



Executive Summary

Publix at Gulf Cove

Summary

The trade area exhibits sustained population growth and household formation since 2010, with 2026 estimates of 2,552 (1-mi), 18,563 (3-mi) and 42,452 (5-mi) and continued projections to 2031; historical gains accelerated most strongly in the 3- and 5-mile rings. Households are small (average ~2.1 persons) with a low share of children (about 13% of 1-mile households) and a high owner-occupancy rate. Income and wealth measures are above regional norms — 2026 median household incomes range from ~\$72.9k (1-mi) to ~\$87.8k (3-mi) and average household net worth exceeds \$1.1M in the core. The trade area skew is strongly older-aged (median age ~60, large 65+ cohorts) with a growing Hispanic share projected through 2031.

Live Insights

Site-level leasing materials and operator information confirm the Publix-anchored center at 13435 S McCall Road is an active, occupied shopping center with an anchor grocery operation, in-line service and quick-serve tenants, and marketed retail availability at small-shop scale (circa 1,050 SF); commercial listings and marketing flyers for the property report a total GLA in the mid-tens of thousands and describe surrounding residential construction and lot-level housing activity supporting grocery traffic and tenant stability.

Key Takeaways

- Projected population growth 2026–2031: +355 people (1-mi, 2.8% annual), +2,992 people (3-mi, 3.2% annual).
- Median age ~60 across core rings with the 65–74 cohort representing ~24.6% of the 1-mile population.
- Owner-occupancy is high (83.4% owner-occupied homes, 1-mile) with renter-occupied at 16.6%.
- Income profile: 1-mile estimated median household income \$72,891 and 45.8% of 1-mile households earn \$75,000+ (2026).
- Local retail demand: 1-mile total retail expenditure ~\$55.4M (54.6% of household spend) with grocery spending ~\$6.78M (2026).

Expanded Profile

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



Lat/Lon: 26.9319/-82.2235

Publix at Gulf Cove										
13435 S McCall Rd, Port Charlotte, FL 33981			1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Population										
Estimated Population (2026)			2,552		18,563		42,452		186,412	
Projected Population (2031)			2,907		21,555		48,024		199,267	
Census Population (2020)			2,270		14,264		35,985		166,987	
Census Population (2010)			1,837		10,875		28,528		143,960	
Projected Annual Growth (2026 to 2031)			355	2.8%	2,992	3.2%	5,572	2.6%	12,855	1.4%
Historical Annual Growth (2020 to 2026)			282	2.1%	4,299	5.0%	6,468	3.0%	19,425	1.9%
Historical Annual Growth (2010 to 2020)			433	2.4%	3,389	3.1%	7,457	2.6%	23,026	1.6%
Estimated Population Density (2026)			813	psm	657	psm	541	psm	594	psm
Trade Area Size			3.1	sq mi	28.3	sq mi	78.5	sq mi	314.0	sq mi
Households										
Estimated Households (2026)			1,240		8,731		20,263		88,302	
Projected Households (2031)			1,359		9,770		22,124		91,572	
Census Households (2020)			1,073		6,570		16,678		76,989	
Census Households (2010)			844		4,899		13,051		66,250	
Estimated Households with Children (2026)			162	13.1%	1,239	14.2%	2,589	12.8%	13,683	15.5%
Estimated Average Household Size (2026)			2.06		2.13		2.09		2.09	
Average Household Income										
Estimated Average Household Income (2026)			\$98,139		\$114,704		\$116,572		\$107,442	
Projected Average Household Income (2031)			\$98,590		\$114,820		\$116,367		\$108,034	
Estimated Average Family Income (2026)			\$123,922		\$138,332		\$134,673		\$126,350	
Median Household Income										
Estimated Median Household Income (2026)			\$72,891		\$87,800		\$84,701		\$79,018	
Projected Median Household Income (2031)			\$73,595		\$87,588		\$84,032		\$78,859	
Estimated Median Family Income (2026)			\$80,814		\$98,160		\$95,695		\$92,119	
Per Capita Income										
Estimated Per Capita Income (2026)			\$47,671		\$53,952		\$55,651		\$50,970	
Projected Per Capita Income (2031)			\$46,097		\$52,045		\$53,618		\$49,716	
Estimated Per Capita Income 5 Year Growth			-\$1,573	-3.3%	-\$1,907	-3.5%	-\$2,033	-3.7%	-\$1,254	-2.5%
Estimated Average Household Net Worth (2026)			\$1,126,810		\$1,429,471		\$1,471,532		\$1,370,918	
Daytime Demos (2026)										
Total Businesses			210		660		1,450		9,492	
Total Employees			1,306		2,982		6,829		54,841	
Company Headquarter Businesses			5	2.5%	12	1.8%	21	1.5%	196	2.1%
Company Headquarter Employees			29	2.2%	49	1.6%	189	2.8%	2,641	4.8%
Employee Population per Business			6.2		4.5		4.7		5.8	
Residential Population per Business			12.2		28.1		29.3		19.6	

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Expanded Profile

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13435 S McCall Rd, Port Charlotte, FL

1 mi radius

3 mi radius

5 mi radius

10 mi radius

Race & Ethnicity

White (2026)	2,254	88.3%	16,638	89.6%	38,094	89.7%	158,990	85.3%
Black or African American (2026)	99	3.9%	535	2.9%	1,194	2.8%	9,875	5.3%
American Indian or Alaska Native (2026)	2	-	42	0.2%	82	0.2%	413	0.2%
Asian (2026)	41	1.6%	224	1.2%	560	1.3%	2,977	1.6%
Hawaiian or Pacific Islander (2026)	-	-	4	-	12	-	80	-
Other Race (2026)	30	1.2%	201	1.1%	469	1.1%	3,396	1.8%
Two or More Races (2026)	126	4.9%	920	5.0%	2,040	4.8%	10,680	5.7%
Not Hispanic or Latino Population (2026)	2,363	92.6%	17,245	92.9%	39,572	93.2%	169,319	90.8%
Hispanic or Latino Population (2026)	189	7.4%	1,318	7.1%	2,880	6.8%	17,093	9.2%
Not Hispanic or Latino Population (2031)	2,587	89.0%	19,324	89.7%	42,870	89.3%	175,313	88.0%
Hispanic or Latino Population (2031)	320	11.0%	2,230	10.3%	5,155	10.7%	23,954	12.0%
Not Hispanic or Latino Population (2020)	2,134	94.0%	13,561	95.1%	34,348	95.5%	154,032	92.2%
Hispanic or Latino Population (2020)	136	6.0%	703	4.9%	1,636	4.5%	12,955	7.8%
Not Hispanic or Latino Population (2010)	1,750	95.3%	10,479	96.4%	27,579	96.7%	135,389	94.0%
Hispanic or Latino Population (2010)	87	4.7%	396	3.6%	949	3.3%	8,572	6.0%
Projected Hispanic Annual Growth (2026 to 2031)	131	13.8%	912	13.8%	2,275	15.8%	6,861	8.0%
Historic Hispanic Annual Growth (2010 to 2026)	102	7.3%	923	14.6%	1,931	12.7%	8,521	6.2%

Age Distribution (2026)

Age Under 5	67	2.6%	454	2.4%	959	2.3%	5,465	2.9%
Age 5 to 9 Years	78	3.1%	568	3.1%	1,198	2.8%	6,382	3.4%
Age 10 to 14 Years	83	3.3%	650	3.5%	1,405	3.3%	6,834	3.7%
Age 15 to 19 Years	90	3.5%	639	3.4%	1,364	3.2%	6,924	3.7%
Age 20 to 24 Years	98	3.9%	618	3.3%	1,291	3.0%	6,819	3.7%
Age 25 to 29 Years	82	3.2%	627	3.4%	1,267	3.0%	7,216	3.9%
Age 30 to 34 Years	94	3.7%	663	3.6%	1,362	3.2%	7,726	4.1%
Age 35 to 39 Years	88	3.4%	695	3.7%	1,478	3.5%	7,702	4.1%
Age 40 to 44 Years	73	2.9%	712	3.8%	1,566	3.7%	7,742	4.2%
Age 45 to 49 Years	114	4.5%	792	4.3%	1,692	4.0%	7,816	4.2%
Age 50 to 54 Years	137	5.4%	1,089	5.9%	2,390	5.6%	10,078	5.4%
Age 55 to 59 Years	203	8.0%	1,512	8.1%	3,273	7.7%	12,736	6.8%
Age 60 to 64 Years	272	10.7%	2,093	11.3%	4,763	11.2%	17,764	9.5%
Age 65 to 74 Years	629	24.6%	4,404	23.7%	10,653	25.1%	39,211	21.0%
Age 75 to 84 Years	340	13.3%	2,376	12.8%	6,149	14.5%	26,773	14.4%
Age 85 Years or Over	103	4.0%	671	3.6%	1,642	3.9%	9,224	4.9%
Median Age	60.2		59.1		60.5		56.6	

Gender Age Distribution (2026)

Female Population	1,344	52.7%	9,351	50.4%	21,553	50.8%	94,562	50.7%
Age 0 to 19 Years	159	11.8%	1,106	11.8%	2,406	11.2%	12,215	12.9%
Age 20 to 64 Years	628	46.7%	4,547	48.6%	9,914	46.0%	43,868	46.4%
Age 65 Years or Over	557	41.5%	3,697	39.5%	9,233	42.8%	38,479	40.7%
Female Median Age	60.0		59.0		60.5		57.2	
Male Population	1,208	47.3%	9,212	49.6%	20,899	49.2%	91,850	49.3%
Age 0 to 19 Years	160	13.3%	1,204	13.1%	2,520	12.1%	13,389	14.6%
Age 20 to 64 Years	533	44.1%	4,254	46.2%	9,168	43.9%	41,731	45.4%
Age 65 Years or Over	515	42.6%	3,754	40.8%	9,211	44.1%	36,729	40.0%
Male Median Age	60.4		59.1		60.5		56.0	

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Household Income Distribution (2026)

HH Income \$200,000 or More	73	5.9%	674	7.7%	1,728	8.5%	7,567	8.6%
HH Income \$150,000 to \$199,999	92	7.4%	1,022	11.7%	1,960	9.7%	6,602	7.5%
HH Income \$100,000 to \$149,999	236	19.0%	1,854	21.2%	4,102	20.2%	16,495	18.7%
HH Income \$75,000 to \$99,999	168	13.5%	1,183	13.5%	3,293	16.2%	13,001	14.7%
HH Income \$50,000 to \$74,999	267	21.5%	1,612	18.5%	3,636	17.9%	17,129	19.4%
HH Income \$35,000 to \$49,999	197	15.9%	951	10.9%	2,049	10.1%	9,518	10.8%
HH Income \$25,000 to \$34,999	73	5.9%	501	5.7%	1,230	6.1%	6,250	7.1%
HH Income \$15,000 to \$24,999	87	7.0%	364	4.2%	994	4.9%	5,899	6.7%
HH Income Under \$15,000	47	3.8%	570	6.5%	1,272	6.3%	5,841	6.6%
HH Income \$35,000 or More	1,032	83.3%	7,296	83.6%	16,766	82.7%	70,312	79.6%
HH Income \$75,000 or More	568	45.8%	4,733	54.2%	11,082	54.7%	43,664	49.4%

Housing (2026)

Total Housing Units	1,654		11,571		26,947		116,823	
Housing Units Occupied	1,240	74.9%	8,731	75.5%	20,263	75.2%	88,302	75.6%
Housing Units Owner-Occupied	1,034	83.4%	7,422	85.0%	17,281	85.3%	69,330	78.5%
Housing Units, Renter-Occupied	205	16.6%	1,309	15.0%	2,982	14.7%	18,973	21.5%
Housing Units, Vacant	415	25.1%	2,840	24.5%	6,684	24.8%	28,520	24.4%

Marital Status (2026)

Never Married	452	19.5%	2,594	15.4%	5,816	15.0%	32,297	19.3%
Currently Married	1,242	53.5%	10,356	61.3%	23,360	60.1%	92,182	55.0%
Separated	97	4.2%	640	3.8%	1,540	4.0%	6,752	4.0%
Widowed	236	10.1%	1,327	7.9%	3,041	7.8%	13,893	8.3%
Divorced	296	12.7%	1,974	11.7%	5,134	13.2%	22,606	13.5%

Household Type (2026)

Population Family	1,823	71.4%	14,443	77.8%	32,445	76.4%	137,479	73.8%
Population Non-Family	729	28.6%	4,118	22.2%	9,965	23.5%	47,243	25.3%
Population Group Quarters	-	-	2	-	42	-	1,690	0.9%
Family Households	709	57.2%	5,651	64.7%	12,748	62.9%	52,854	59.9%
Non-Family Households	531	42.8%	3,080	35.3%	7,515	37.1%	35,448	40.1%
Married Couple with Children	104	8.4%	858	8.3%	1,845	7.9%	8,800	9.5%
Average Family Household Size	2.6		2.6		2.5		2.6	

Household Size (2026)

1 Person Households	379	30.6%	2,318	26.5%	5,790	28.6%	27,442	31.1%
2 Person Households	633	51.1%	4,614	52.8%	10,433	51.5%	42,243	47.8%
3 Person Households	99	8.0%	845	9.7%	1,864	9.2%	8,578	9.7%
4 Person Households	67	5.4%	553	6.3%	1,275	6.3%	5,831	6.6%
5 Person Households	38	3.1%	238	2.7%	534	2.6%	2,565	2.9%
6 or More Person Households	23	1.8%	163	1.9%	366	1.8%	1,643	1.9%

Household Vehicles (2026)

Households with 0 Vehicles Available	41	3.3%	300	3.4%	706	3.5%	4,574	5.2%
Households with 1 Vehicles Available	518	41.8%	2,901	33.2%	6,894	34.0%	35,257	39.9%
Households with 2 or More Vehicles Available	681	55.0%	5,530	63.3%	12,662	62.5%	48,472	54.9%
Total Vehicles Available	2,101		16,122		36,541		150,106	
Average Vehicles Per Household	1.7		1.8		1.8		1.7	

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Labor Force (2026)

Estimated Labor Population Age 16 Years or Over	2,306		16,730		38,560		166,306	
Estimated Civilian Employed	1,017	44.1%	8,011	47.9%	16,600	43.0%	70,574	42.4%
Estimated Civilian Unemployed	1	-	145	0.9%	434	1.1%	4,337	2.6%
Estimated in Armed Forces	-	-	-	-	-	-	51	-
Estimated Not in Labor Force	1,289	55.9%	8,574	51.2%	21,526	55.8%	91,343	54.9%
Unemployment Rate	-		0.9%		1.1%		2.6%	

Occupation (2026)

Occupation: Population Age 16 Years or Over	1,017		8,011		16,600		70,573	
Management, Business, Financial Operations	203	19.9%	1,362	17.0%	2,896	17.4%	12,315	17.5%
Professional, Related	195	19.2%	1,522	19.0%	3,129	18.9%	13,207	18.7%
Service	267	26.3%	1,743	21.8%	3,347	20.2%	12,995	18.4%
Sales, Office	221	21.8%	1,902	23.7%	4,084	24.6%	17,700	25.1%
Farming, Fishing, Forestry	-	-	3	-	3	-	96	0.1%
Construct, Extraction, Maintenance	81	7.9%	572	7.1%	1,154	6.9%	5,486	7.8%
Production, Transport Material Moving	49	4.9%	907	11.3%	1,987	12.0%	8,775	12.4%
White Collar Workers	619	60.9%	4,787	59.8%	10,110	60.9%	43,222	61.2%
Blue Collar Workers	398	39.1%	3,224	40.2%	6,490	39.1%	27,351	38.8%

Consumer Expenditure (2026)

Total Household Expenditure	\$101.39 M		\$777.62 M		\$1.79 B		\$7.54 B	
Total Non-Retail Expenditure	\$46.01 M	45.4%	\$358.06 M	46.0%	\$824.05 M	46.0%	\$3.45 B	45.8%
Total Retail Expenditure	\$55.38 M	54.6%	\$419.56 M	54.0%	\$967.2 M	54.0%	\$4.08 B	54.2%
Alcoholic Beverages	\$701.31 K	0.7%	\$5.4 M	0.7%	\$12.43 M	0.7%	\$52.18 M	0.7%
Apparel	\$2.18 M	2.1%	\$16.59 M	2.1%	\$38.22 M	2.1%	\$162 M	2.1%
Contributions	\$2.51 M	2.5%	\$19.55 M	2.5%	\$45.05 M	2.5%	\$186.89 M	2.5%
Education	\$1.72 M	1.7%	\$13.3 M	1.7%	\$30.65 M	1.7%	\$127.75 M	1.7%
Entertainment	\$4.92 M	4.9%	\$37.55 M	4.8%	\$86.47 M	4.8%	\$366.4 M	4.9%
Food Away From Home	\$4.82 M	4.8%	\$36.94 M	4.8%	\$85.09 M	4.8%	\$358.6 M	4.8%
Grocery	\$6.78 M	6.7%	\$50.4 M	6.5%	\$115.97 M	6.5%	\$503.84 M	6.7%
Health Care	\$9.36 M	9.2%	\$65.93 M	8.5%	\$154.7 M	8.6%	\$665.09 M	8.8%
Household Furnishings and Equipment	\$2.6 M	2.6%	\$19.94 M	2.6%	\$45.93 M	2.6%	\$193.5 M	2.6%
Household Operations	\$1.95 M	1.9%	\$14.85 M	1.9%	\$34.21 M	1.9%	\$145.49 M	1.9%
Miscellaneous Expenses	\$1.54 M	1.5%	\$11.76 M	1.5%	\$27.08 M	1.5%	\$113.86 M	1.5%
Personal Care	\$1.09 M	1.1%	\$8.18 M	1.1%	\$18.83 M	1.1%	\$81.2 M	1.1%
Shelter	\$17.51 M	17.3%	\$132.2 M	17.0%	\$304.05 M	17.0%	\$1.3 B	17.2%
Tax and Retirement	\$22.25 M	21.9%	\$181.15 M	23.3%	\$418.19 M	23.3%	\$1.71 B	22.7%
Tobacco and Related	\$366.7 K	0.4%	\$2.58 M	0.3%	\$5.94 M	0.3%	\$27.53 M	0.4%
Transportation	\$16 M	15.8%	\$123.47 M	15.9%	\$281.42 M	15.7%	\$1.17 B	15.5%
Utilities	\$5.1 M	5.0%	\$37.82 M	4.9%	\$87.01 M	4.9%	\$379.15 M	5.0%

Educational Attainment (2026)

Adult Population Age 25 Years or Over	2,135		15,635		36,234		153,988	
Elementary (Grade Level 0 to 8)	12	0.6%	399	2.6%	713	2.0%	3,760	2.4%
Some High School (Grade Level 9 to 11)	64	3.0%	416	2.7%	1,288	3.6%	5,985	3.9%
High School Graduate	728	34.1%	5,371	34.4%	11,438	31.6%	47,662	31.0%
Some College	491	23.0%	3,417	21.9%	8,080	22.3%	35,391	23.0%
Associate Degree Only	282	13.2%	1,685	10.8%	4,165	11.5%	15,972	10.4%
Bachelor Degree Only	307	14.4%	2,401	15.4%	6,156	17.0%	27,037	17.6%
Graduate Degree	251	11.8%	1,946	12.4%	4,395	12.1%	18,181	11.8%

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Units In Structure (2026)

1 Detached Unit	958	77.3%	6,956	79.7%	16,641	82.1%	63,528	71.9%
1 Attached Unit	44	3.6%	254	2.9%	612	3.0%	5,292	6.0%
2 to 4 Units	79	6.4%	260	3.0%	715	3.5%	4,068	4.6%
5 to 9 Units	14	1.1%	122	1.4%	369	1.8%	2,736	3.1%
10 to 19 Units	12	0.9%	118	1.4%	260	1.3%	2,357	2.7%
20 to 49 Units	9	0.7%	68	0.8%	222	1.1%	2,210	2.5%
50 or More Units	10	0.8%	135	1.6%	237	1.2%	2,171	2.5%
Mobile Home or Trailer	113	9.1%	816	9.3%	1,202	5.9%	5,928	6.7%
Other Structure	-	-	-	-	4	-	14	-

Occupied Homes Built By Year (2026)

Homes Built 2020 or later	64	5.2%	858	9.8%	1,644	8.1%	5,259	6.0%
Homes Built 2010 to 2019	170	13.7%	1,299	14.9%	2,721	13.4%	9,156	10.4%
Homes Built 2000 to 2009	263	21.2%	2,055	23.5%	5,069	25.0%	19,543	22.1%
Homes Built 1990 to 1999	134	10.8%	1,505	17.2%	3,712	18.3%	12,580	14.2%
Homes Built 1980 to 1989	293	23.6%	1,492	17.1%	4,262	21.0%	18,024	20.4%
Homes Built 1970 to 1979	268	21.6%	1,184	13.6%	1,984	9.8%	14,285	16.2%
Homes Built 1960 to 1969	26	2.1%	207	2.4%	534	2.6%	5,924	6.7%
Homes Built Before 1959	21	1.7%	132	1.5%	337	1.7%	3,531	4.0%

Home Values (2026)

Home Values \$1,000,000 or More	2	0.2%	172	2.3%	433	2.5%	3,040	4.4%
Home Values \$500,000 to \$999,999	131	12.6%	1,635	22.0%	4,203	24.3%	15,422	22.2%
Home Values \$400,000 to \$499,999	81	7.9%	1,143	15.4%	3,099	17.9%	9,940	14.3%
Home Values \$300,000 to \$399,999	401	38.8%	2,545	34.3%	5,137	29.7%	17,051	24.6%
Home Values \$200,000 to \$299,999	241	23.3%	1,137	15.3%	2,762	16.0%	13,996	20.2%
Home Values \$150,000 to \$199,999	78	7.5%	330	4.4%	733	4.2%	4,730	6.8%
Home Values \$100,000 to \$149,999	42	4.1%	284	3.8%	402	2.3%	2,378	3.4%
Home Values \$70,000 to \$99,999	1	-	15	0.2%	32	0.2%	528	0.8%
Home Values \$50,000 to \$69,999	-	-	5	-	37	0.2%	230	0.3%
Home Values \$25,000 to \$49,999	40	3.8%	121	1.6%	244	1.4%	981	1.4%
Home Values Under \$25,000	17	1.7%	34	0.5%	197	1.1%	1,031	1.5%
Owner-Occupied Median Home Value	\$330,630		\$385,987		\$401,816		\$389,935	
Renter-Occupied Median Rent	\$1,170		\$1,388		\$1,373		\$1,455	

Transportation To Work (2026)

Drive to Work Alone	818	80.5%	5,877	73.4%	11,182	67.4%	50,383	71.4%
Drive to Work in Carpool	66	6.5%	839	10.5%	1,518	9.1%	6,791	9.6%
Travel to Work by Public Transportation	2	0.2%	16	0.2%	86	0.5%	466	0.7%
Drive to Work on Motorcycle	3	0.3%	20	0.2%	98	0.6%	518	0.7%
Walk or Bicycle to Work	20	2.0%	45	0.6%	307	1.8%	1,213	1.7%
Other Means	6	0.6%	152	1.9%	392	2.4%	1,229	1.7%
Work at Home	103	10.1%	1,063	13.3%	3,017	18.2%	9,974	14.1%

Travel Time (2026)

Travel to Work in 14 Minutes or Less	297	29.2%	1,708	21.3%	3,344	20.1%	16,981	24.1%
Travel to Work in 15 to 29 Minutes	225	22.1%	2,406	30.0%	4,681	28.2%	19,346	27.4%
Travel to Work in 30 to 59 Minutes	301	29.6%	2,123	26.5%	4,183	25.2%	18,405	26.1%
Travel to Work in 60 Minutes or More	92	9.0%	710	8.9%	1,374	8.3%	5,867	8.3%
Average Minutes Travel to Work	22.4		24.0		24.3		23.4	