



Executive Summary

Publix at Santa Barbara Centre

Summary

The immediate trade area around Publix at Santa Barbara Centre has experienced sustained, above-average growth since 2010: 1-mile population rose from 4,976 (2010) to 9,120 (2026) with a projection to 10,652 by 2031, and households expanded to 3,378 (2026). Household formation is family-oriented (35.1% of 1-mile households include children) with a majority owner-occupied housing base (63.3%) and an average household size of 2.64. Income metrics show local affluence—1-mile estimated average household income \$96,589 and median household income \$81,664—with 55% of households earning \$75,000+. The area is ethnically mixed (Hispanic/Latino ≈33% in the 1-mile ring) and educational attainment skews toward high-school graduates with modest shares of bachelor's/graduate degrees.

Live Insights

Local commercial listings and landlord marketing identify the property as Publix-anchored Santa Barbara Centre at 100 Hancock Bridge Parkway and show active leasing and pad-site marketing around the grocery core, including available inline space and parcel sales/lease offerings. Municipal records and recent public works notices also document near-site corridor and drainage projects on Hancock Bridge Parkway and related SR-78/Santa Barbara Blvd intersection improvements, indicating short-term construction and storm-drain upgrades that could affect access/visibility during implementation.

Key Takeaways

- 1-mile population increased to 9,120 (2026) and is projected to add 1,532 residents to 10,652 by 2031 (~3.4% annual).
- 1-mile households total 3,378 with 35.1% including children and an average household size of 2.64.
- Income profile: 1-mile average household income \$96,589 and median household income \$81,664, with 55.0% of households earning \$75,000+.
- Housing: 63.3% owner-occupied in the 1-mile ring and renter median rent of \$1,799 (2026).
- Daytime economy: 549 businesses and 3,206 employees within 1 mile, supporting consistent grocery and convenience retail demand.

Expanded Profile

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



Lat/Lon: 26.6483/-81.9769

Publix at Santa Barbara Centre									
100 Hancock Bridge Pkwy, Cape Coral, FL 33904		1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Population									
Estimated Population (2026)		9,120		74,598		176,332		412,322	
Projected Population (2031)		10,652		82,506		192,801		428,882	
Census Population (2020)		6,384		64,010		153,349		377,009	
Census Population (2010)		4,976		51,210		122,030		317,089	
Projected Annual Growth (2026 to 2031)		1,532	3.4%	7,909	2.1%	16,469	1.9%	16,560	0.8%
Historical Annual Growth (2020 to 2026)		2,736	7.1%	10,588	2.8%	22,983	2.5%	35,314	1.6%
Historical Annual Growth (2010 to 2020)		1,408	2.8%	12,800	2.5%	31,319	2.6%	59,919	1.9%
Estimated Population Density (2026)		2,904	psm	2,640	psm	2,246	psm	1,313	psm
Trade Area Size		3.1	sq mi	28.3	sq mi	78.5	sq mi	314.0	sq mi
Households									
Estimated Households (2026)		3,378		27,681		67,626		178,210	
Projected Households (2031)		3,917		30,077		72,647		182,160	
Census Households (2020)		2,314		23,924		58,454		161,542	
Census Households (2010)		1,795		19,035		46,493		135,996	
Estimated Households with Children (2026)		1,187	35.1%	9,333	33.7%	21,126	31.2%	42,422	23.8%
Estimated Average Household Size (2026)		2.64		2.67		2.59		2.29	
Average Household Income									
Estimated Average Household Income (2026)		\$96,589		\$98,141		\$107,865		\$106,467	
Projected Average Household Income (2031)		\$98,455		\$99,119		\$108,239		\$107,103	
Estimated Average Family Income (2026)		\$108,612		\$108,095		\$119,159		\$124,849	
Median Household Income									
Estimated Median Household Income (2026)		\$81,664		\$80,253		\$84,613		\$79,186	
Projected Median Household Income (2031)		\$82,574		\$80,439		\$84,518		\$79,385	
Estimated Median Family Income (2026)		\$87,599		\$89,118		\$96,004		\$96,307	
Per Capita Income									
Estimated Per Capita Income (2026)		\$35,979		\$36,505		\$41,422		\$46,108	
Projected Per Capita Income (2031)		\$36,375		\$36,212		\$40,834		\$45,579	
Estimated Per Capita Income 5 Year Growth		\$397	1.1%	-\$292	-0.8%	-\$588	-1.4%	-\$529	-1.1%
Estimated Average Household Net Worth (2026)		\$718,471		\$862,409		\$1,038,734		\$1,129,239	
Daytime Demos (2026)									
Total Businesses		549		4,774		9,478		27,727	
Total Employees		3,206		24,272		45,253		166,188	
Company Headquarter Businesses		19	3.5%	101	2.1%	161	1.7%	632	2.3%
Company Headquarter Employees		235	7.3%	2,098	8.6%	2,771	6.1%	14,653	8.8%
Employee Population per Business		5.8		5.1		4.8		6.0	
Residential Population per Business		16.6		15.6		18.6		14.9	

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Expanded Profile

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Race & Ethnicity

White (2026)	5,720	62.7%	47,936	64.3%	118,929	67.4%	284,284	68.9%
Black or African American (2026)	747	8.2%	6,210	8.3%	13,336	7.6%	38,916	9.4%
American Indian or Alaska Native (2026)	19	0.2%	210	0.3%	503	0.3%	1,736	0.4%
Asian (2026)	154	1.7%	1,420	1.9%	3,412	1.9%	7,845	1.9%
Hawaiian or Pacific Islander (2026)	4	-	24	-	100	-	188	-
Other Race (2026)	814	8.9%	6,104	8.2%	12,819	7.3%	26,786	6.5%
Two or More Races (2026)	1,663	18.2%	12,693	17.0%	27,233	15.4%	52,567	12.7%
Not Hispanic or Latino Population (2026)	6,092	66.8%	50,589	67.8%	123,896	70.3%	304,774	73.9%
Hispanic or Latino Population (2026)	3,028	33.2%	24,009	32.2%	52,436	29.7%	107,548	26.1%
Not Hispanic or Latino Population (2031)	7,394	69.4%	57,541	69.7%	135,965	70.5%	309,025	72.1%
Hispanic or Latino Population (2031)	3,258	30.6%	24,965	30.3%	56,835	29.5%	119,857	27.9%
Not Hispanic or Latino Population (2020)	4,245	66.5%	44,835	70.0%	113,539	74.0%	297,159	78.8%
Hispanic or Latino Population (2020)	2,139	33.5%	19,174	30.0%	39,810	26.0%	79,850	21.2%
Not Hispanic or Latino Population (2010)	3,566	71.7%	38,696	75.6%	96,411	79.0%	264,069	83.3%
Hispanic or Latino Population (2010)	1,410	28.3%	12,514	24.4%	25,620	21.0%	53,020	16.7%
Projected Hispanic Annual Growth (2026 to 2031)	230	1.5%	957	0.8%	4,399	1.7%	12,310	2.3%
Historic Hispanic Annual Growth (2010 to 2026)	1,618	7.2%	11,495	5.7%	26,817	6.5%	54,528	6.4%

Age Distribution (2026)

Age Under 5	449	4.9%	3,839	5.1%	8,687	4.9%	18,666	4.5%
Age 5 to 9 Years	503	5.5%	4,066	5.4%	9,380	5.3%	19,493	4.7%
Age 10 to 14 Years	536	5.9%	4,255	5.7%	9,870	5.6%	20,009	4.9%
Age 15 to 19 Years	543	5.9%	4,506	6.0%	10,442	5.9%	21,392	5.2%
Age 20 to 24 Years	563	6.2%	4,126	5.5%	8,971	5.1%	20,598	5.0%
Age 25 to 29 Years	527	5.8%	4,266	5.7%	9,518	5.4%	21,808	5.3%
Age 30 to 34 Years	637	7.0%	4,758	6.4%	10,636	6.0%	23,136	5.6%
Age 35 to 39 Years	617	6.8%	4,997	6.7%	11,292	6.4%	23,650	5.7%
Age 40 to 44 Years	628	6.9%	5,067	6.8%	11,455	6.5%	23,298	5.7%
Age 45 to 49 Years	605	6.6%	4,851	6.5%	11,211	6.4%	22,574	5.5%
Age 50 to 54 Years	610	6.7%	5,042	6.8%	11,839	6.7%	25,372	6.2%
Age 55 to 59 Years	580	6.4%	4,868	6.5%	11,956	6.8%	27,600	6.7%
Age 60 to 64 Years	557	6.1%	4,850	6.5%	12,443	7.1%	31,049	7.5%
Age 65 to 74 Years	914	10.0%	8,190	11.0%	21,361	12.1%	58,105	14.1%
Age 75 to 84 Years	575	6.3%	4,919	6.6%	12,860	7.3%	40,579	9.8%
Age 85 Years or Over	276	3.0%	1,999	2.7%	4,412	2.5%	14,993	3.6%
Median Age	40.9		41.9		43.6		47.2	

Gender Age Distribution (2026)

Female Population	4,504	49.4%	37,465	50.2%	88,796	50.4%	208,655	50.6%
Age 0 to 19 Years	956	21.2%	8,049	21.5%	18,551	20.9%	38,669	18.5%
Age 20 to 64 Years	2,700	60.0%	21,724	58.0%	50,477	56.8%	111,450	53.4%
Age 65 Years or Over	848	18.8%	7,692	20.5%	19,769	22.3%	58,537	28.1%
Female Median Age	41.0		42.5		44.2		47.8	
Male Population	4,616	50.6%	37,133	49.8%	87,536	49.6%	203,667	49.4%
Age 0 to 19 Years	1,074	23.3%	8,617	23.2%	19,828	22.7%	40,892	20.1%
Age 20 to 64 Years	2,624	56.8%	21,100	56.8%	48,844	55.8%	107,634	52.8%
Age 65 Years or Over	918	19.9%	7,416	20.0%	18,864	21.6%	55,141	27.1%
Male Median Age	40.8		41.2		42.9		46.5	

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Household Income Distribution (2026)									
HH Income \$200,000 or More	154	4.6%	1,907	6.9%	6,267	9.3%	17,361	9.7%	
HH Income \$150,000 to \$199,999	261	7.7%	2,216	8.0%	6,126	9.1%	14,251	8.0%	
HH Income \$100,000 to \$149,999	827	24.5%	6,238	22.5%	14,450	21.4%	32,181	18.1%	
HH Income \$75,000 to \$99,999	615	18.2%	3,997	14.4%	10,196	15.1%	24,497	13.7%	
HH Income \$50,000 to \$74,999	648	19.2%	5,431	19.6%	12,344	18.3%	32,180	18.1%	
HH Income \$35,000 to \$49,999	240	7.1%	2,447	8.8%	6,197	9.2%	19,076	10.7%	
HH Income \$25,000 to \$34,999	317	9.4%	2,513	9.1%	4,945	7.3%	13,924	7.8%	
HH Income \$15,000 to \$24,999	100	3.0%	1,514	5.5%	3,310	4.9%	10,110	5.7%	
HH Income Under \$15,000	216	6.4%	1,420	5.1%	3,790	5.6%	14,632	8.2%	
HH Income \$35,000 or More	2,745	81.3%	22,235	80.3%	55,581	82.2%	139,545	78.3%	
HH Income \$75,000 or More	1,857	55.0%	14,357	51.9%	37,040	54.8%	88,289	49.5%	
Housing (2026)									
Total Housing Units	4,174		34,528		85,100		230,169		
Housing Units Occupied	3,378	80.9%	27,681	80.2%	67,626	79.5%	178,210	77.4%	
Housing Units Owner-Occupied	2,138	63.3%	18,800	67.9%	47,810	70.7%	117,283	65.8%	
Housing Units, Renter-Occupied	1,240	36.7%	8,881	32.1%	19,816	29.3%	60,927	34.2%	
Housing Units, Vacant	796	19.1%	6,847	19.8%	17,474	20.5%	51,959	22.6%	
Marital Status (2026)									
Never Married	2,191	28.7%	18,244	29.2%	41,070	27.7%	96,909	27.4%	
Currently Married	3,326	43.6%	28,554	45.7%	71,579	48.2%	165,369	46.7%	
Separated	217	2.8%	2,968	4.8%	6,677	4.5%	16,411	4.6%	
Widowed	413	5.4%	3,542	5.7%	9,074	6.1%	24,471	6.9%	
Divorced	1,486	19.5%	9,130	14.6%	19,995	13.5%	50,994	14.4%	
Household Type (2026)									
Population Family	7,391	81.0%	64,624	86.6%	150,633	85.4%	320,301	77.7%	
Population Non-Family	1,521	16.7%	9,230	12.4%	24,629	14.0%	87,851	21.3%	
Population Group Quarters	209	2.3%	744	1.0%	1,070	0.6%	4,170	1.0%	
Family Households	2,495	73.9%	21,761	78.6%	51,581	76.3%	114,686	64.4%	
Non-Family Households	883	26.1%	5,920	21.4%	16,045	23.7%	63,524	35.6%	
Married Couple with Children	717	21.6%	5,912	20.7%	13,649	19.1%	25,669	15.5%	
Average Family Household Size	3.0		3.0		2.9		2.8		
Household Size (2026)									
1 Person Households	479	14.2%	3,850	13.9%	10,572	15.6%	47,780	26.8%	
2 Person Households	1,586	46.9%	12,789	46.2%	31,589	46.7%	79,740	44.7%	
3 Person Households	579	17.1%	4,845	17.5%	11,444	16.9%	22,875	12.8%	
4 Person Households	397	11.7%	3,331	12.0%	7,657	11.3%	15,900	8.9%	
5 Person Households	206	6.1%	1,698	6.1%	3,810	5.6%	7,323	4.1%	
6 or More Person Households	131	3.9%	1,167	4.2%	2,555	3.8%	4,591	2.6%	
Household Vehicles (2026)									
Households with 0 Vehicles Available	194	5.8%	1,242	4.5%	2,932	4.3%	12,796	7.2%	
Households with 1 Vehicles Available	1,033	30.6%	9,738	35.2%	23,028	34.1%	74,002	41.5%	
Households with 2 or More Vehicles Available	2,151	63.7%	16,700	60.3%	41,666	61.6%	91,413	51.3%	
Total Vehicles Available	6,180		50,259		122,655		288,993		
Average Vehicles Per Household	1.8		1.8		1.8		1.6		

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Labor Force (2026)

Estimated Labor Population Age 16 Years or Over	7,526		61,511		146,147		349,702	
Estimated Civilian Employed	4,852	64.5%	37,257	60.6%	86,258	59.0%	186,852	53.4%
Estimated Civilian Unemployed	232	3.1%	2,059	3.3%	4,255	2.9%	10,297	2.9%
Estimated in Armed Forces	1	-	13	-	76	-	163	-
Estimated Not in Labor Force	2,440	32.4%	22,182	36.1%	55,558	38.0%	152,391	43.6%
Unemployment Rate	3.1%		3.3%		2.9%		2.9%	

Occupation (2026)

Occupation: Population Age 16 Years or Over	4,852		37,255		86,256		186,845	
Management, Business, Financial Operations	679	14.0%	5,463	14.7%	13,058	15.1%	29,852	16.0%
Professional, Related	902	18.6%	6,686	17.9%	16,576	19.2%	36,345	19.5%
Service	651	13.4%	7,239	19.4%	17,459	20.2%	37,759	20.2%
Sales, Office	1,274	26.3%	8,971	24.1%	19,951	23.1%	42,082	22.5%
Farming, Fishing, Forestry	5	0.1%	59	0.2%	115	0.1%	487	0.3%
Construct, Extraction, Maintenance	654	13.5%	4,451	11.9%	10,083	11.7%	22,255	11.9%
Production, Transport Material Moving	686	14.1%	4,386	11.8%	9,013	10.4%	18,065	9.7%
White Collar Workers	2,855	58.8%	21,120	56.7%	49,586	57.5%	108,280	58.0%
Blue Collar Workers	1,997	41.2%	16,135	43.3%	36,670	42.5%	78,566	42.0%

Consumer Expenditure (2026)

Total Household Expenditure	\$298.45 M		\$2.49 B		\$6.29 B		\$15.62 B	
Total Non-Retail Expenditure	\$138.48 M	46.4%	\$1.16 B	46.4%	\$2.95 B	47.0%	\$7.38 B	47.3%
Total Retail Expenditure	\$159.97 M	53.6%	\$1.33 B	53.6%	\$3.33 B	53.0%	\$8.24 B	52.7%
Alcoholic Beverages	\$2.1 M	0.7%	\$17.48 M	0.7%	\$44.17 M	0.7%	\$109.06 M	0.7%
Apparel	\$6.77 M	2.3%	\$56.11 M	2.3%	\$139.86 M	2.2%	\$342.31 M	2.2%
Contributions	\$7.18 M	2.4%	\$59.96 M	2.4%	\$154.23 M	2.5%	\$385.32 M	2.5%
Education	\$5.01 M	1.7%	\$41.71 M	1.7%	\$106.5 M	1.7%	\$264.83 M	1.7%
Entertainment	\$15.29 M	5.1%	\$126.74 M	5.1%	\$315.95 M	5.0%	\$774.01 M	5.0%
Food Away From Home	\$14.67 M	4.9%	\$121.79 M	4.9%	\$305.95 M	4.9%	\$752.76 M	4.8%
Grocery	\$22.96 M	7.7%	\$189.08 M	7.6%	\$456.56 M	7.3%	\$1.09 B	7.0%
Health Care	\$22.26 M	7.5%	\$185.62 M	7.5%	\$461.15 M	7.3%	\$1.25 B	8.0%
Household Furnishings and Equipment	\$7.9 M	2.6%	\$65.62 M	2.6%	\$164.91 M	2.6%	\$405.93 M	2.6%
Household Operations	\$6.12 M	2.1%	\$50.87 M	2.0%	\$126.55 M	2.0%	\$309.23 M	2.0%
Miscellaneous Expenses	\$4.63 M	1.6%	\$38.34 M	1.5%	\$96.39 M	1.5%	\$237.85 M	1.5%
Personal Care	\$3.61 M	1.2%	\$29.82 M	1.2%	\$72.65 M	1.2%	\$174.94 M	1.1%
Shelter	\$56.12 M	18.8%	\$461.13 M	18.5%	\$1.14 B	18.1%	\$2.8 B	17.9%
Tax and Retirement	\$60.11 M	20.1%	\$517.35 M	20.8%	\$1.39 B	22.1%	\$3.53 B	22.6%
Tobacco and Related	\$1.45 M	0.5%	\$11.87 M	0.5%	\$27.15 M	0.4%	\$63.12 M	0.4%
Transportation	\$44.81 M	15.0%	\$373.86 M	15.0%	\$942.34 M	15.0%	\$2.3 B	14.8%
Utilities	\$17.45 M	5.8%	\$143.56 M	5.8%	\$345.46 M	5.5%	\$825.38 M	5.3%

Educational Attainment (2026)

Adult Population Age 25 Years or Over	6,526		53,806		128,982		312,163	
Elementary (Grade Level 0 to 8)	190	2.9%	2,147	4.0%	4,252	3.3%	12,480	4.0%
Some High School (Grade Level 9 to 11)	344	5.3%	3,054	5.7%	6,328	4.9%	16,975	5.4%
High School Graduate	2,619	40.1%	19,842	36.9%	44,476	34.5%	99,418	31.8%
Some College	1,370	21.0%	10,835	20.1%	27,460	21.3%	62,290	20.0%
Associate Degree Only	765	11.7%	5,142	9.6%	12,264	9.5%	29,492	9.4%
Bachelor Degree Only	815	12.5%	8,512	15.8%	22,519	17.5%	56,720	18.2%
Graduate Degree	423	6.5%	4,274	7.9%	11,685	9.1%	34,788	11.1%

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Units In Structure (2026)

1 Detached Unit	2,477	73.3%	20,709	74.8%	50,622	74.9%	108,955	61.1%
1 Attached Unit	138	4.1%	1,295	4.7%	3,156	4.7%	11,374	6.4%
2 to 4 Units	239	7.1%	1,565	5.7%	3,431	5.1%	11,668	6.5%
5 to 9 Units	96	2.9%	781	2.8%	1,939	2.9%	7,169	4.0%
10 to 19 Units	165	4.9%	1,292	4.7%	3,193	4.7%	11,593	6.5%
20 to 49 Units	100	3.0%	758	2.7%	2,006	3.0%	8,060	4.5%
50 or More Units	108	3.2%	883	3.2%	2,135	3.2%	8,398	4.7%
Mobile Home or Trailer	54	1.6%	385	1.4%	1,104	1.6%	10,774	6.0%
Other Structure	1	-	13	-	38	-	219	0.1%

Occupied Homes Built By Year (2026)

Homes Built 2020 or later	359	10.6%	2,618	9.5%	6,395	9.5%	14,702	8.2%
Homes Built 2010 to 2019	304	9.0%	3,205	11.6%	8,815	13.0%	18,452	10.4%
Homes Built 2000 to 2009	1,369	40.5%	10,148	36.7%	23,005	34.0%	47,222	26.5%
Homes Built 1990 to 1999	469	13.9%	3,847	13.9%	8,726	12.9%	24,530	13.8%
Homes Built 1980 to 1989	614	18.2%	4,937	17.8%	10,749	15.9%	31,909	17.9%
Homes Built 1970 to 1979	210	6.2%	2,296	8.3%	7,194	10.6%	25,652	14.4%
Homes Built 1960 to 1969	24	0.7%	336	1.2%	1,704	2.5%	9,135	5.1%
Homes Built Before 1959	30	0.9%	293	1.1%	1,038	1.5%	6,609	3.7%

Home Values (2026)

Home Values \$1,000,000 or More	36	1.7%	310	1.6%	1,209	2.5%	5,071	4.3%
Home Values \$500,000 to \$999,999	189	8.8%	2,636	14.0%	9,571	20.0%	25,794	22.0%
Home Values \$400,000 to \$499,999	271	12.7%	3,632	19.3%	9,560	20.0%	19,866	16.9%
Home Values \$300,000 to \$399,999	969	45.3%	7,178	38.2%	15,490	32.4%	30,227	25.8%
Home Values \$200,000 to \$299,999	457	21.4%	3,642	19.4%	7,995	16.7%	18,717	16.0%
Home Values \$150,000 to \$199,999	111	5.2%	535	2.8%	1,509	3.2%	5,412	4.6%
Home Values \$100,000 to \$149,999	28	1.3%	242	1.3%	738	1.5%	3,645	3.1%
Home Values \$70,000 to \$99,999	4	0.2%	60	0.3%	214	0.4%	1,653	1.4%
Home Values \$50,000 to \$69,999	5	0.2%	116	0.6%	250	0.5%	1,747	1.5%
Home Values \$25,000 to \$49,999	44	2.0%	253	1.3%	810	1.7%	2,618	2.2%
Home Values Under \$25,000	25	1.2%	195	1.0%	463	1.0%	2,535	2.2%
Owner-Occupied Median Home Value	\$340,707		\$364,119		\$390,928		\$381,166	
Renter-Occupied Median Rent	\$1,799		\$1,764		\$1,783		\$1,747	

Transportation To Work (2026)

Drive to Work Alone	3,653	75.3%	27,621	74.1%	61,848	71.7%	131,204	70.2%
Drive to Work in Carpool	584	12.0%	4,080	11.0%	10,039	11.6%	21,503	11.5%
Travel to Work by Public Transportation	35	0.7%	330	0.9%	729	0.8%	2,242	1.2%
Drive to Work on Motorcycle	2	-	11	-	80	-	157	-
Walk or Bicycle to Work	39	0.8%	284	0.8%	541	0.6%	1,632	0.9%
Other Means	50	1.0%	604	1.6%	1,217	1.4%	2,574	1.4%
Work at Home	490	10.1%	4,326	11.6%	11,801	13.7%	27,534	14.7%

Travel Time (2026)

Travel to Work in 14 Minutes or Less	806	16.6%	5,789	15.5%	11,443	13.3%	25,892	13.9%
Travel to Work in 15 to 29 Minutes	1,495	30.8%	9,841	26.4%	23,474	27.2%	53,173	28.5%
Travel to Work in 30 to 59 Minutes	1,625	33.5%	13,389	35.9%	30,774	35.7%	63,144	33.8%
Travel to Work in 60 Minutes or More	437	9.0%	3,911	10.5%	8,763	10.2%	17,103	9.2%
Average Minutes Travel to Work	27.8		28.8		29.5		28.2	