

Expanded Profile

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



Lat/Lon: 28.2393/-81.5584

Point	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2023)	2,454		17,796		43,790	
Projected Population (2028)	2,587		19,157		47,950	
Census Population (2020)	2,904		17,293		42,097	
Census Population (2010)	1,462		8,743		23,423	
Projected Annual Growth (2023 to 2028)	133	1.1%	1,361	1.5%	4,160	1.9%
Historical Annual Growth (2020 to 2023)	-450	-5.2%	503	1.0%	1,694	1.3%
Historical Annual Growth (2010 to 2020)	1,442	32.9%	8,550	32.6%	18,673	26.6%
Estimated Population Density (2023)	782 psm		630 psm		558 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi	
Households						
Estimated Households (2023)	834		6,336		16,323	
Projected Households (2028)	883		6,901		18,325	
Census Households (2020)	971		6,078		15,526	
Census Households (2010)	515		3,111		8,437	
Estimated Households with Children (2023)	330	39.6%	2,324	36.7%	5,667	34.7%
Estimated Average Household Size (2023)	2.94		2.81		2.67	
Average Household Income						
Estimated Average Household Income (2023)	\$86,000		\$91,815		\$89,942	
Projected Average Household Income (2028)	\$81,346		\$84,677		\$81,027	
Estimated Average Family Income (2023)	\$87,923		\$87,592		\$93,845	
Median Household Income						
Estimated Median Household Income (2023)	\$66,377		\$63,272		\$71,322	
Projected Median Household Income (2028)	\$61,305		\$58,482		\$67,083	
Estimated Median Family Income (2023)	\$75,074		\$67,904		\$84,432	
Per Capita Income						
Estimated Per Capita Income (2023)	\$29,214		\$32,692		\$33,552	
Projected Per Capita Income (2028)	\$27,768		\$30,505		\$30,990	
Estimated Per Capita Income 5 Year Growth	-\$1,446	-5.0%	-\$2,186	-6.7%	-\$2,563	-7.6%
Estimated Average Household Net Worth (2023)	\$384,920		\$333,151		\$414,270	
Daytime Demos (2023)						
Total Businesses	76		684		1,976	
Total Employees	248		2,871		9,515	
Company Headquarter Businesses	1	1.3%	7	1.1%	30	1.5%
Company Headquarter Employees	13	5.1%	76	2.6%	228	2.4%
Employee Population per Business	3.3		4.2		4.8	
Residential Population per Business	32.4		26.0		22.2	

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Race & Ethnicity						
White (2023)	1,288	52.5%	9,571	53.8%	23,117	52.8%
Black or African American (2023)	346	14.1%	2,415	13.6%	5,405	12.3%
American Indian or Alaska Native (2023)	14	0.6%	101	0.6%	208	0.5%
Asian (2023)	70	2.9%	511	2.9%	1,363	3.1%
Hawaiian or Pacific Islander (2023)	2	-	10	-	38	-
Other Race (2023)	317	12.9%	2,246	12.6%	5,418	12.4%
Two or More Races (2023)	416	16.9%	2,943	16.5%	8,242	18.8%
Not Hispanic or Latino Population (2023)	1,500	61.1%	11,071	62.2%	26,637	60.8%
Hispanic or Latino Population (2023)	954	38.9%	6,725	37.8%	17,154	39.2%
Not Hispanic or Latino Population (2028)	1,579	61.0%	11,891	62.1%	29,109	60.7%
Hispanic or Latino Population (2028)	1,008	39.0%	7,266	37.9%	18,841	39.3%
Not Hispanic or Latino Population (2020)	1,695	58.4%	10,406	60.2%	26,246	62.3%
Hispanic or Latino Population (2020)	1,209	41.6%	6,887	39.8%	15,850	37.7%
Not Hispanic or Latino Population (2010)	1,042	71.2%	6,356	72.7%	16,685	71.2%
Hispanic or Latino Population (2010)	421	28.8%	2,387	27.3%	6,739	28.8%
Projected Hispanic Annual Growth (2023 to 2028)	54	1.1%	541	1.6%	1,687	2.0%
Historic Hispanic Annual Growth (2010 to 2023)	534	9.8%	4,338	14.0%	10,415	11.9%
Age Distribution (2023)						
Age Under 5	149	6.1%	1,064	6.0%	2,372	5.4%
Age 5 to 9 Years	158	6.5%	1,135	6.4%	2,757	6.3%
Age 10 to 14 Years	183	7.5%	1,283	7.2%	3,061	7.0%
Age 15 to 19 Years	165	6.7%	1,201	6.8%	2,791	6.4%
Age 20 to 24 Years	157	6.4%	1,122	6.3%	2,402	5.5%
Age 25 to 29 Years	177	7.2%	1,351	7.6%	3,263	7.5%
Age 30 to 34 Years	191	7.8%	1,461	8.2%	3,439	7.9%
Age 35 to 39 Years	190	7.8%	1,393	7.8%	3,439	7.9%
Age 40 to 44 Years	191	7.8%	1,438	8.1%	3,564	8.1%
Age 45 to 49 Years	172	7.0%	1,238	7.0%	2,963	6.8%
Age 50 to 54 Years	164	6.7%	1,126	6.3%	2,852	6.5%
Age 55 to 59 Years	147	6.0%	1,058	5.9%	2,667	6.1%
Age 60 to 64 Years	130	5.3%	922	5.2%	2,561	5.8%
Age 65 to 74 Years	186	7.6%	1,332	7.5%	3,604	8.2%
Age 75 to 84 Years	78	3.2%	558	3.1%	1,638	3.7%
Age 85 Years or Over	18	0.7%	114	0.6%	419	1.0%
Median Age	35.4		35.1		36.7	
Gender Age Distribution (2023)						
Female Population	1,200	48.9%	8,824	49.6%	22,110	50.5%
Age 0 to 19 Years	310	25.9%	2,305	26.1%	5,426	24.5%
Age 20 to 64 Years	742	61.8%	5,469	62.0%	13,744	62.2%
Age 65 Years or Over	148	12.4%	1,050	11.9%	2,940	13.3%
Female Median Age	35.7		35.1		37.0	
Male Population	1,254	51.1%	8,972	50.4%	21,681	49.5%
Age 0 to 19 Years	345	27.5%	2,378	26.5%	5,555	25.6%
Age 20 to 64 Years	776	61.9%	5,640	62.9%	13,405	61.8%
Age 65 Years or Over	133	10.6%	954	10.6%	2,720	12.5%
Male Median Age	35.0		35.1		36.4	

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Household Income Distribution (2023)						
HH Income \$200,000 or More	59	7.1%	336	5.3%	1,264	7.7%
HH Income \$150,000 to \$199,999	54	6.5%	372	5.9%	1,293	7.9%
HH Income \$100,000 to \$149,999	103	12.3%	875	13.8%	2,362	14.5%
HH Income \$75,000 to \$99,999	155	18.6%	1,056	16.7%	2,578	15.8%
HH Income \$50,000 to \$74,999	138	16.5%	1,128	17.8%	3,289	20.2%
HH Income \$35,000 to \$49,999	71	8.5%	1,075	17.0%	2,294	14.1%
HH Income \$25,000 to \$34,999	74	8.8%	504	7.9%	1,330	8.1%
HH Income \$15,000 to \$24,999	63	7.5%	436	6.9%	847	5.2%
HH Income Under \$15,000	117	14.0%	555	8.8%	1,067	6.5%
HH Income \$35,000 or More	580	69.6%	4,842	76.4%	13,079	80.1%
HH Income \$75,000 or More	371	44.5%	2,639	41.6%	7,496	45.9%
Housing (2023)						
Total Housing Units	1,233		10,542		23,956	
Housing Units Occupied	834	67.6%	6,336	60.1%	16,323	68.1%
Housing Units Owner-Occupied	686	82.3%	4,647	73.3%	11,432	70.0%
Housing Units, Renter-Occupied	147	17.7%	1,690	26.7%	4,891	30.0%
Housing Units, Vacant	399	47.9%	4,205	66.4%	7,633	46.8%
Marital Status (2023)						
Never Married	645	32.8%	5,260	36.7%	12,462	35.0%
Currently Married	746	38.0%	5,459	38.1%	16,038	45.1%
Separated	119	6.1%	669	4.7%	1,744	4.9%
Widowed	163	8.3%	943	6.6%	1,604	4.5%
Divorced	291	14.8%	1,983	13.9%	3,753	10.5%
Household Type (2023)						
Population Family	2,169	88.4%	15,156	85.2%	37,360	85.3%
Population Non-Family	285	11.6%	2,639	14.8%	6,258	14.3%
Population Group Quarters	-	-	1	-	172	0.4%
Family Households	641	76.9%	4,540	71.7%	11,642	71.3%
Non-Family Households	193	23.1%	1,796	28.3%	4,681	28.7%
Married Couple with Children	242	32.4%	1,652	30.3%	4,011	25.0%
Average Family Household Size	3.4		3.3		3.2	
Household Size (2023)						
1 Person Households	137	16.4%	1,292	20.4%	3,550	21.7%
2 Person Households	308	37.0%	2,285	36.1%	5,950	36.4%
3 Person Households	154	18.4%	1,116	17.6%	2,728	16.7%
4 Person Households	123	14.8%	876	13.8%	2,266	13.9%
5 Person Households	68	8.1%	464	7.3%	1,149	7.0%
6 or More Person Households	44	5.3%	304	4.8%	680	4.2%
Household Vehicles (2023)						
Households with 0 Vehicles Available	32	3.8%	228	3.6%	478	2.9%
Households with 1 Vehicles Available	260	31.2%	2,184	34.5%	6,020	36.9%
Households with 2 or More Vehicles Available	542	65.0%	3,924	61.9%	9,826	60.2%
Total Vehicles Available	1,539		11,412		29,810	
Average Vehicles Per Household	1.8		1.8		1.8	

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Labor Force (2023)						
Estimated Labor Population Age 16 Years or Over	1,925		14,053		34,958	
Estimated Civilian Employed	1,105	57.4%	9,099	64.7%	23,710	67.8%
Estimated Civilian Unemployed	31	1.6%	202	1.4%	562	1.6%
Estimated in Armed Forces	-	-	-	-	-	-
Estimated Not in Labor Force	789	41.0%	4,752	33.8%	10,686	30.6%
Unemployment Rate	1.6%		1.4%		1.6%	
Occupation (2023)						
Occupation: Population Age 16 Years or Over	1,105		9,099		23,710	
Management, Business, Financial Operations	185	16.8%	1,446	15.9%	4,443	18.7%
Professional, Related	170	15.4%	1,477	16.2%	4,150	17.5%
Service	209	18.9%	1,969	21.6%	4,265	18.0%
Sales, Office	256	23.2%	2,065	22.7%	5,961	25.1%
Farming, Fishing, Forestry	-	-	1	-	3	-
Construct, Extraction, Maintenance	102	9.2%	834	9.2%	1,884	7.9%
Production, Transport Material Moving	183	16.6%	1,308	14.4%	3,005	12.7%
White Collar Workers	611	55.3%	4,988	54.8%	14,554	61.4%
Blue Collar Workers	494	44.7%	4,111	45.2%	9,156	38.6%
Consumer Expenditure (2023)						
Total Household Expenditure	\$52.95 M		\$421.02 M		\$1.06 B	
Total Non-Retail Expenditure	\$27.86 M	52.6%	\$221.27 M	52.6%	\$559.33 M	52.7%
Total Retail Expenditure	\$25.09 M	47.4%	\$199.75 M	47.4%	\$502.26 M	47.3%
Apparel	\$1.87 M	3.5%	\$14.8 M	3.5%	\$37.58 M	3.5%
Contributions	\$1.71 M	3.2%	\$13.36 M	3.2%	\$34.57 M	3.3%
Education	\$1.58 M	3.0%	\$11.93 M	2.8%	\$31.71 M	3.0%
Entertainment	\$3 M	5.7%	\$23.66 M	5.6%	\$60.28 M	5.7%
Food and Beverages	\$7.84 M	14.8%	\$62.48 M	14.8%	\$156.52 M	14.7%
Furnishings and Equipment	\$1.86 M	3.5%	\$14.73 M	3.5%	\$37.45 M	3.5%
Gifts	\$1.27 M	2.4%	\$9.91 M	2.4%	\$25.75 M	2.4%
Health Care	\$4.49 M	8.5%	\$35.98 M	8.5%	\$89.58 M	8.4%
Household Operations	\$2.08 M	3.9%	\$16.39 M	3.9%	\$41.7 M	3.9%
Miscellaneous Expenses	\$994.13 K	1.9%	\$7.94 M	1.9%	\$20.09 M	1.9%
Personal Care	\$710.3 K	1.3%	\$5.65 M	1.3%	\$14.23 M	1.3%
Personal Insurance	\$374.09 K	0.7%	\$2.91 M	0.7%	\$7.51 M	0.7%
Reading	\$114.61 K	0.2%	\$910.78 K	0.2%	\$2.31 M	0.2%
Shelter	\$11.09 M	20.9%	\$88.45 M	21.0%	\$222.96 M	21.0%
Tobacco	\$324.79 K	0.6%	\$2.66 M	0.6%	\$6.38 M	0.6%
Transportation	\$9.7 M	18.3%	\$77.54 M	18.4%	\$194.69 M	18.3%
Utilities	\$3.95 M	7.5%	\$31.73 M	7.5%	\$78.27 M	7.4%
Educational Attainment (2023)						
Adult Population Age 25 Years or Over	1,642		11,991		30,408	
Elementary (Grade Level 0 to 8)	88	5.3%	487	4.1%	948	3.1%
Some High School (Grade Level 9 to 11)	117	7.1%	696	5.8%	1,430	4.7%
High School Graduate	524	31.9%	3,612	30.1%	8,053	26.5%
Some College	338	20.6%	2,858	23.8%	6,817	22.4%
Associate Degree Only	168	10.2%	1,147	9.6%	3,235	10.6%
Bachelor Degree Only	269	16.4%	2,018	16.8%	6,372	21.0%
Graduate Degree	139	8.5%	1,175	9.8%	3,552	11.7%

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Units In Structure (2023)						
1 Detached Unit	561	108.9%	3,827	123.0%	9,936	117.8%
1 Attached Unit	17	3.3%	199	6.4%	832	9.9%
2 to 4 Units	46	9.0%	387	12.4%	649	7.7%
5 to 9 Units	6	1.2%	214	6.9%	768	9.1%
10 to 19 Units	9	1.7%	432	13.9%	1,234	14.6%
20 to 49 Units	3	0.6%	136	4.4%	817	9.7%
50 or More Units	-	-	46	1.5%	337	4.0%
Mobile Home or Trailer	190	36.9%	1,083	34.8%	1,699	20.1%
Other Structure	-	-	13	0.4%	51	0.6%
Homes Built By Year (2023)						
Homes Built 2010 or later	300	58.3%	1,792	57.6%	4,588	54.4%
Homes Built 2000 to 2009	216	41.9%	1,889	60.7%	5,107	60.5%
Homes Built 1990 to 1999	167	32.4%	1,248	40.1%	3,207	38.0%
Homes Built 1980 to 1989	67	12.9%	541	17.4%	1,722	20.4%
Homes Built 1970 to 1979	49	9.5%	516	16.6%	946	11.2%
Homes Built 1960 to 1969	10	2.0%	144	4.6%	329	3.9%
Homes Built 1950 to 1959	14	2.6%	124	4.0%	170	2.0%
Homes Built Before 1949	11	2.2%	82	2.6%	253	3.0%
Home Values (2023)						
Home Values \$1,000,000 or More	11	1.6%	41	0.9%	137	1.2%
Home Values \$500,000 to \$999,999	40	5.8%	258	5.6%	1,200	10.5%
Home Values \$400,000 to \$499,999	92	13.4%	452	9.7%	1,102	9.6%
Home Values \$300,000 to \$399,999	159	23.1%	1,106	23.8%	2,327	20.4%
Home Values \$200,000 to \$299,999	240	35.0%	1,792	38.6%	4,094	35.8%
Home Values \$150,000 to \$199,999	64	9.4%	481	10.4%	1,281	11.2%
Home Values \$100,000 to \$149,999	11	1.6%	106	2.3%	509	4.5%
Home Values \$70,000 to \$99,999	9	1.3%	58	1.3%	144	1.3%
Home Values \$50,000 to \$69,999	25	3.6%	146	3.1%	249	2.2%
Home Values \$25,000 to \$49,999	20	3.0%	99	2.1%	208	1.8%
Home Values Under \$25,000	16	2.3%	107	2.3%	179	1.6%
Owner-Occupied Median Home Value	\$298,683		\$282,934		\$299,362	
Renter-Occupied Median Rent	\$1,155		\$1,300		\$1,398	
Transportation To Work (2023)						
Drive to Work Alone	829	75.1%	6,769	74.4%	16,085	67.8%
Drive to Work in Carpool	87	7.8%	707	7.8%	2,030	8.6%
Travel to Work by Public Transportation	2	0.1%	18	0.2%	48	0.2%
Drive to Work on Motorcycle	-	-	-	-	-	-
Walk or Bicycle to Work	9	0.8%	89	1.0%	164	0.7%
Other Means	28	2.5%	126	1.4%	295	1.2%
Work at Home	151	13.6%	1,390	15.3%	5,087	21.5%
Travel Time (2023)						
Travel to Work in 14 Minutes or Less	63	5.7%	533	5.9%	1,438	6.1%
Travel to Work in 15 to 29 Minutes	370	33.5%	2,870	31.5%	7,002	29.5%
Travel to Work in 30 to 59 Minutes	386	34.9%	3,464	38.1%	8,036	33.9%
Travel to Work in 60 Minutes or More	135	12.3%	842	9.3%	2,147	9.1%
Average Minutes Travel to Work	29.9		30.2		29.6	

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