



Executive Summary

Publix at Steeplechase

Summary

The trade area centered on Publix at Steeplechase shows sustained, above-market growth concentrated within 1–3 miles: population rose sharply from 2,975 (2010) to an estimated 5,426 (2026) at 1 mile and continues to project modest growth to 2031. Household formation has accelerated (1,493 households in 2020 to 2,191 estimated in 2026 at 1 mile) with a sizable share of family households and children (32–35% with children in the 1–3 mile rings). Income and wealth are well above county averages — 2026 estimated average household income of ~\$192k (1 mile) and high per-capita income and net worth — while owner-occupancy dominates near-site housing. Educational attainment is notable: over 40% of adults in the 1–3 mile rings hold graduate degrees, supporting a professional-white-collar occupational base.

Live Insights

Local, site-relevant activity is limited but verifiable: the Publix at Steeplechase operates at 14130 W Newberry Rd and serves as an anchor and event node for the plaza, and the immediate center shows active retail leasing availability for addresses in the 14130–14266 W Newberry Rd range, indicating turnover/opportunity in inline spaces; nearby residential development activity includes ongoing new-home construction in adjacent subdivisions (Arbor Greens/Jonesville area) that feed the plaza's customer base.

Key Takeaways

- 1-mile population increased from 3,835 (2020) to 5,426 (2026), a rapid short-term expansion supporting near-term retail demand.
- Owner-occupied housing is dominant at 1 mile (84.6%), with median owner value \$441,356 indicating an affluent ownership market.
- Estimated average household income at 1 mile is \$192,302 (2026) with 26.5% of households earning \$200k+, concentrating high discretionary purchasing power.
- Educational attainment is highly skewed to advanced degrees: 40.4% of adults (25+) in the 1-mile ring report graduate degrees, underpinning a professional workforce.
- Daytime economy at 1 mile includes 374 businesses and 2,389 employees, yielding a compact local employment base that complements resident spending.

Expanded Profile

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



Lat/Lon: 29.6554/-82.4948

Publix at Steeplechase									
14130 W Newberry Rd, Newberry, FL 32560		1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Population									
Estimated Population (2026)		5,426		19,951		53,996		229,200	
Projected Population (2031)		5,848		21,292		56,046		228,347	
Census Population (2020)		3,835		16,553		48,644		217,072	
Census Population (2010)		2,975		12,943		40,795		187,305	
Projected Annual Growth (2026 to 2031)		423	1.6%	1,341	1.3%	2,050	0.8%	-853	-
Historical Annual Growth (2020 to 2026)		1,591	6.9%	3,398	3.4%	5,352	1.8%	12,128	0.9%
Historical Annual Growth (2010 to 2020)		860	2.9%	3,610	2.8%	7,849	1.9%	29,768	1.6%
Estimated Population Density (2026)		1,728	psm	706	psm	688	psm	730	psm
Trade Area Size		3.1	sq mi	28.3	sq mi	78.5	sq mi	314.0	sq mi
Households									
Estimated Households (2026)		2,191		7,794		22,303		94,553	
Projected Households (2031)		2,432		8,578		23,857		96,976	
Census Households (2020)		1,493		6,322		19,678		88,450	
Census Households (2010)		1,165		4,955		16,562		77,216	
Estimated Households with Children (2026)		711	32.4%	2,692	34.5%	6,805	30.5%	22,578	23.9%
Estimated Average Household Size (2026)		2.47		2.55		2.41		2.24	
Average Household Income									
Estimated Average Household Income (2026)		\$192,302		\$190,200		\$150,105		\$107,064	
Projected Average Household Income (2031)		\$190,478		\$188,171		\$149,187		\$107,149	
Estimated Average Family Income (2026)		\$238,661		\$226,096		\$191,902		\$145,891	
Median Household Income									
Estimated Median Household Income (2026)		\$118,937		\$126,954		\$106,418		\$76,623	
Projected Median Household Income (2031)		\$114,556		\$123,913		\$104,931		\$76,331	
Estimated Median Family Income (2026)		\$162,694		\$158,090		\$141,551		\$109,198	
Per Capita Income									
Estimated Per Capita Income (2026)		\$77,678		\$74,336		\$62,058		\$44,609	
Projected Per Capita Income (2031)		\$79,225		\$75,841		\$63,562		\$45,948	
Estimated Per Capita Income 5 Year Growth		\$1,547	2.0%	\$1,505	2.0%	\$1,504	2.4%	\$1,339	3.0%
Estimated Average Household Net Worth (2026)		\$1,734,838		\$1,825,960		\$1,362,515		\$868,274	
Daytime Demos (2026)									
Total Businesses		374		984		2,966		10,259	
Total Employees		2,389		5,845		20,036		82,732	
Company Headquarter Businesses		8	2.1%	23	2.3%	67	2.3%	276	2.7%
Company Headquarter Employees		256	10.7%	523	9.0%	2,178	10.9%	9,532	11.5%
Employee Population per Business		6.4		5.9		6.8		8.1	
Residential Population per Business		14.5		20.3		18.2		22.3	

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14130 W Newberry Rd, Newberry, FL

1 mi radius

3 mi radius

5 mi radius

10 mi radius

Race & Ethnicity

White (2026)	3,937	72.6%	14,038	70.4%	34,193	63.3%	144,219	62.9%
Black or African American (2026)	594	10.9%	1,986	10.0%	8,645	16.0%	36,828	16.1%
American Indian or Alaska Native (2026)	12	0.2%	38	0.2%	111	0.2%	542	0.2%
Asian (2026)	366	6.8%	1,902	9.5%	4,961	9.2%	19,104	8.3%
Hawaiian or Pacific Islander (2026)	3	-	14	-	28	-	98	-
Other Race (2026)	107	2.0%	415	2.1%	1,439	2.7%	7,512	3.3%
Two or More Races (2026)	407	7.5%	1,558	7.8%	4,620	8.6%	20,898	9.1%
Not Hispanic or Latino Population (2026)	4,822	88.9%	17,682	88.6%	47,088	87.2%	197,057	86.0%
Hispanic or Latino Population (2026)	604	11.1%	2,269	11.4%	6,908	12.8%	32,143	14.0%
Not Hispanic or Latino Population (2031)	5,118	87.5%	18,586	87.3%	48,241	86.1%	194,666	85.3%
Hispanic or Latino Population (2031)	730	12.5%	2,706	12.7%	7,805	13.9%	33,681	14.7%
Not Hispanic or Latino Population (2020)	3,422	89.2%	14,716	88.9%	43,053	88.5%	187,897	86.6%
Hispanic or Latino Population (2020)	413	10.8%	1,838	11.1%	5,591	11.5%	29,176	13.4%
Not Hispanic or Latino Population (2010)	2,755	92.6%	11,927	92.1%	37,496	91.9%	169,244	90.4%
Hispanic or Latino Population (2010)	220	7.4%	1,016	7.9%	3,299	8.1%	18,061	9.6%
Projected Hispanic Annual Growth (2026 to 2031)	126	4.2%	437	3.9%	897	2.6%	1,538	1.0%
Historic Hispanic Annual Growth (2010 to 2026)	383	10.9%	1,253	7.7%	3,609	6.8%	14,083	4.9%

Age Distribution (2026)

Age Under 5	250	4.6%	946	4.7%	2,653	4.9%	10,319	4.5%
Age 5 to 9 Years	352	6.5%	1,300	6.5%	3,271	6.1%	10,742	4.7%
Age 10 to 14 Years	399	7.4%	1,459	7.3%	3,685	6.8%	11,043	4.8%
Age 15 to 19 Years	411	7.6%	1,552	7.8%	4,320	8.0%	22,843	10.0%
Age 20 to 24 Years	248	4.6%	908	4.6%	3,636	6.7%	39,751	17.3%
Age 25 to 29 Years	170	3.1%	594	3.0%	2,696	5.0%	17,541	7.7%
Age 30 to 34 Years	270	5.0%	976	4.9%	3,306	6.1%	14,943	6.5%
Age 35 to 39 Years	412	7.6%	1,460	7.3%	3,853	7.1%	14,141	6.2%
Age 40 to 44 Years	379	7.0%	1,510	7.6%	3,792	7.0%	12,785	5.6%
Age 45 to 49 Years	393	7.2%	1,461	7.3%	3,470	6.4%	10,968	4.8%
Age 50 to 54 Years	341	6.3%	1,310	6.6%	3,222	6.0%	10,122	4.4%
Age 55 to 59 Years	335	6.2%	1,190	6.0%	2,858	5.3%	9,511	4.1%
Age 60 to 64 Years	327	6.0%	1,188	6.0%	2,918	5.4%	10,045	4.4%
Age 65 to 74 Years	650	12.0%	2,292	11.5%	5,431	10.1%	19,378	8.5%
Age 75 to 84 Years	404	7.4%	1,498	7.5%	3,632	6.7%	11,412	5.0%
Age 85 Years or Over	86	1.6%	306	1.5%	1,254	2.3%	3,656	1.6%
Median Age	41.7		41.6		39.0		34.2	

Gender Age Distribution (2026)

Female Population	2,854	52.6%	10,513	52.7%	28,579	52.9%	110,531	48.2%
Age 0 to 19 Years	663	23.2%	2,548	24.2%	6,879	24.1%	23,545	21.3%
Age 20 to 64 Years	1,538	53.9%	5,649	53.7%	15,968	55.9%	68,596	62.1%
Age 65 Years or Over	653	22.9%	2,316	22.0%	5,731	20.1%	18,390	16.6%
Female Median Age	43.0		42.5		39.6		35.7	
Male Population	2,572	47.4%	9,438	47.3%	25,418	47.1%	118,669	51.8%
Age 0 to 19 Years	750	29.1%	2,710	28.7%	7,050	27.7%	31,402	26.5%
Age 20 to 64 Years	1,336	51.9%	4,949	52.4%	13,782	54.2%	71,210	60.0%
Age 65 Years or Over	487	18.9%	1,779	18.9%	4,586	18.0%	16,056	13.5%
Male Median Age	40.2		40.7		38.5		33.0	

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Household Income Distribution (2026)

HH Income \$200,000 or More	580	26.5%	2,084	26.7%	4,614	20.7%	11,496	12.2%
HH Income \$150,000 to \$199,999	331	15.1%	1,228	15.8%	2,449	11.0%	7,690	8.1%
HH Income \$100,000 to \$149,999	247	11.3%	1,261	16.2%	3,639	16.3%	13,585	14.4%
HH Income \$75,000 to \$99,999	179	8.2%	659	8.5%	2,101	9.4%	10,729	11.3%
HH Income \$50,000 to \$74,999	412	18.8%	1,361	17.5%	3,652	16.4%	14,305	15.1%
HH Income \$35,000 to \$49,999	153	7.0%	388	5.0%	1,748	7.8%	9,487	10.0%
HH Income \$25,000 to \$34,999	54	2.5%	169	2.2%	1,110	5.0%	7,312	7.7%
HH Income \$15,000 to \$24,999	49	2.2%	177	2.3%	1,219	5.5%	6,360	6.7%
HH Income Under \$15,000	186	8.5%	467	6.0%	1,771	7.9%	13,590	14.4%
HH Income \$35,000 or More	1,901	86.8%	6,981	89.6%	18,203	81.6%	67,291	71.2%
HH Income \$75,000 or More	1,337	61.0%	5,232	67.1%	12,803	57.4%	43,500	46.0%

Housing (2026)

Total Housing Units	2,444		8,593		24,726		105,414	
Housing Units Occupied	2,191	89.6%	7,794	90.7%	22,303	90.2%	94,553	89.7%
Housing Units Owner-Occupied	1,854	84.6%	6,718	86.2%	13,549	60.7%	44,120	46.7%
Housing Units, Renter-Occupied	337	15.4%	1,076	13.8%	8,754	39.3%	50,433	53.3%
Housing Units, Vacant	253	10.4%	799	9.3%	2,424	9.8%	10,861	10.3%

Marital Status (2026)

Never Married	1,023	23.1%	4,124	25.4%	15,056	33.9%	98,191	49.8%
Currently Married	2,764	62.5%	9,847	60.6%	21,641	48.8%	69,106	35.1%
Separated	82	1.9%	325	2.0%	993	2.2%	4,566	2.3%
Widowed	295	6.7%	925	5.7%	2,633	5.9%	7,385	3.7%
Divorced	261	5.9%	1,025	6.3%	4,063	9.2%	17,848	9.1%

Household Type (2026)

Population Family	4,447	82.0%	16,808	84.2%	41,209	76.3%	141,954	61.9%
Population Non-Family	967	17.8%	3,106	15.6%	12,448	23.1%	69,939	30.5%
Population Group Quarters	12	0.2%	38	0.2%	338	0.6%	17,307	7.6%
Family Households	1,456	66.5%	5,470	70.2%	13,416	60.2%	47,854	50.6%
Non-Family Households	734	33.5%	2,325	29.8%	8,887	39.8%	46,699	49.4%
Married Couple with Children	579	20.9%	2,247	22.8%	4,859	22.5%	14,225	20.6%
Average Family Household Size	3.1		3.1		3.1		3.0	

Household Size (2026)

1 Person Households	621	28.4%	1,945	25.0%	6,999	31.4%	32,023	33.9%
2 Person Households	744	34.0%	2,701	34.7%	7,026	31.5%	33,107	35.0%
3 Person Households	311	14.2%	1,174	15.1%	3,462	15.5%	13,448	14.2%
4 Person Households	313	14.3%	1,245	16.0%	3,001	13.5%	10,429	11.0%
5 Person Households	132	6.0%	482	6.2%	1,185	5.3%	3,471	3.7%
6 or More Person Households	70	3.2%	248	3.2%	630	2.8%	2,075	2.2%

Household Vehicles (2026)

Households with 0 Vehicles Available	71	3.3%	246	3.2%	1,760	7.9%	8,212	8.7%
Households with 1 Vehicles Available	568	25.9%	1,857	23.8%	7,547	33.8%	37,574	39.7%
Households with 2 or More Vehicles Available	1,551	70.8%	5,691	73.0%	12,995	58.3%	48,767	51.6%
Total Vehicles Available	4,120		15,025		37,309		154,087	
Average Vehicles Per Household	1.9		1.9		1.7		1.6	

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Labor Force (2026)

Estimated Labor Population Age 16 Years or Over	4,334		15,906		43,519		194,588	
Estimated Civilian Employed	2,850	65.8%	10,433	65.6%	27,564	63.3%	114,868	59.0%
Estimated Civilian Unemployed	118	2.7%	467	2.9%	1,037	2.4%	5,997	3.1%
Estimated in Armed Forces	-	-	-	-	19	-	129	-
Estimated Not in Labor Force	1,366	31.5%	5,007	31.5%	14,899	34.2%	73,593	37.8%
Unemployment Rate	2.7%		2.9%		2.4%		3.1%	

Occupation (2026)

Occupation: Population Age 16 Years or Over	2,849		10,432		27,562		114,854	
Management, Business, Financial Operations	744	26.1%	2,680	25.7%	5,802	21.1%	20,194	17.6%
Professional, Related Service	1,232	43.2%	4,489	43.0%	11,527	41.8%	46,338	40.3%
Sales, Office	206	7.2%	872	8.4%	3,093	11.2%	15,498	13.5%
Farming, Fishing, Forestry	494	17.3%	1,770	17.0%	5,001	18.1%	23,316	20.3%
Construct, Extraction, Maintenance	-	-	1	-	64	0.2%	138	0.1%
Production, Transport Material Moving	95	3.3%	316	3.0%	793	2.9%	3,584	3.1%
White Collar Workers	78	2.7%	303	2.9%	1,282	4.6%	5,788	5.0%
Blue Collar Workers	2,470	86.7%	8,939	85.7%	22,330	81.0%	89,847	78.2%
	379	13.3%	1,492	14.3%	5,232	19.0%	25,007	21.8%

Consumer Expenditure (2026)

Total Household Expenditure	\$251.82 M		\$930.32 M		\$2.34 B		\$8.2 B	
Total Non-Retail Expenditure	\$127.36 M	50.6%	\$469.91 M	50.5%	\$1.18 B	50.6%	\$4.05 B	49.4%
Total Retail Expenditure	\$124.47 M	49.4%	\$460.41 M	49.5%	\$1.15 B	49.4%	\$4.14 B	50.6%
Alcoholic Beverages	\$1.78 M	0.7%	\$6.6 M	0.7%	\$16.53 M	0.7%	\$57.33 M	0.7%
Apparel	\$5.38 M	2.1%	\$19.95 M	2.1%	\$50.73 M	2.2%	\$180.8 M	2.2%
Contributions	\$6.59 M	2.6%	\$24.47 M	2.6%	\$60.09 M	2.6%	\$201.35 M	2.5%
Education	\$4.44 M	1.8%	\$16.5 M	1.8%	\$40.83 M	1.7%	\$138.71 M	1.7%
Entertainment	\$12.14 M	4.8%	\$45 M	4.8%	\$114.52 M	4.9%	\$409.06 M	5.0%
Food Away From Home	\$12.1 M	4.8%	\$44.86 M	4.8%	\$113.02 M	4.8%	\$396.39 M	4.8%
Grocery	\$15.55 M	6.2%	\$57.47 M	6.2%	\$152.68 M	6.5%	\$583.72 M	7.1%
Health Care	\$14.77 M	5.9%	\$52.56 M	5.6%	\$144.16 M	6.2%	\$559.01 M	6.8%
Household Furnishings and Equipment	\$6.52 M	2.6%	\$24.2 M	2.6%	\$60.94 M	2.6%	\$213.65 M	2.6%
Household Operations	\$4.86 M	1.9%	\$18 M	1.9%	\$45.91 M	2.0%	\$164.35 M	2.0%
Miscellaneous Expenses	\$3.79 M	1.5%	\$14.06 M	1.5%	\$35.45 M	1.5%	\$124.71 M	1.5%
Personal Care	\$2.57 M	1.0%	\$9.52 M	1.0%	\$24.91 M	1.1%	\$93.13 M	1.1%
Shelter	\$42.73 M	17.0%	\$157.94 M	17.0%	\$413.17 M	17.7%	\$1.51 B	18.4%
Tax and Retirement	\$69.96 M	27.8%	\$259.44 M	27.9%	\$612.5 M	26.2%	\$1.9 B	23.1%
Tobacco and Related	\$718.94 K	0.3%	\$2.62 M	0.3%	\$7.86 M	0.3%	\$34.86 M	0.4%
Transportation	\$36.32 M	14.4%	\$134.26 M	14.4%	\$327.38 M	14.0%	\$1.19 B	14.5%
Utilities	\$11.6 M	4.6%	\$42.85 M	4.6%	\$114.46 M	4.9%	\$441.18 M	5.4%

Educational Attainment (2026)

Adult Population Age 25 Years or Over	3,765		13,786		36,431		134,502	
Elementary (Grade Level 0 to 8)	13	0.4%	41	0.3%	146	0.4%	1,238	0.9%
Some High School (Grade Level 9 to 11)	63	1.7%	174	1.3%	644	1.8%	3,128	2.3%
High School Graduate	528	14.0%	1,791	13.0%	5,681	15.6%	20,668	15.4%
Some College	559	14.8%	1,635	11.9%	5,365	14.7%	19,049	14.2%
Associate Degree Only	417	11.1%	1,390	10.1%	3,826	10.5%	15,334	11.4%
Bachelor Degree Only	664	17.6%	2,831	20.5%	7,796	21.4%	33,063	24.6%
Graduate Degree	1,522	40.4%	5,924	43.0%	12,973	35.6%	42,021	31.2%

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Units In Structure (2026)

1 Detached Unit	1,473	67.2%	5,726	73.5%	12,284	55.1%	41,126	43.5%
1 Attached Unit	263	12.0%	751	9.6%	1,642	7.4%	6,882	7.3%
2 to 4 Units	61	2.8%	177	2.3%	1,602	7.2%	9,017	9.5%
5 to 9 Units	62	2.8%	216	2.8%	1,440	6.5%	9,778	10.3%
10 to 19 Units	22	1.0%	100	1.3%	1,169	5.2%	8,465	9.0%
20 to 49 Units	66	3.0%	188	2.4%	1,111	5.0%	7,142	7.6%
50 or More Units	88	4.0%	282	3.6%	2,329	10.4%	9,051	9.6%
Mobile Home or Trailer	154	7.0%	344	4.4%	708	3.2%	3,024	3.2%
Other Structure	2	0.1%	9	0.1%	19	-	67	-

Occupied Homes Built By Year (2026)

Homes Built 2020 or later	230	10.5%	835	10.7%	1,757	7.9%	4,512	4.8%
Homes Built 2010 to 2019	436	19.9%	1,396	17.9%	2,991	13.4%	9,810	10.4%
Homes Built 2000 to 2009	659	30.1%	2,218	28.5%	5,347	24.0%	19,108	20.2%
Homes Built 1990 to 1999	407	18.6%	1,536	19.7%	4,620	20.7%	16,503	17.5%
Homes Built 1980 to 1989	226	10.3%	910	11.7%	3,838	17.2%	17,803	18.8%
Homes Built 1970 to 1979	121	5.5%	445	5.7%	2,261	10.1%	14,427	15.3%
Homes Built 1960 to 1969	36	1.7%	253	3.2%	889	4.0%	6,718	7.1%
Homes Built Before 1959	76	3.5%	202	2.6%	599	2.7%	5,671	6.0%

Home Values (2026)

Home Values \$1,000,000 or More	139	7.5%	407	6.1%	630	4.6%	1,135	2.6%
Home Values \$500,000 to \$999,999	531	28.7%	1,912	28.5%	3,629	26.8%	7,128	16.2%
Home Values \$400,000 to \$499,999	382	20.6%	1,646	24.5%	3,457	25.5%	7,951	18.0%
Home Values \$300,000 to \$399,999	283	15.2%	1,276	19.0%	2,730	20.2%	11,066	25.1%
Home Values \$200,000 to \$299,999	302	16.3%	931	13.9%	1,897	14.0%	10,156	23.0%
Home Values \$150,000 to \$199,999	156	8.4%	351	5.2%	598	4.4%	3,376	7.7%
Home Values \$100,000 to \$149,999	16	0.9%	52	0.8%	166	1.2%	1,183	2.7%
Home Values \$70,000 to \$99,999	13	0.7%	33	0.5%	73	0.5%	518	1.2%
Home Values \$50,000 to \$69,999	8	0.4%	42	0.6%	133	1.0%	531	1.2%
Home Values \$25,000 to \$49,999	7	0.4%	20	0.3%	141	1.0%	610	1.4%
Home Values Under \$25,000	16	0.9%	48	0.7%	97	0.7%	466	1.1%
Owner-Occupied Median Home Value	\$441,356		\$453,434		\$433,002		\$356,059	
Renter-Occupied Median Rent	\$1,612		\$1,610		\$1,414		\$1,293	

Transportation To Work (2026)

Drive to Work Alone	2,112	74.1%	7,614	73.0%	19,513	70.8%	72,795	63.4%
Drive to Work in Carpool	216	7.6%	761	7.3%	2,371	8.6%	11,138	9.7%
Travel to Work by Public Transportation	35	1.2%	110	1.1%	430	1.6%	3,332	2.9%
Drive to Work on Motorcycle	9	0.3%	34	0.3%	183	0.7%	1,064	0.9%
Walk or Bicycle to Work	133	4.7%	400	3.8%	1,002	3.6%	7,048	6.1%
Other Means	17	0.6%	61	0.6%	257	0.9%	1,645	1.4%
Work at Home	327	11.5%	1,452	13.9%	3,805	13.8%	17,833	15.5%

Travel Time (2026)

Travel to Work in 14 Minutes or Less	610	21.4%	2,068	19.8%	5,072	18.4%	30,861	26.9%
Travel to Work in 15 to 29 Minutes	1,163	40.8%	4,146	39.7%	11,115	40.3%	42,207	36.7%
Travel to Work in 30 to 59 Minutes	700	24.6%	2,570	24.6%	6,296	22.8%	19,407	16.9%
Travel to Work in 60 Minutes or More	49	1.7%	195	1.9%	1,273	4.6%	4,547	4.0%
Average Minutes Travel to Work	21.0		21.3		21.3		19.0	