



Executive Summary

Publix at Lake Nona

Summary

The trade area shows rapid, sustained growth: population climbed sharply since 2010 and is estimated at 14,389 (1-mi) and 100,915 (5-mi) in 2026 with continued projected gains through 2031. Household formation has kept pace (5,321 households in the 1-mi ring, 43–44% of households have children), and owner-occupancy remains dominant while renter share is meaningful near the core. Income and net-worth profiles are well above market—1-mile estimated average household income ~\$198k, median household ~\$142k, and owner median value ~\$661k—supporting strong retail expenditures. The area is diverse and highly educated (over half of adults hold bachelor's or graduate degrees), with a predominantly white-collar labor base and low unemployment.

Live Insights

Lake Nona's immediate corridor is active: the Publix-anchored Lake Nona Plaza sits at 13900 Narcoossee Road while a new, 405,000-sf Lake Nona West lifestyle center (Target-anchored) is advancing toward a summer-2026 opening, adding substantial retail square footage and pedestrian-oriented amenities. Major community investments tied to Medical City — including a new hospital and ongoing institutional campus growth — are underway and municipal planning records show multiple Lake Nona parcel approvals and retail/residential phases under construction.

Key Takeaways

- Population within 1 mile grew from 1,903 (2010) to an estimated 14,389 (2026) and is projected to reach 16,576 by 2031.
- Households with children represent roughly 44% of households in the 1-mile ring (2,325 households), indicating a family-oriented base.
- High affluence: 33.5% of 1-mile households report \$200k+ income and the 1-mile average household income is ~\$198,244 (2026).
- Education concentration is strong—1-mile adults 25+ report ~28% bachelor's and ~25% graduate degrees, implying specialized/white-collar employment.
- Retail demand is rising: total retail expenditures in the 1-mile ring are estimated at \$315M (2026) alongside expanding local retail inventory and planned center openings.

Expanded Profile

2010-2020 Census, 2026 Estimates with 2031 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 28.3647/-81.2468

Publix at Lake Nona										
13900 Narcoossee Rd, Orlando, FL 32835			1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Population										
Estimated Population (2026)			14,389		43,781		100,915		397,351	
Projected Population (2031)			16,576		49,986		118,249		430,977	
Census Population (2020)			9,840		32,750		76,119		357,524	
Census Population (2010)			1,903		12,094		31,529		248,595	
Projected Annual Growth (2026 to 2031)			2,187	3.0%	6,204	2.8%	17,334	3.4%	33,626	1.7%
Historical Annual Growth (2020 to 2026)			4,549	7.7%	11,031	5.6%	24,796	5.4%	39,827	1.9%
Historical Annual Growth (2010 to 2020)			7,937	41.7%	20,656	17.1%	44,590	14.1%	108,930	4.4%
Estimated Population Density (2026)			4,583	psm	1,549	psm	1,286	psm	1,265	psm
Trade Area Size			3.1	sq mi	28.3	sq mi	78.5	sq mi	314.0	sq mi
Households										
Estimated Households (2026)			5,321		16,011		35,366		138,631	
Projected Households (2031)			6,136		18,284		41,356		150,526	
Census Households (2020)			3,235		11,243		25,365		119,222	
Census Households (2010)			667		4,175		10,864		84,520	
Estimated Households with Children (2026)			2,325	43.7%	6,622	41.4%	15,473	43.8%	55,960	40.4%
Estimated Average Household Size (2026)			2.70		2.73		2.85		2.83	
Average Household Income										
Estimated Average Household Income (2026)			\$198,244		\$182,588		\$170,560		\$130,028	
Projected Average Household Income (2031)			\$197,111		\$181,391		\$168,952		\$130,735	
Estimated Average Family Income (2026)			\$223,229		\$219,577		\$202,632		\$146,779	
Median Household Income										
Estimated Median Household Income (2026)			\$141,562		\$131,134		\$121,612		\$93,081	
Projected Median Household Income (2031)			\$140,869		\$130,355		\$120,804		\$93,604	
Estimated Median Family Income (2026)			\$154,961		\$150,817		\$135,027		\$102,936	
Per Capita Income										
Estimated Per Capita Income (2026)			\$73,345		\$66,805		\$59,795		\$45,403	
Projected Per Capita Income (2031)			\$73,003		\$66,379		\$59,108		\$45,696	
Estimated Per Capita Income 5 Year Growth			-\$342	-0.5%	-\$427	-0.6%	-\$687	-1.1%	\$293	0.6%
Estimated Average Household Net Worth (2026)			\$1,344,615		\$1,350,008		\$1,211,939		\$924,651	
Daytime Demos (2026)										
Total Businesses			382		1,956		4,404		20,613	
Total Employees			2,157		12,034		24,097		125,803	
Company Headquarter Businesses			6	1.6%	25	1.3%	53	1.2%	345	1.7%
Company Headquarter Employees			178	8.2%	1,645	13.7%	2,084	8.6%	9,707	7.7%
Employee Population per Business			5.6		6.2		5.5		6.1	
Residential Population per Business			37.7		22.4		22.9		19.3	

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13900 Narcoossee Rd, Orlando, FL

1 mi radius

3 mi radius

5 mi radius

10 mi radius

Race & Ethnicity

White (2026)	6,164	42.8%	19,646	44.9%	43,683	43.3%	154,110	38.8%
Black or African American (2026)	1,832	12.7%	5,497	12.6%	13,427	13.3%	58,699	14.8%
American Indian or Alaska Native (2026)	23	0.2%	111	0.3%	328	0.3%	1,737	0.4%
Asian (2026)	1,566	10.9%	3,887	8.9%	7,705	7.6%	21,866	5.5%
Hawaiian or Pacific Islander (2026)	12	-	41	-	98	-	376	-
Other Race (2026)	1,523	10.6%	4,960	11.3%	12,875	12.8%	66,358	16.7%
Two or More Races (2026)	3,270	22.7%	9,640	22.0%	22,799	22.6%	94,206	23.7%
Not Hispanic or Latino Population (2026)	8,891	61.8%	26,317	60.1%	57,836	57.3%	191,693	48.2%
Hispanic or Latino Population (2026)	5,499	38.2%	17,464	39.9%	43,079	42.7%	205,658	51.8%
Not Hispanic or Latino Population (2031)	10,434	62.9%	30,398	60.8%	69,092	58.4%	220,192	51.1%
Hispanic or Latino Population (2031)	6,143	37.1%	19,587	39.2%	49,157	41.6%	210,785	48.9%
Not Hispanic or Latino Population (2020)	5,476	55.7%	18,729	57.2%	42,542	55.9%	159,304	44.6%
Hispanic or Latino Population (2020)	4,364	44.3%	14,021	42.8%	33,577	44.1%	198,220	55.4%
Not Hispanic or Latino Population (2010)	1,314	69.0%	8,107	67.0%	21,143	67.1%	130,770	52.6%
Hispanic or Latino Population (2010)	590	31.0%	3,987	33.0%	10,387	32.9%	117,825	47.4%
Projected Hispanic Annual Growth (2026 to 2031)	644	2.3%	2,123	2.4%	6,078	2.8%	5,127	0.5%
Historic Hispanic Annual Growth (2010 to 2026)	4,909	52.0%	13,477	21.1%	32,692	19.7%	87,833	4.7%

Age Distribution (2026)

Age Under 5	824	5.7%	2,435	5.6%	6,071	6.0%	22,350	5.6%
Age 5 to 9 Years	1,036	7.2%	2,946	6.7%	6,841	6.8%	24,813	6.2%
Age 10 to 14 Years	1,175	8.2%	3,298	7.5%	7,482	7.4%	26,558	6.7%
Age 15 to 19 Years	927	6.4%	2,683	6.1%	6,398	6.3%	24,918	6.3%
Age 20 to 24 Years	754	5.2%	2,331	5.3%	5,462	5.4%	23,704	6.0%
Age 25 to 29 Years	683	4.7%	2,335	5.3%	5,582	5.5%	25,216	6.3%
Age 30 to 34 Years	892	6.2%	2,978	6.8%	7,400	7.3%	30,425	7.7%
Age 35 to 39 Years	1,308	9.1%	3,931	9.0%	9,161	9.1%	33,267	8.4%
Age 40 to 44 Years	1,569	10.9%	4,264	9.7%	9,850	9.8%	33,789	8.5%
Age 45 to 49 Years	1,275	8.9%	3,774	8.6%	8,406	8.3%	29,728	7.5%
Age 50 to 54 Years	968	6.7%	3,165	7.2%	6,823	6.8%	26,571	6.7%
Age 55 to 59 Years	780	5.4%	2,578	5.9%	5,720	5.7%	23,605	5.9%
Age 60 to 64 Years	672	4.7%	2,090	4.8%	4,714	4.7%	21,020	5.3%
Age 65 to 74 Years	981	6.8%	3,135	7.2%	6,949	6.9%	30,481	7.7%
Age 75 to 84 Years	459	3.2%	1,483	3.4%	3,211	3.2%	16,263	4.1%
Age 85 Years or Over	88	0.6%	355	0.8%	845	0.8%	4,643	1.2%
Median Age	37.4		37.6		36.9		37.5	

Gender Age Distribution (2026)

Female Population	7,432	51.6%	22,369	51.1%	51,339	50.9%	202,462	51.0%
Age 0 to 19 Years	2,006	27.0%	5,652	25.3%	13,066	25.5%	48,188	23.8%
Age 20 to 64 Years	4,610	62.0%	14,059	62.9%	32,319	63.0%	125,535	62.0%
Age 65 Years or Over	816	11.0%	2,658	11.9%	5,954	11.6%	28,739	14.2%
Female Median Age	37.9		37.8		37.3		38.4	
Male Population	6,958	48.4%	21,412	48.9%	49,576	49.1%	194,889	49.0%
Age 0 to 19 Years	1,955	28.1%	5,710	26.7%	13,726	27.7%	50,452	25.9%
Age 20 to 64 Years	4,291	61.7%	13,387	62.5%	30,799	62.1%	121,790	62.5%
Age 65 Years or Over	712	10.2%	2,315	10.8%	5,052	10.2%	22,647	11.6%
Male Median Age	36.9		37.6		36.6		36.6	

Expanded Profile

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13900 Narcoossee Rd, Orlando, FL 32825									
Household Income Distribution (2026)									
HH Income \$200,000 or More	1,781	33.5%	4,487	28.0%	7,762	21.9%	17,141	12.4%	
HH Income \$150,000 to \$199,999	694	13.0%	2,216	13.8%	5,668	16.0%	15,676	11.3%	
HH Income \$100,000 to \$149,999	910	17.1%	3,117	19.5%	7,271	20.6%	27,299	19.7%	
HH Income \$75,000 to \$99,999	370	7.0%	2,024	12.6%	5,145	14.5%	20,926	15.1%	
HH Income \$50,000 to \$74,999	702	13.2%	2,138	13.4%	4,882	13.8%	23,433	16.9%	
HH Income \$35,000 to \$49,999	344	6.5%	818	5.1%	1,705	4.8%	12,064	8.7%	
HH Income \$25,000 to \$34,999	79	1.5%	255	1.6%	848	2.4%	7,283	5.3%	
HH Income \$15,000 to \$24,999	356	6.7%	525	3.3%	1,141	3.2%	7,403	5.3%	
HH Income Under \$15,000	85	1.6%	432	2.7%	943	2.7%	7,406	5.3%	
HH Income \$35,000 or More	4,801	90.2%	14,799	92.4%	32,434	91.7%	116,539	84.1%	
HH Income \$75,000 or More	3,755	70.6%	11,843	74.0%	25,847	73.1%	81,042	58.5%	
Housing (2026)									
Total Housing Units	5,647		17,477		38,949		154,987		
Housing Units Occupied	5,321	94.2%	16,011	91.6%	35,366	90.8%	138,631	89.4%	
Housing Units Owner-Occupied	3,328	62.6%	10,636	66.4%	24,171	68.3%	88,137	63.6%	
Housing Units, Renter-Occupied	1,993	37.4%	5,375	33.6%	11,195	31.7%	50,494	36.4%	
Housing Units, Vacant	326	5.8%	1,466	8.4%	3,583	9.2%	16,356	10.6%	
Marital Status (2026)									
Never Married	2,551	22.5%	9,422	26.8%	21,066	26.2%	105,439	32.6%	
Currently Married	6,783	59.7%	20,432	58.2%	47,481	59.0%	157,838	48.8%	
Separated	715	6.3%	1,878	5.3%	3,709	4.6%	17,279	5.3%	
Widowed	169	1.5%	518	1.5%	1,491	1.9%	11,269	3.5%	
Divorced	1,138	10.0%	2,852	8.1%	6,774	8.4%	31,805	9.8%	
Household Type (2026)									
Population Family	11,930	82.9%	34,604	79.0%	81,884	81.1%	328,749	82.7%	
Population Non-Family	2,430	16.9%	9,070	20.7%	18,799	18.6%	63,783	16.1%	
Population Group Quarters	30	0.2%	107	0.2%	232	0.2%	4,820	1.2%	
Family Households	3,772	70.9%	10,718	66.9%	24,997	70.7%	99,303	71.6%	
Non-Family Households	1,549	29.1%	5,293	33.1%	10,369	29.3%	39,328	28.4%	
Married Couple with Children	1,869	27.6%	5,213	25.5%	11,978	25.2%	38,336	24.3%	
Average Family Household Size	3.2		3.2		3.3		3.3		
Household Size (2026)									
1 Person Households	986	18.5%	3,021	18.9%	5,645	16.0%	25,349	18.3%	
2 Person Households	2,019	37.9%	5,878	36.7%	12,668	35.8%	46,394	33.5%	
3 Person Households	946	17.8%	2,702	16.9%	6,542	18.5%	25,542	18.4%	
4 Person Households	757	14.2%	2,475	15.5%	5,753	16.3%	22,290	16.1%	
5 Person Households	378	7.1%	1,183	7.4%	2,839	8.0%	11,113	8.0%	
6 or More Person Households	235	4.4%	753	4.7%	1,918	5.4%	7,942	5.7%	
Household Vehicles (2026)									
Households with 0 Vehicles Available	423	8.0%	771	4.8%	1,294	3.7%	6,217	4.5%	
Households with 1 Vehicles Available	1,589	29.9%	4,427	27.7%	8,877	25.1%	43,169	31.1%	
Households with 2 or More Vehicles Available	3,309	62.2%	10,813	67.5%	25,195	71.2%	89,245	64.4%	
Total Vehicles Available	9,733		31,418		71,168		264,160		
Average Vehicles Per Household	1.8		2.0		2.0		1.9		

Expanded Profile

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Labor Force (2026)

Estimated Labor Population Age 16 Years or Over	11,153		34,498		79,099		318,496	
Estimated Civilian Employed	6,939	62.2%	23,766	68.9%	53,988	68.3%	208,038	65.3%
Estimated Civilian Unemployed	432	3.9%	778	2.3%	1,746	2.2%	8,683	2.7%
Estimated in Armed Forces	62	0.6%	160	0.5%	362	0.5%	564	0.2%
Estimated Not in Labor Force	3,720	33.4%	9,794	28.4%	23,003	29.1%	101,211	31.8%
Unemployment Rate	3.9%		2.3%		2.2%		2.7%	

Occupation (2026)

Occupation: Population Age 16 Years or Over	6,939		23,764		53,984		208,024	
Management, Business, Financial Operations	1,985	28.6%	6,040	25.4%	12,873	23.8%	39,461	19.0%
Professional, Related Service	2,150	31.0%	7,080	29.8%	15,400	28.5%	46,823	22.5%
Sales, Office	686	9.9%	2,741	11.5%	7,245	13.4%	35,107	16.9%
Farming, Fishing, Forestry	1,236	17.8%	4,356	18.3%	10,413	19.3%	44,136	21.2%
Construct, Extraction, Maintenance	3	-	18	-	87	0.2%	533	0.3%
Production, Transport Material Moving	320	4.6%	1,219	5.1%	2,762	5.1%	15,426	7.4%
White Collar Workers	559	8.0%	2,310	9.7%	5,205	9.6%	26,539	12.8%
Blue Collar Workers	5,371	77.4%	17,477	73.5%	38,686	71.7%	130,420	62.7%
	1,568	22.6%	6,287	26.5%	15,299	28.3%	77,605	37.3%

Consumer Expenditure (2026)

Total Household Expenditure	\$681.68 M		\$1.99 B		\$4.22 B		\$13.98 B	
Total Non-Retail Expenditure	\$366.73 M	53.8%	\$1.04 B	52.2%	\$2.15 B	51.0%	\$6.78 B	48.5%
Total Retail Expenditure	\$314.95 M	46.2%	\$952.42 M	47.8%	\$2.07 B	49.0%	\$7.2 B	51.5%
Alcoholic Beverages	\$4.89 M	0.7%	\$14.25 M	0.7%	\$30.13 M	0.7%	\$98.81 M	0.7%
Apparel	\$14.74 M	2.2%	\$43.23 M	2.2%	\$92.58 M	2.2%	\$313.78 M	2.2%
Contributions	\$18.19 M	2.7%	\$52.57 M	2.6%	\$109.38 M	2.6%	\$343.88 M	2.5%
Education	\$12.25 M	1.8%	\$35.51 M	1.8%	\$74.36 M	1.8%	\$237.78 M	1.7%
Entertainment	\$33.23 M	4.9%	\$97.47 M	4.9%	\$208.82 M	5.0%	\$708.43 M	5.1%
Food Away From Home	\$33.2 M	4.9%	\$96.97 M	4.9%	\$206.11 M	4.9%	\$685.19 M	4.9%
Grocery	\$42.09 M	6.2%	\$125.86 M	6.3%	\$279.56 M	6.6%	\$1.03 B	7.4%
Health Care	\$33.45 M	4.9%	\$101.64 M	5.1%	\$223.6 M	5.3%	\$883.71 M	6.3%
Household Furnishings and Equipment	\$17.9 M	2.6%	\$52.29 M	2.6%	\$111.12 M	2.6%	\$369.13 M	2.6%
Household Operations	\$13.34 M	2.0%	\$39.05 M	2.0%	\$83.69 M	2.0%	\$285.08 M	2.0%
Miscellaneous Expenses	\$10.36 M	1.5%	\$30.35 M	1.5%	\$64.58 M	1.5%	\$214.8 M	1.5%
Personal Care	\$6.99 M	1.0%	\$20.78 M	1.0%	\$45.63 M	1.1%	\$163.86 M	1.2%
Shelter	\$120.55 M	17.7%	\$350.38 M	17.6%	\$752.34 M	17.8%	\$2.58 B	18.5%
Tax and Retirement	\$198.22 M	29.1%	\$555.77 M	27.9%	\$1.11 B	26.4%	\$3.18 B	22.8%
Tobacco and Related	\$1.88 M	0.3%	\$5.87 M	0.3%	\$14.13 M	0.3%	\$62.27 M	0.4%
Transportation	\$89.03 M	13.1%	\$275.83 M	13.8%	\$597.64 M	14.2%	\$2.04 B	14.6%
Utilities	\$31.35 M	4.6%	\$93.96 M	4.7%	\$209.64 M	5.0%	\$780.18 M	5.6%

Educational Attainment (2026)

Adult Population Age 25 Years or Over	9,674		30,088		68,661		275,008	
Elementary (Grade Level 0 to 8)	332	3.4%	814	2.7%	1,414	2.1%	11,041	4.0%
Some High School (Grade Level 9 to 11)	262	2.7%	879	2.9%	1,885	2.7%	12,196	4.4%
High School Graduate	1,402	14.5%	5,014	16.7%	12,314	17.9%	67,831	24.7%
Some College	1,568	16.2%	4,352	14.5%	10,451	15.2%	47,821	17.4%
Associate Degree Only	904	9.3%	3,284	10.9%	8,694	12.7%	33,386	12.1%
Bachelor Degree Only	2,747	28.4%	8,910	29.6%	20,501	29.9%	67,496	24.5%
Graduate Degree	2,459	25.4%	6,835	22.7%	13,401	19.5%	35,237	12.8%

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Units In Structure (2026)

1 Detached Unit	3,224	60.6%	9,952	62.2%	22,676	64.1%	86,005	62.0%
1 Attached Unit	899	16.9%	2,039	12.7%	4,086	11.6%	13,411	9.7%
2 to 4 Units	158	3.0%	438	2.7%	795	2.2%	5,336	3.8%
5 to 9 Units	70	1.3%	351	2.2%	932	2.6%	5,401	3.9%
10 to 19 Units	492	9.3%	924	5.8%	2,017	5.7%	9,732	7.0%
20 to 49 Units	101	1.9%	682	4.3%	1,618	4.6%	6,082	4.4%
50 or More Units	341	6.4%	950	5.9%	1,767	5.0%	5,704	4.1%
Mobile Home or Trailer	32	0.6%	661	4.1%	1,427	4.0%	6,531	4.7%
Other Structure	4	-	14	-	48	0.1%	428	0.3%

Occupied Homes Built By Year (2026)

Homes Built 2020 or later	626	11.8%	2,188	13.7%	6,612	18.7%	15,997	11.5%
Homes Built 2010 to 2019	2,806	52.7%	6,951	43.4%	13,295	37.6%	30,985	22.4%
Homes Built 2000 to 2009	1,175	22.1%	3,719	23.2%	8,558	24.2%	32,382	23.4%
Homes Built 1990 to 1999	253	4.8%	1,174	7.3%	2,682	7.6%	23,498	16.9%
Homes Built 1980 to 1989	217	4.1%	1,036	6.5%	2,329	6.6%	18,768	13.5%
Homes Built 1970 to 1979	52	1.0%	363	2.3%	872	2.5%	8,769	6.3%
Homes Built 1960 to 1969	143	2.7%	403	2.5%	645	1.8%	4,248	3.1%
Homes Built Before 1959	49	0.9%	176	1.1%	372	1.1%	3,983	2.9%

Home Values (2026)

Home Values \$1,000,000 or More	461	13.9%	1,146	10.8%	1,970	8.1%	3,565	4.0%
Home Values \$500,000 to \$999,999	2,010	60.4%	5,378	50.6%	10,466	43.3%	22,216	25.2%
Home Values \$400,000 to \$499,999	581	17.5%	2,421	22.8%	6,635	27.4%	23,211	26.3%
Home Values \$300,000 to \$399,999	220	6.6%	1,058	9.9%	3,312	13.7%	21,751	24.7%
Home Values \$200,000 to \$299,999	15	0.5%	364	3.4%	965	4.0%	10,260	11.6%
Home Values \$150,000 to \$199,999	15	0.4%	62	0.6%	131	0.5%	1,975	2.2%
Home Values \$100,000 to \$149,999	8	0.3%	56	0.5%	136	0.6%	1,175	1.3%
Home Values \$70,000 to \$99,999	3	0.1%	15	0.1%	33	0.1%	455	0.5%
Home Values \$50,000 to \$69,999	3	-	13	0.1%	144	0.6%	820	0.9%
Home Values \$25,000 to \$49,999	6	0.2%	69	0.7%	228	0.9%	1,453	1.6%
Home Values Under \$25,000	6	0.2%	54	0.5%	152	0.6%	1,257	1.4%
Owner-Occupied Median Home Value	\$661,389		\$593,652		\$533,592		\$428,510	
Renter-Occupied Median Rent	\$2,135		\$2,031		\$2,013		\$1,761	

Transportation To Work (2026)

Drive to Work Alone	4,567	65.8%	15,939	67.1%	36,615	67.8%	144,687	69.6%
Drive to Work in Carpool	480	6.9%	1,973	8.3%	4,949	9.2%	24,163	11.6%
Travel to Work by Public Transportation	29	0.4%	214	0.9%	502	0.9%	3,128	1.5%
Drive to Work on Motorcycle	11	0.2%	31	0.1%	42	-	93	-
Walk or Bicycle to Work	101	1.5%	255	1.1%	484	0.9%	2,692	1.3%
Other Means	45	0.7%	228	1.0%	743	1.4%	2,173	1.0%
Work at Home	1,706	24.6%	5,124	21.6%	10,650	19.7%	31,087	14.9%

Travel Time (2026)

Travel to Work in 14 Minutes or Less	985	14.2%	3,584	15.1%	6,604	12.2%	26,982	13.0%
Travel to Work in 15 to 29 Minutes	1,731	25.0%	5,267	22.2%	12,228	22.7%	53,528	25.7%
Travel to Work in 30 to 59 Minutes	2,232	32.2%	8,139	34.2%	20,456	37.9%	81,080	39.0%
Travel to Work in 60 Minutes or More	285	4.1%	1,649	6.9%	4,046	7.5%	15,348	7.4%
Average Minutes Travel to Work	28.2		29.8		31.6		30.3	