>%</th>	DESCRIPTION	DATA	%
Civilian Labor Force, Employed 48,979 56,73% Civilian Labor Force, Unemployed 2,761 3,20% Armed Forces 55 0,06% Not in Labor Force 34,541 40.01% 2023 Est. Civ. Employed Pop 16+ by Class of Worker 49,521 For-Profit Private Workers 34,846 70.37% Non-Profit Private Workers 3,782 7.64% Local Government Workers 1,317 2.66% State Government Workers 3,522 7.31% Self-Employed Workers 3,536 7.14% Unpaid Family Workers 3 0.07% 2023 Est. Civ. Employed Pop 16+ by Occupation 49,521 Architect/Engineer 574 1.16% Arts/Entertaimment/Sports 600 <td>2023 Est. Pop 16+ by Employment Status</td> <td></td> <td></td>	2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Unemployed 2,761 3.20% Armed Forces 55 0.06% Not in Labor Force 34,541 40.01% 2023 Est. Civ. Employed Pop 16+ by Class of Worker 49,521 For-Profit Private Workers 3,782 7.64% Non-Profit Private Workers 1,317 2.66% State Government Workers 1,317 2.66% State Government Workers 3,622 7.31% Federal Government Workers 3,536 7.14% Federal Government Workers 3,536 7.14% Unpaid Family Workers 3,536 7.14% Unpaid Family Workers 3,536 7.14% Unpaid Family Workers 3 0.07% 2023 Est. Civ. Employed Pop 16+ by Occupation 49,521 Architect/Engineer 574 1.16% Arts/Entertainment/Sports 600 1.21% Building Grounds Maintenance 1,893 3.82% Busilding Grounds Maintenance 1,893 3.82% Computer/Mathematical 974 1,97% Computer	Civilian Labor Force, Employed	48,979	56.73%
Armed Forces 55 0.06% Not in Labor Force 34,541 40.01% 2023 Est. Civ. Employed Pop 16+ by Class of Worker 49,521 For-Profit Private Workers 3,4846 70.37% Non-Profit Private Workers 3,782 7.64% Local Government Workers 1,317 2.66% State Government Workers 3,622 7.31% Federal Government Workers 3,622 7.31% Self-Employed Workers 3,536 7.14% Unpaid Family Workers 33 0.07% 2023 Est. Civ. Employed Pop 16+ by Occupation 49,521 Architect/Engineer 574 1.16% Arts/Entertainment/Sports 600 1.21% Arts/Entertainment/Sports 600 1.21% Building Grounds Maintenance 1,893 3.82% Building Grounds Maintenance 1,993 4.24% <			3.20%
2023 Est. Civ. Employed Pop 16+ by Class of Worker 49,521 For-Profit Private Workers 34,846 70.37% Non-Profit Private Workers 3,782 7.64% Local Government Workers 1,317 2.66% State Government Workers 2,2384 4.81% Federal Government Workers 3,622 7.31% Self-Employed Workers 3,536 7.14% Unpaid Family Workers 33 0.07% 2023 Est. Civ. Employed Pop 16+ by Occupation 49,521 Architect/Engineer 574 1.16% Arts/Entertainment/Sports 600 1.21% Building Grounds Maintenance 1,893 3.82% Business/Financial Operations 2,417 4.88% Community/Social Services 567 1.14% Computer/Mathematical 974 1.97% Construction/Extraction 2,150 4.37% Education/Training/Library 2,165 4.37% Farming/Fishing/Forestry 91 0.18% Food Prep/Serving 2,934 5.92% He			0.06%
For-Profit Private Workers 34,846 70.37%	Not in Labor Force	34,541	40.01%
For-Profit Private Workers 34,846 70.37%			
Non-Profit Private Workers		49,521	
Local Government Workers	For-Profit Private Workers	34,846	70.37%
State Government Workers 2,384 4.81% Federal Government Workers 3,622 7.31% Self-Employed Workers 3,536 7.14% Unpaid Family Workers 3 0.07% 2023 Est. Civ. Employed Pop 16+ by Occupation 49,521 Architect/Engineer 574 1.16% Arts/Entertainment/Sports 600 1.21% Building Grounds Maintenance 1,893 3.82% Business/Financial Operations 2,417 4.88% Community/Social Services 567 1.14% Computer/Mathematical 974 1.97% Construction/Extraction 2,150 4.34% Education/Training/Library 2,165 4.37% Food Prep/Serving 2,934 5.92% Health Practitioner/Technician 4,714 9.52% Health Practitioner/Technician 4,714 9.52% Health Care Support 1,318 2.66% Management 2,668 5.39% Legal 459 0.93% Life/Physical/Social Science	Non-Profit Private Workers	3,782	7.64%
Federal Government Workers 3,622 7.31% Self-Employed Workers 3,536 7.14% Unpaid Family Workers 33 0.07% 2023 Est. Civ. Employed Pop 16+ by Occupation 49,521 Architect/Engineer 574 1.16% Architect/Engineer 574 1.16% Arts/Entertainment/Sports 600 1.21% Building Grounds Maintenance 1,893 3.82% Business/Financial Operations 2,417 4.88% Community/Social Services 567 1.14% Computer/Mathematical 974 1.97% Construction/Extraction 2,150 4.34% Education/Training/Library 2,165 4.37% Farming/Fishing/Forestry <td< td=""><td></td><td>1,317</td><td>2.66%</td></td<>		1,317	2.66%
Self-Employed Workers 3,536 7.14%	State Government Workers	2,384	4.81%
Unpaid Family Workers	Federal Government Workers	3,622	7.31%
Unpaid Family Workers	Self-Employed Workers	3,536	7.14%
Occupation 45,3£1 Architect/Engineer 574 1.16% Arts/Entertainment/Sports 600 1.21% Building Grounds Maintenance 1,893 3.82% Business/Financial Operations 2,417 4.88% Community/Social Services 567 1.14% Computer/Mathematical 974 1.97% Construction/Extraction 2,150 4.34% Education/Training/Library 2,165 4.37% Farming/Fishing/Forestry 91 0.18% Food Prep/Serving 2,934 5.92% Health Practitioner/Technician 4,714 9.52% Legal 459 0.93% Legal <		33	0.07%
Occupation 45,3£1 Architect/Engineer 574 1.16% Arts/Entertainment/Sports 600 1.21% Building Grounds Maintenance 1,893 3.82% Business/Financial Operations 2,417 4.88% Community/Social Services 567 1.14% Computer/Mathematical 974 1.97% Construction/Extraction 2,150 4.34% Education/Training/Library 2,165 4.37% Farming/Fishing/Forestry 91 0.18% Food Prep/Serving 2,934 5.92% Health Practitioner/Technician 4,714 9.52% Legal 459 0.93% Legal <			
Arts/Entertainment/Sports 600 1.21% Building Grounds Maintenance 1,893 3.82% Business/Financial Operations 2,417 4.88% Community/Social Services 567 1.14% Computer/Mathematical 974 1.97% Construction/Extraction 2,150 4.34% Education/Training/Library 2,165 4.37% Farming/Fishing/Forestry 91 0.18% Food Prep/Serving 2,934 5.92% Health Practitioner/Technician 4,714 9.52% Health Practitioner/Technician 4,714 9.52% Health Care Support 1,318 2.66% 5.39% Legal 459 0.93% 2.668 5.39% Legal 4,268 4.268 8.226% Production 4,221 8.52 8.2	2023 Est. Civ. Employed Pop 16+ by Occupation	49,521	
Building Grounds Maintenance 1,893 3.82% Business/Financial Operations 2,417 4.88% Community/Social Services 567 1.14% Computer/Mathematical 974 1.97% Construction/Extraction 2,150 4.34% Education/Training/Library 2,165 4.37% Farming/Fishing/Forestry 91 0.18% Food Prep/Serving 2,934 5.92% Health Practitioner/Technician 4,714 9.52% Health Care Support 1,318 2.66% Maintenance Repair 2,668 5.39% Legal 459 0.93% Life/Physical/Social Science 102 0.21% Management 3,944 7.96% Office/Admin. Support 6,238 12.60% Production 4,221 8.52% Protective Services 1,569 3.17% Sales/Related 4,194 8.47% Personal Care/Service 821 1.66% Transportation/Moving 49,521 White Collar 13,948 28.17% Service	Architect/Engineer	574	1.16%
Business/Financial Operations 2,417 4.88% Community/Social Services 567 1.14% Computer/Mathematical 974 1.97% Construction/Extraction 2,150 4.34% Education/Training/Library 2,165 4.37% Farming/Fishing/Forestry 91 0.18% Food Prep/Serving 2,934 5.92% Health Practitioner/Technician 4,714 9.52% Health Practitioner/Technician 4,714 9.52% Healthcare Support 1,318 2.66% Maintenance Repair 2,668 5.39% Legal 459 0.93% Life/Physical/Social Science 102 0.21% Management 3,944 7.96% Office/Admin. Support 6,238 12.60% Production 4,221 8.52% Production 4,221 8.52% Protective Services 1,569 3.17% Sales/Related 4,194 8.47% Personal Care/Service 821 1.66% <td>Arts/Entertainment/Sports</td> <td>600</td> <td>1.21%</td>	Arts/Entertainment/Sports	600	1.21%
Community/Social Services 567 1.14% Computer/Mathematical 974 1.97% Construction/Extraction 2,150 4.34% Education/Training/Library 2,165 4.37% Farming/Fishing/Forestry 91 0.18% Food Prep/Serving 2,934 5.92% Health Practitioner/Technician 4,714 9.52% Healthcare Support 1,318 2.66% Maintenance Repair 2,668 5.39% Legal 459 0.93% Life/Physical/Social Science 102 0.21% Management 3,944 7.96% Office/Admin. Support 6,238 12.60% Production 4,221 8.52% Protective Services 1,569 3.17% Sales/Related 4,194 8.47% Personal Care/Service 821 1.66% Transportation/Moving 4,908 9.91% 2023 Est. Pop 16+ by Occupation Classification 49,085 49,085 Withe Collar 3,948 54.42%<	Building Grounds Maintenance	1,893	3.82%
Computer/Mathematical 974 1.97% Construction/Extraction 2,150 4.34% Education/Training/Library 2,165 4.37% Farming/Fishing/Forestry 91 0.18% Food Prep/Serving 2,934 5.92% Health Practitioner/Technician 4,714 9.52% Healthcare Support 1,318 2.66% Maintenance Repair 2,668 5.39% Legal 459 0.93% Life/Physical/Social Science 102 0.21% Management 3,944 7.96% Office/Admin. Support 6,238 12.60% Production 4,221 8.52% Protective Services 1,569 3.17% Sales/Related 4,194 8.47% Personal Care/Service 821 1.66% Transportation/Moving 49,521 White Collar 26,948 54.42% Blue Collar 26,948 54.42% Service and Farm 49,065 49,065 Work 49,	Business/Financial Operations	2,417	4.88%
Construction/Extraction 2,150 4.34% Education/Training/Library 2,165 4.37% Farming/Fishing/Forestry 91 0.18% Food Prep/Serving 2,934 5.92% Health Practitioner/Technician 4,714 9.52% Health Care Support 1,318 2.66% Maintenance Repair 2,668 5.39% Legal 459 0.93% Legal 459 0.93% Legal 459 0.93% Life/Physical/Social Science 102 0.21% Management 3,944 7.96% Office/Admin. Support 6,238 12.60% Production 4,221 8.52% Protective Services 1,569 3.17% Sales/Related 4,194 8.47% Personal Care/Service 821 1.66% Transportation/Moving 49,521 49,521 White Collar 26,948 54.42% Blue Collar 26,948 54.42% Service and Farm <	Community/Social Services	567	1.14%
Education/Training/Library 2,165 4.37% Farming/Fishing/Forestry 91 0.18% Food Prep/Serving 2,934 5.92% Health Practitioner/Technician 4,714 9.52% Healthcare Support 1,318 2.66% Maintenance Repair 2,668 5.39% Legal 459 0.93% Life/Physical/Social Science 102 0.21% Management 3,944 7.96% Office/Admin. Support 6,238 12.60% Production 4,221 8.52% Protective Services 1,569 3.17% Sales/Related 4,194 8.47% Personal Care/Service 821 1.66% Transportation/Moving 4,908 9.91% 2023 Est. Pop 16+ by Occupation Classification 49,521 White Collar 26,948 54.42% Blue Collar 8,625 17.42% 2023 Est. Workers Age 16+ by Transp. to Work 49,065 Drove Alone 42,672 86.97% Car Pooled 4,142 8.44% Public Transportation	Computer/Mathematical	974	1.97%
Education/Training/Library 2,165 4.37% Farming/Fishing/Forestry 91 0.18% Food Prep/Serving 2,934 5.92% Health Practitioner/Technician 4,714 9.52% Healthcare Support 1,318 2.66% Maintenance Repair 2,668 5.39% Legal 459 0.93% Life/Physical/Social Science 102 0.21% Management 3,944 7.96% Office/Admin. Support 6,238 12.60% Production 4,221 8.52% Protective Services 1,569 3.17% Sales/Related 4,194 8.47% Personal Care/Service 821 1.66% Transportation/Moving 4,908 9.91% 2023 Est. Pop 16+ by Occupation Classification 49,521 White Collar 26,948 54.42% Blue Collar 8,625 17.42% 2023 Est. Workers Age 16+ by Transp. to Work 49,065 Drove Alone 42,672 86.97% Car Pooled 4,142 8.44% Public Transportation	Construction/Extraction	2,150	4.34%
Food Prep/Serving 2,934 5.92% Health Practitioner/Technician 4,714 9.52% Healthcare Support 1,318 2.66% Maintenance Repair 2,668 5.39% Legal 459 0.93% Life/Physical/Social Science 102 0.21% Management 3,944 7.96% Office/Admin. Support 6,238 12.60% Production 4,221 8.52% Productive Services 1,569 3.17% Sales/Related 4,194 8.47% Personal Care/Service 821 1.66% Transportation/Moving 49,908 9.91% 2023 Est. Pop 16+ by Occupation Classification 49,521 49,98 White Collar 26,948 54.42% Blue Collar 13,948 28.17% Service and Farm 49,065 Drove Alone 42,672 86.97% Car Pooled 4,142 8.44% Public Transportation 246 0.50% Walked 25	Education/Training/Library		4.37%
Food Prep/Serving 2,934 5.92% Health Practitioner/Technician 4,714 9.52% Healthcare Support 1,318 2.66% Maintenance Repair 2,668 5.39% Legal 459 0.93% Life/Physical/Social Science 102 0.21% Management 3,944 7.96% Office/Admin. Support 6,238 12.60% Production 4,221 8.52% Productive Services 1,569 3.17% Sales/Related 4,194 8.47% Personal Care/Service 821 1.66% Transportation/Moving 49,908 9.91% 2023 Est. Pop 16+ by Occupation Classification 49,521 49,98 White Collar 26,948 54.42% Blue Collar 13,948 28.17% Service and Farm 49,065 Drove Alone 42,672 86.97% Car Pooled 4,142 8.44% Public Transportation 246 0.50% Walked 25	Farming/Fishing/Forestry	91	0.18%
Healthcare Support 1,318 2.66% Maintenance Repair 2,668 5.39% Legal 459 0.93% Life/Physical/Social Science 102 0.21% Management 3,944 7.96% Office/Admin. Support 6,238 12.60% Production 4,221 8.52% Protective Services 1,569 3.17% Sales/Related 4,194 8.47% Personal Care/Service 821 1.66% Transportation/Moving 4,908 9.91% 2023 Est. Pop 16+ by Occupation Classification 49,521 White Collar 26,948 54.42% Blue Collar 13,948 28.17% Service and Farm 8,625 17.42% 2023 Est. Workers Age 16+ by Transp. to Work 49,065 Drove Alone 42,672 86.97% Car Pooled 4,142 8.44% Public Transportation 246 0.50% Walked 257 0.52% Bicycle 8 0.02%		2,934	5.92%
Maintenance Repair 2,668 5.39% Legal 459 0.93% Life/Physical/Social Science 102 0.21% Management 3,944 7.96% Office/Admin. Support 6,238 12.60% Production 4,221 8.52% Protective Services 1,569 3.17% Sales/Related 4,194 8.47% Personal Care/Service 821 1.66% Transportation/Moving 4,908 9.91% 2023 Est. Pop 16+ by Occupation Classification 49,521 White Collar 26,948 54.42% Blue Collar 13,948 28.17% Service and Farm 8,625 17.42% 2023 Est. Workers Age 16+ by Transp. to Work 49,065 Drove Alone 42,672 86.97% Car Pooled 4,142 8.44% Public Transportation 246 0.50% Walked 257 0.52% Bicycle 8 0.02%	Health Practitioner/Technician	4,714	9.52%
Maintenance Repair 2,668 5.39% Legal 459 0.93% Life/Physical/Social Science 102 0.21% Management 3,944 7.96% Office/Admin. Support 6,238 12.60% Production 4,221 8.52% Protective Services 1,569 3.17% Sales/Related 4,194 8.47% Personal Care/Service 821 1.66% Transportation/Moving 4,908 9.91% 2023 Est. Pop 16+ by Occupation Classification 49,521 White Collar 26,948 54.42% Blue Collar 13,948 28.17% Service and Farm 8,625 17.42% 2023 Est. Workers Age 16+ by Transp. to Work 49,065 Drove Alone 42,672 86.97% Car Pooled 4,142 8.44% Public Transportation 246 0.50% Walked 257 0.52% Bicycle 8 0.02%	Healthcare Support	1,318	2.66%
Legal 459 0.93% Life/Physical/Social Science 102 0.21% Management 3,944 7.96% Office/Admin. Support 6,238 12.60% Production 4,221 8.52% Protective Services 1,569 3.17% Sales/Related 4,194 8.47% Personal Care/Service 821 1.66% Transportation/Moving 4,908 9.91% 2023 Est. Pop 16+ by Occupation Classification 49,521 White Collar 26,948 54.42% Blue Collar 13,948 28.17% Service and Farm 8,625 17.42% 2023 Est. Workers Age 16+ by Transp. to Work 49,065 Drove Alone 42,672 86.97% Car Pooled 4,142 8.44% Public Transportation 246 0.50% Walked 257 0.52% Bicycle 8 0.02%	Maintenance Repair	2,668	5.39%
Management 3,944 7.96% Office/Admin. Support 6,238 12.60% Production 4,221 8.52% Protective Services 1,569 3.17% Sales/Related 4,194 8.47% Personal Care/Service 821 1.66% Transportation/Moving 4,908 9.91% 2023 Est. Pop 16+ by Occupation Classification 49,521 White Collar 26,948 54.42% Blue Collar 13,948 28.17% Service and Farm 8,625 17.42% 2023 Est. Workers Age 16+ by Transp. to Work 49,065 Drove Alone 42,672 86.97% Car Pooled 4,142 8.44% Public Transportation 246 0.50% Walked 257 0.52% Bicycle 8 0.02%		459	0.93%
Management 3,944 7.96% Office/Admin. Support 6,238 12.60% Production 4,221 8.52% Protective Services 1,569 3.17% Sales/Related 4,194 8.47% Personal Care/Service 821 1.66% Transportation/Moving 4,908 9.91% 2023 Est. Pop 16+ by Occupation Classification 49,521 White Collar 26,948 54.42% Blue Collar 13,948 28.17% Service and Farm 8,625 17.42% 2023 Est. Workers Age 16+ by Transp. to Work 49,065 Drove Alone 42,672 86.97% Car Pooled 4,142 8.44% Public Transportation 246 0.50% Walked 257 0.52% Bicycle 8 0.02%	Life/Physical/Social Science	102	0.21%
Office/Admin. Support 6,238 12.60% Production 4,221 8.52% Protective Services 1,569 3.17% Sales/Related 4,194 8.47% Personal Care/Service 821 1.66% Transportation/Moving 4,908 9.91% 2023 Est. Pop 16+ by Occupation Classification 49,521 White Collar 26,948 54.42% Blue Collar 13,948 28.17% Service and Farm 8,625 17.42% 2023 Est. Workers Age 16+ by Transp. to Work 49,065 Drove Alone 42,672 86.97% Car Pooled 4,142 8.44% Public Transportation 246 0.50% Walked 257 0.52% Bicycle 8 0.02%		3,944	7.96%
Production 4,221 8.52% Protective Services 1,569 3.17% Sales/Related 4,194 8.47% Personal Care/Service 821 1.66% Transportation/Moving 4,908 9.91% 2023 Est. Pop 16+ by Occupation Classification White Collar 26,948 54.42% Blue Collar 13,948 28.17% Service and Farm 8,625 17.42% 2023 Est. Workers Age 16+ by Transp. to Work 49,065 Drove Alone 42,672 86.97% Car Pooled 4,142 8.44% Public Transportation 246 0.50% Walked 257 0.52% Bicycle 8 0.02%		6,238	12.60%
Sales/Related 4,194 8.47% Personal Care/Service 821 1.66% Transportation/Moving 4,908 9.91% 2023 Est. Pop 16+ by Occupation Classification White Collar 26,948 54.42% Blue Collar 13,948 28.17% Service and Farm 8,625 17.42% 2023 Est. Workers Age 16+ by Transp. to Work Drove Alone 42,672 86.97% Car Pooled 4,142 8.44% Public Transportation 246 0.50% Walked 257 0.52% Bicycle 8 0.02%			8.52%
Sales/Related 4,194 8.47% Personal Care/Service 821 1.66% Transportation/Moving 4,908 9.91% 2023 Est. Pop 16+ by Occupation Classification White Collar 26,948 54.42% Blue Collar 13,948 28.17% Service and Farm 8,625 17.42% 2023 Est. Workers Age 16+ by Transp. to Work Drove Alone 42,672 86.97% Car Pooled 4,142 8.44% Public Transportation 246 0.50% Walked 257 0.52% Bicycle 8 0.02%	Protective Services	1,569	3.17%
Transportation/Moving 4,908 9.91% 2023 Est. Pop 16+ by Occupation Classification 49,521 White Collar 26,948 54.42% Blue Collar 13,948 28.17% Service and Farm 8,625 17.42% 2023 Est. Workers Age 16+ by Transp. to Work 49,065 Drove Alone 42,672 86.97% Car Pooled 4,142 8.44% Public Transportation 246 0.50% Walked 257 0.52% Bicycle 8 0.02%	Sales/Related	4,194	8.47%
2023 Est. Pop 16+ by Occupation Classification 49,521 White Collar 26,948 54.42% Blue Collar 13,948 28.17% Service and Farm 8,625 17.42% 2023 Est. Workers Age 16+ by Transp. to Work 49,065 Drove Alone 42,672 86.97% Car Pooled 4,142 8.44% Public Transportation 246 0.50% Walked 257 0.52% Bicycle 8 0.02%	Personal Care/Service	821	1.66%
2023 Est. Pop 16+ by Occupation Classification 49,521 White Collar 26,948 54.42% Blue Collar 13,948 28.17% Service and Farm 8,625 17.42% 2023 Est. Workers Age 16+ by Transp. to Work 49,065 Drove Alone 42,672 86.97% Car Pooled 4,142 8.44% Public Transportation 246 0.50% Walked 257 0.52% Bicycle 8 0.02%	Transportation/Moving	4,908	9.91%
Classification White Collar 26,948 54,42% Blue Collar 13,948 28,17% Service and Farm 8,625 17,42% 2023 Est. Workers Age 16+ by Transp. to Work Drove Alone 42,672 86,97% Car Pooled 4,142 8,44% Public Transportation 246 0.50% Walked 257 0.52% Bicycle 8 0.02%			
Blue Collar 13,948 28.17% Service and Farm 8,625 17.42% 2023 Est. Workers Age 16+ by Transp. to Work Drove Alone 42,672 86.97% Car Pooled 4,142 8.44% Public Transportation 246 0.50% Walked 257 0.52% Bicycle 8 0.02%	Classification		
Service and Farm 8,625 17.42% 2023 Est. Workers Age 16+ by Transp. to Work 49,065 Drove Alone 42,672 86.97% Car Pooled 4,142 8.44% Public Transportation 246 0.50% Walked 257 0.52% Bicycle 8 0.02%			54.42%
2023 Est. Workers Age 16+ by Transp. to Work 49,065 Drove Alone 42,672 86.97% Car Pooled 4,142 8.44% Public Transportation 246 0.50% Walked 257 0.52% Bicycle 8 0.02%			
Work 49,063 Drove Alone 42,672 86.97% Car Pooled 4,142 8.44% Public Transportation 246 0.50% Walked 257 0.52% Bicycle 8 0.02%	Service and Farm	8,625	17.42%
Drove Alone 42,672 86.97% Car Pooled 4,142 8.44% Public Transportation 246 0.50% Walked 257 0.52% Bicycle 8 0.02%		49,065	
Car Pooled 4,142 8.44% Public Transportation 246 0.50% Walked 257 0.52% Bicycle 8 0.02%		42,672	86.97%
Public Transportation 246 0.50% Walked 257 0.52% Bicycle 8 0.02%	Car Pooled		
Walked 257 0.52% Bicycle 8 0.02%			
Bicycle 8 0.02%			
,			
113 0.0370	Other Means	415	0.85%
Worked at Home 1,324 2.70%	Worked at Home		



DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	6,575	
15 - 29 Minutes	16,564	
30 - 44 Minutes	16,069	
45 - 59 Minutes	5,050	
60 or more Minutes	3,136	
2023 Est. Avg Travel Time to Work in Minutes		32
2023 Est. Occupied Housing Units by Tenure	42,312	
Owner Occupied	30,642	72.42%
Renter Occupied	11,670	27.58%
Nemer occupied	1.1,07.0	2713070
2023 Owner Occ. HUs: Avg. Length of Residence		17.35 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		6.26 [†]
2023 Est. Owner-Occupied Housing Units by Value	42,312	
Value Less than \$20,000	714	2.33%
Value \$20,000 - \$39,999	633	2.07%
Value \$40,000 - \$59,999	585	1.91%
Value \$60,000 - \$79,999	1,254	4.09%
Value \$80,000 - \$99,999	1,921	6.27%
Value \$100,000 - \$149,999	6,405	20.90%
Value \$150,000 - \$199,999	6,136	20.02%
Value \$200,000 - \$299,999	7,208	23.52%
Value \$300,000 - \$399,999	3,257	10.63%
Value \$400,000 - \$499,999	1,193	3.89%
Value \$500,000 - \$749,999	788	2.57%
Value \$750,000 - \$999,999	244	0.80%
Value \$1,000,000 or \$1,499,999	186	0.61%
Value \$1,500,000 or \$1,999,999	75	0.25%
Value \$2,000,000+	42	0.14%
2023 Est. Median All Owner-Occupied Housing Value		\$179,930

DESCRIPTION	DATA	%
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	35,032	74.87%
1 Unit Attached	804	1.72%
2 Units	805	1.72%
3 or 4 Units	1,447	3.09%
5 to 19 Units	3,834	8.19%
20 to 49 Units	392	0.84%
50 or More Units	548	1.17%
Mobile Home or Trailer	3,911	8.36%
Boat, RV, Van, etc.	20	0.04%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,058	4.40%
Housing Units Built 2010 to 2014	1,358	2.90%
Housing Units Built 2000 to 2009	7,353	15.71%
Housing Units Built 1990 to 1999	7,576	16.19%
Housing Units Built 1980 to 1989	6,159	13.16%
Housing Units Built 1970 to 1979	9,235	19.74%
Housing Units Built 1960 to 1969	6,055	12.94%
Housing Units Built 1950 to 1959	4,404	9.41%
Housing Units Built 1940 to 1949	1,026	2.19%
Housing Unit Built 1939 or Earlier	1,570	3.35%
2023 Est. Median Year Structure Built		1982



About The Retail Coach

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360° Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.





The Retail Coach

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, Spatial Insights Inc., Urban Land Institute, CensusViewer. com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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