

Complete Profile

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



Lat/Lon: 35.9371/-86.8264

4031 Aspen Grove Dr Franklin, TN 37067	3 mi radius		5 mi radius		7 mi radius		20 min drive time	
Population								
Estimated Population (2023)	48,296		110,297		151,110		197,924	
Projected Population (2028)	53,315		123,866		169,383		220,281	
Census Population (2020)	45,684		104,537		142,492		187,269	
Census Population (2010)	36,827		83,844		111,919		147,087	
Projected Annual Growth (2023-2028)	5,019	2.1%	13,570	2.5%	18,273	2.4%	22,357	2.3%
Historical Annual Growth (2020-2023)	2,612	1.9%	5,760	1.8%	8,618	2.0%	10,655	1.9%
Historical Annual Growth (2010-2020)	8,857	2.4%	20,693	2.5%	30,573	2.7%	40,182	2.7%
Estimated Population Density (2023)	1,709	psm	1,405	psm	982	psm	902	psm
Trade Area Size	28.3	sq mi	78.5	sq mi	153.9	sq mi	219.4	sq mi
Households								
Estimated Households (2023)	19,957		42,386		56,182		75,635	
Projected Households (2028)	23,106		49,874		66,018		87,134	
Census Households (2020)	18,677		39,622		52,292		70,821	
Census Households (2010)	14,880		31,387		40,726		55,670	
Projected Annual Growth (2023-2028)	3,149	3.2%	7,488	3.5%	9,836	3.5%	11,499	3.0%
Historical Annual Change (2010-2023)	5,077	2.6%	10,999	2.7%	15,456	2.9%	19,965	2.8%
Average Household Income								
Estimated Average Household Income (2023)	\$145,207		\$167,731		\$189,868		\$187,556	
Projected Average Household Income (2028)	\$131,002		\$150,601		\$172,322		\$174,285	
Census Average Household Income (2010)	\$88,802		\$101,367		\$113,360		\$111,163	
Census Average Household Income (2000)	\$83,434		\$87,703		\$96,557		\$91,275	
Projected Annual Change (2023-2028)	-\$14,205	-2.0%	-\$17,130	-2.0%	-\$17,546	-1.8%	-\$13,271	-1.4%
Historical Annual Change (2000-2023)	\$61,774	3.2%	\$80,028	4.0%	\$93,311	4.2%	\$96,281	4.6%
Median Household Income								
Estimated Median Household Income (2023)	\$132,922		\$148,920		\$162,967		\$155,193	
Projected Median Household Income (2028)	\$132,013		\$149,207		\$164,665		\$158,105	
Census Median Household Income (2010)	\$72,324		\$79,450		\$86,756		\$83,102	
Census Median Household Income (2000)	\$68,265		\$71,381		\$77,944		\$73,149	
Projected Annual Change (2023-2028)	-\$909	-0.1%	\$287	-	\$1,698	0.2%	\$2,913	0.4%
Historical Annual Change (2000-2023)	\$64,657	4.1%	\$77,539	4.7%	\$85,023	4.7%	\$82,043	4.9%
Per Capita Income								
Estimated Per Capita Income (2023)	\$60,096		\$64,537		\$70,660		\$71,731	
Projected Per Capita Income (2028)	\$56,860		\$60,710		\$67,225		\$68,992	
Census Per Capita Income (2010)	\$35,880		\$37,938		\$41,246		\$42,074	
Census Per Capita Income (2000)	\$31,197		\$31,985		\$34,482		\$34,261	
Projected Annual Change (2023-2028)	-\$3,236	-1.1%	-\$3,827	-1.2%	-\$3,436	-1.0%	-\$2,739	-0.8%
Historical Annual Change (2000-2023)	\$28,899	4.0%	\$32,552	4.4%	\$36,178	4.6%	\$37,470	4.8%
Estimated Average Household Net Worth (2023)	\$995,938		\$1.14 M		\$1.26 M		\$1.19 M	

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Lat/Lon: 35.9371/-86.8264

4031 Aspen Grove Dr Franklin, TN 37067	3 mi radius		5 mi radius		7 mi radius		20 min drive time	
Race and Ethnicity								
Total Population (2023)	48,296		110,297		151,110		197,924	
White (2023)	37,416	77.5%	89,005	80.7%	125,000	82.7%	163,606	82.7%
Black or African American (2023)	2,550	5.3%	5,733	5.2%	6,931	4.6%	10,240	5.2%
American Indian or Alaska Native (2023)	76	0.2%	188	0.2%	217	0.1%	299	0.2%
Asian (2023)	4,953	10.3%	8,030	7.3%	10,206	6.8%	12,300	6.2%
Hawaiian or Pacific Islander (2023)	21	-	36	-	41	-	49	-
Other Race (2023)	1,222	2.5%	2,415	2.2%	2,604	1.7%	3,389	1.7%
Two or More Races (2023)	2,058	4.3%	4,890	4.4%	6,111	4.0%	8,041	4.1%
Population < 18 (2023)	10,652 22.1%		26,566 24.1%		37,238 24.6%		47,022 23.8%	
White Not Hispanic	7,105	66.7%	19,560	73.6%	28,705	77.1%	36,324	77.3%
Black or African American	549	5.2%	1,282	4.8%	1,540	4.1%	2,120	4.5%
Asian	1,644	15.4%	2,541	9.6%	3,159	8.5%	3,650	7.8%
Other Race Not Hispanic	385	3.6%	960	3.6%	1,298	3.5%	1,728	3.7%
Hispanic	969	9.1%	2,223	8.4%	2,536	6.8%	3,199	6.8%
Not Hispanic or Latino Population (2023)	45,101 93.4%		103,293 93.6%		142,990 94.6%		187,429 94.7%	
Not Hispanic White	36,773	81.5%	87,608	84.8%	123,294	86.2%	161,359	86.1%
Not Hispanic Black or African American	2,513	5.6%	5,639	5.5%	6,811	4.8%	10,080	5.4%
Not Hispanic American Indian or Alaska Native	36	-	88	-	105	-	146	-
Not Hispanic Asian	4,929	10.9%	7,970	7.7%	10,136	7.1%	12,218	6.5%
Not Hispanic Hawaiian or Pacific Islander	16	-	30	-	35	-	42	-
Not Hispanic Other Race	74	0.2%	178	0.2%	231	0.2%	299	0.2%
Not Hispanic Two or More Races	760	1.7%	1,781	1.7%	2,378	1.7%	3,285	1.8%
Hispanic or Latino Population (2023)	3,195 6.6%		7,004 6.4%		8,120 5.4%		10,494 5.3%	
Hispanic White	643	20.1%	1,398	20.0%	1,706	21.0%	2,247	21.4%
Hispanic Black or African American	37	1.2%	94	1.3%	120	1.5%	160	1.5%
Hispanic American Indian or Alaska Native	40	1.2%	100	1.4%	112	1.4%	153	1.5%
Hispanic Asian	24	0.8%	59	0.8%	70	0.9%	82	0.8%
Hispanic Hawaiian or Pacific Islander	4	0.1%	6	-	6	-	7	-
Hispanic Other Race	1,148	35.9%	2,237	31.9%	2,373	29.2%	3,089	29.4%
Hispanic Two or More Races	1,298	40.6%	3,109	44.4%	3,733	46.0%	4,757	45.3%
Not Hispanic or Latino Population (2020)	42,192 92.4%		96,985 92.8%		133,815 93.9%		176,021 94.0%	
Hispanic or Latino Population (2020)	3,492 7.6%		7,552 7.2%		8,677 6.1%		11,248 6.0%	
Not Hispanic or Latino Population (2010)	34,255 93.0%		78,543 93.7%		106,097 94.8%		140,013 95.2%	
Hispanic or Latino Population (2010)	2,572 7.0%		5,301 6.3%		5,822 5.2%		7,074 4.8%	
Not Hispanic or Latino Population (2028)	49,756 93.3%		115,981 93.6%		160,239 94.6%		208,525 94.7%	
Hispanic or Latino Population (2028)	3,559 6.7%		7,886 6.4%		9,144 5.4%		11,756 5.3%	
Projected Annual Growth (2023-2028)	364 2.3%		882 2.5%		1,024 2.5%		1,262 2.4%	
Historical Annual Growth (2010-2020)	921 3.6%		2,251 4.2%		2,855 4.9%		4,174 5.9%	

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Total Age Distribution (2023)								
Total Population	48,296		110,297		151,110		197,924	
Age Under 5 Years	2,533	5.2%	5,604	5.1%	7,497	5.0%	10,121	5.1%
Age 5 to 9 Years	2,861	5.9%	7,145	6.5%	9,985	6.6%	12,674	6.4%
Age 10 to 14 Years	3,141	6.5%	8,338	7.6%	11,910	7.9%	14,658	7.4%
Age 15 to 19 Years	3,256	6.7%	8,196	7.4%	11,496	7.6%	14,013	7.1%
Age 20 to 24 Years	3,364	7.0%	6,628	6.0%	8,388	5.6%	10,624	5.4%
Age 25 to 29 Years	3,005	6.2%	5,501	5.0%	6,442	4.3%	9,895	5.0%
Age 30 to 34 Years	2,858	5.9%	5,504	5.0%	6,787	4.5%	10,508	5.3%
Age 35 to 39 Years	3,381	7.0%	7,283	6.6%	9,705	6.4%	13,300	6.7%
Age 40 to 44 Years	3,581	7.4%	8,549	7.8%	11,625	7.7%	14,926	7.5%
Age 45 to 49 Years	3,395	7.0%	8,192	7.4%	11,480	7.6%	14,539	7.3%
Age 50 to 54 Years	3,437	7.1%	8,275	7.5%	11,787	7.8%	14,951	7.6%
Age 55 to 59 Years	3,078	6.4%	7,385	6.7%	10,687	7.1%	14,063	7.1%
Age 60 to 64 Years	2,816	5.8%	6,700	6.1%	9,695	6.4%	12,891	6.5%
Age 65 to 69 Years	2,309	4.8%	5,442	4.9%	7,898	5.2%	10,517	5.3%
Age 70 to 74 Years	1,994	4.1%	4,816	4.4%	6,647	4.4%	8,637	4.4%
Age 75 to 79 Years	1,384	2.9%	3,065	2.8%	4,186	2.8%	5,330	2.7%
Age 80 to 84 Years	885	1.8%	1,787	1.6%	2,379	1.6%	3,144	1.6%
Age 85 Years or Over	1,018	2.1%	1,885	1.7%	2,518	1.7%	3,133	1.6%
Median Age	39.2		39.9		40.8		40.5	
Age 19 Years or Less	11,792	24.4%	29,283	26.5%	40,887	27.1%	51,466	26.0%
Age 20 to 64 Years	28,915	59.9%	64,018	58.0%	86,596	57.3%	115,695	58.5%
Age 65 Years or Over	7,589	15.7%	16,996	15.4%	23,627	15.6%	30,762	15.5%
Female Age Distribution (2023)								
Female Population	24,968	51.7%	56,502	51.2%	76,915	50.9%	100,821	50.9%
Age Under 5 Years	1,224	4.9%	2,681	4.7%	3,598	4.7%	4,869	4.8%
Age 5 to 9 Years	1,421	5.7%	3,510	6.2%	4,874	6.3%	6,194	6.1%
Age 10 to 14 Years	1,544	6.2%	4,005	7.1%	5,726	7.4%	7,062	7.0%
Age 15 to 19 Years	1,657	6.6%	4,139	7.3%	5,720	7.4%	6,927	6.9%
Age 20 to 24 Years	1,783	7.1%	3,387	6.0%	4,241	5.5%	5,414	5.4%
Age 25 to 29 Years	1,507	6.0%	2,783	4.9%	3,237	4.2%	5,125	5.1%
Age 30 to 34 Years	1,451	5.8%	2,843	5.0%	3,559	4.6%	5,478	5.4%
Age 35 to 39 Years	1,678	6.7%	3,733	6.6%	5,029	6.5%	6,875	6.8%
Age 40 to 44 Years	1,780	7.1%	4,305	7.6%	5,864	7.6%	7,547	7.5%
Age 45 to 49 Years	1,711	6.9%	4,100	7.3%	5,782	7.5%	7,285	7.2%
Age 50 to 54 Years	1,727	6.9%	4,152	7.3%	5,887	7.7%	7,483	7.4%
Age 55 to 59 Years	1,675	6.7%	3,890	6.9%	5,552	7.2%	7,304	7.2%
Age 60 to 64 Years	1,508	6.0%	3,516	6.2%	4,976	6.5%	6,635	6.6%
Age 65 to 69 Years	1,184	4.7%	2,865	5.1%	4,088	5.3%	5,440	5.4%
Age 70 to 74 Years	1,105	4.4%	2,607	4.6%	3,504	4.6%	4,518	4.5%
Age 75 to 79 Years	813	3.3%	1,741	3.1%	2,299	3.0%	2,904	2.9%
Age 80 to 84 Years	522	2.1%	1,041	1.8%	1,368	1.8%	1,802	1.8%
Age 85 Years or Over	678	2.7%	1,203	2.1%	1,613	2.1%	1,960	1.9%
Female Median Age	40.2		40.7		41.5		41.1	
Age 19 Years or Less	5,846	23.4%	14,336	25.4%	19,917	25.9%	25,052	24.8%
Age 20 to 64 Years	14,820	59.4%	32,709	57.9%	44,126	57.4%	59,146	58.7%
Age 65 Years or Over	4,303	17.2%	9,457	16.7%	12,872	16.7%	16,624	16.5%

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4031 Aspen Grove Dr Franklin, TN 37067	3 mi radius		5 mi radius		7 mi radius		20 min drive time	
Male Age Distribution (2023)								
Male Population	23,328	48.3%	53,795	48.8%	74,195	49.1%	97,103	49.1%
Age Under 5 Years	1,310	5.6%	2,923	5.4%	3,899	5.3%	5,252	5.4%
Age 5 to 9 Years	1,440	6.2%	3,634	6.8%	5,111	6.9%	6,480	6.7%
Age 10 to 14 Years	1,597	6.8%	4,333	8.1%	6,184	8.3%	7,596	7.8%
Age 15 to 19 Years	1,599	6.9%	4,057	7.5%	5,776	7.8%	7,086	7.3%
Age 20 to 24 Years	1,582	6.8%	3,241	6.0%	4,147	5.6%	5,209	5.4%
Age 25 to 29 Years	1,498	6.4%	2,718	5.1%	3,204	4.3%	4,770	4.9%
Age 30 to 34 Years	1,408	6.0%	2,662	4.9%	3,228	4.4%	5,030	5.2%
Age 35 to 39 Years	1,703	7.3%	3,550	6.6%	4,677	6.3%	6,425	6.6%
Age 40 to 44 Years	1,801	7.7%	4,244	7.9%	5,761	7.8%	7,379	7.6%
Age 45 to 49 Years	1,684	7.2%	4,092	7.6%	5,699	7.7%	7,254	7.5%
Age 50 to 54 Years	1,710	7.3%	4,123	7.7%	5,901	8.0%	7,468	7.7%
Age 55 to 59 Years	1,403	6.0%	3,495	6.5%	5,134	6.9%	6,759	7.0%
Age 60 to 64 Years	1,308	5.6%	3,184	5.9%	4,719	6.4%	6,256	6.4%
Age 65 to 69 Years	1,124	4.8%	2,578	4.8%	3,810	5.1%	5,077	5.2%
Age 70 to 74 Years	889	3.8%	2,209	4.1%	3,142	4.2%	4,118	4.2%
Age 75 to 79 Years	571	2.4%	1,324	2.5%	1,887	2.5%	2,427	2.5%
Age 80 to 84 Years	363	1.6%	746	1.4%	1,011	1.4%	1,343	1.4%
Age 85 Years or Over	339	1.5%	682	1.3%	905	1.2%	1,174	1.2%
Male Median Age	38.2		39.1		40.2		40.0	
Age 19 Years or Less	5,946	25.5%	14,947	27.8%	20,970	28.3%	26,414	27.2%
Age 20 to 64 Years	14,096	60.4%	31,309	58.2%	42,470	57.2%	56,550	58.2%
Age 65 Years or Over	3,286	14.1%	7,538	14.0%	10,755	14.5%	14,139	14.6%
Males per 100 Females (2023)								
Overall Comparison	93		95		96		96	
Age Under 5 Years	107	51.7%	109	52.2%	108	52.0%	108	51.9%
Age 5 to 9 Years	101	50.3%	104	50.9%	105	51.2%	105	51.1%
Age 10 to 14 Years	103	50.8%	108	52.0%	108	51.9%	108	51.8%
Age 15 to 19 Years	96	49.1%	98	49.5%	101	50.2%	102	50.6%
Age 20 to 24 Years	89	47.0%	96	48.9%	98	49.4%	96	49.0%
Age 25 to 29 Years	99	49.8%	98	49.4%	99	49.7%	93	48.2%
Age 30 to 34 Years	97	49.3%	94	48.4%	91	47.6%	92	47.9%
Age 35 to 39 Years	101	50.4%	95	48.7%	93	48.2%	93	48.3%
Age 40 to 44 Years	101	50.3%	99	49.6%	98	49.6%	98	49.4%
Age 45 to 49 Years	98	49.6%	100	50.0%	99	49.6%	100	49.9%
Age 50 to 54 Years	99	49.7%	99	49.8%	100	50.1%	100	49.9%
Age 55 to 59 Years	84	45.6%	90	47.3%	92	48.0%	93	48.1%
Age 60 to 64 Years	87	46.5%	91	47.5%	95	48.7%	94	48.5%
Age 65 to 69 Years	95	48.7%	90	47.4%	93	48.2%	93	48.3%
Age 70 to 74 Years	80	44.6%	85	45.9%	90	47.3%	91	47.7%
Age 75 to 79 Years	70	41.2%	76	43.2%	82	45.1%	84	45.5%
Age 80 to 84 Years	70	41.0%	72	41.7%	74	42.5%	75	42.7%
Age 85 Years or Over	50	33.3%	57	36.2%	56	35.9%	60	37.5%
Age 19 Years or Less	102	50.4%	104	51.0%	105	51.3%	105	51.3%
Age 20 to 39 Years	96	49.1%	95	48.8%	95	48.7%	94	48.4%
Age 40 to 64 Years	94	48.5%	96	48.9%	97	49.2%	97	49.2%
Age 65 Years or Over	76	43.3%	80	44.4%	84	45.5%	85	46.0%

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Household Type (2023)								
Total Households	19,957		42,386		56,182		75,635	
Households with Children	6,455	32.3%	15,358	36.2%	20,932	37.3%	26,433	34.9%
Average Household Size	2.4		2.6		2.7		2.6	
Household Density per Square Mile	706		540		365		345	
Population Family	40,596	84.1%	96,791	87.8%	134,915	89.3%	173,404	87.6%
Population Non-Family	7,082	14.7%	12,459	11.3%	15,015	9.9%	23,246	11.7%
Population Group Quarters	618	1.3%	1,047	0.9%	1,180	0.8%	1,274	0.6%
Family Households	13,873	69.5%	31,670	74.7%	43,332	77.1%	56,226	74.3%
Married Couple Households	11,389	82.1%	26,461	83.6%	37,067	85.5%	47,923	85.2%
Other Family Households with Children	2,484	17.9%	5,210	16.4%	6,265	14.5%	8,303	14.8%
Family Households with Children	6,449	46.5%	15,349	48.5%	20,923	48.3%	26,422	47.0%
Married Couple with Children	5,144	79.8%	12,440	81.0%	17,424	83.3%	22,070	83.5%
Other Family Households with Children	1,305	20.2%	2,909	19.0%	3,499	16.7%	4,352	16.5%
Family Households No Children	7,424	53.5%	16,321	51.5%	22,409	51.7%	29,805	53.0%
Married Couple No Children	6,245	84.1%	14,021	85.9%	19,643	87.7%	25,853	86.7%
Other Family Households No Children	1,179	15.9%	2,301	14.1%	2,766	12.3%	3,952	13.3%
Non-Family Households	6,084	30.5%	10,716	25.3%	12,850	22.9%	19,409	25.7%
Non-Family Households with Children	6	-	8	-	9	-	12	-
Non-Family Households No Children	6,078	99.9%	10,707	99.9%	12,841	99.9%	19,397	99.9%
Average Family Household Size	2.9		3.1		3.1		3.1	
Average Family Income	\$163,487		\$189,305		\$213,806		\$213,415	
Median Family Income	\$160,275		\$174,759		\$188,224		\$183,714	
Average Non-Family Household Size	1.2		1.2		1.2		1.2	
Marital Status (2023)								
Population Age 15 Years or Over	39,761		89,209		121,718		160,471	
Never Married	10,679	26.9%	23,057	25.8%	30,002	24.6%	40,873	25.5%
Currently Married	23,500	59.1%	53,845	60.4%	76,589	62.9%	99,557	62.0%
Previously Married	5,581	14.0%	12,308	13.8%	15,127	12.4%	20,041	12.5%
Separated	968	17.3%	1,987	16.1%	2,566	17.0%	3,232	16.1%
Widowed	1,797	32.2%	4,081	33.2%	5,081	33.6%	6,662	33.2%
Divorced	2,816	50.5%	6,240	50.7%	7,480	49.4%	10,147	50.6%
Educational Attainment (2023)								
Adult Population Age 25 Years or Over	33,140		74,386		101,835		135,834	
Elementary (Grade Level 0 to 8)	613	1.8%	1,123	1.5%	1,485	1.5%	2,252	1.7%
Some High School (Grade Level 9 to 11)	639	1.9%	1,726	2.3%	2,015	2.0%	2,522	1.9%
High School Graduate	3,458	10.4%	7,600	10.2%	9,787	9.6%	13,957	10.3%
Some College	4,438	13.4%	9,941	13.4%	12,907	12.7%	17,219	12.7%
Associate Degree Only	2,117	6.4%	4,694	6.3%	5,850	5.7%	7,291	5.4%
Bachelor Degree Only	13,166	39.7%	30,026	40.4%	42,279	41.5%	56,593	41.7%
Graduate Degree	8,710	26.3%	19,275	25.9%	27,513	27.0%	36,001	26.5%
Any College (Some College or Higher)	28,431	85.8%	63,936	86.0%	88,548	87.0%	117,103	86.2%
College Degree + (Bachelor Degree or Higher)	21,876	66.0%	49,301	66.3%	69,791	68.5%	92,593	68.2%

Complete Profile

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Lat/Lon: 35.9371/-86.8264

4031 Aspen Grove Dr Franklin, TN 37067	3 mi radius		5 mi radius		7 mi radius		20 min drive time	
Housing								
Total Housing Units (2023)	21,386		45,147		59,637		80,566	
Total Housing Units (2020)	19,934		41,787		54,968		74,623	
Historical Annual Growth (2020-2023)	1,451	2.4%	3,360	2.7%	4,669	2.8%	5,944	2.7%
Housing Units Occupied (2023)	19,957	93.3%	42,386	93.9%	56,182	94.2%	75,635	93.9%
Housing Units Owner-Occupied	14,111	70.7%	33,189	78.3%	45,232	80.5%	60,413	79.9%
Housing Units Renter-Occupied	5,846	29.3%	9,197	21.7%	10,950	19.5%	15,222	20.1%
Housing Units Vacant (2023)	1,428	6.7%	2,761	6.1%	3,455	5.8%	4,931	6.1%
Household Size (2023)								
Total Households	19,957		42,386		56,182		75,635	
1 Person Households	5,281	26.5%	9,377	22.1%	11,304	20.1%	16,640	22.0%
2 Person Households	7,788	39.0%	15,443	36.4%	20,165	35.9%	27,541	36.4%
3 Person Households	2,805	14.1%	6,793	16.0%	9,172	16.3%	12,080	16.0%
4 Person Households	2,648	13.3%	6,848	16.2%	9,791	17.4%	12,289	16.2%
5 Person Households	1,012	5.1%	2,760	6.5%	4,079	7.3%	5,004	6.6%
6 Person Households	296	1.5%	871	2.1%	1,287	2.3%	1,578	2.1%
7 or More Person Households	127	0.6%	294	0.7%	384	0.7%	504	0.7%
Household Income Distribution (2023)								
HH Income \$200,000 or More	5,338	26.7%	13,516	31.9%	20,287	36.1%	25,538	33.8%
HH Income \$150,000 to \$199,999	2,797	14.0%	5,949	14.0%	8,201	14.6%	10,679	14.1%
HH Income \$125,000 to \$149,999	1,794	9.0%	4,060	9.6%	5,233	9.3%	6,866	9.1%
HH Income \$100,000 to \$124,999	2,197	11.0%	4,142	9.8%	5,023	8.9%	6,782	9.0%
HH Income \$75,000 to \$99,999	2,614	13.1%	4,648	11.0%	5,668	10.1%	8,032	10.6%
HH Income \$50,000 to \$74,999	2,440	12.2%	4,566	10.8%	5,313	9.5%	7,753	10.2%
HH Income \$35,000 to \$49,999	1,348	6.8%	2,624	6.2%	2,988	5.3%	4,401	5.8%
HH Income \$25,000 to \$34,999	553	2.8%	1,112	2.6%	1,236	2.2%	2,017	2.7%
HH Income \$15,000 to \$24,999	548	2.7%	974	2.3%	1,168	2.1%	1,777	2.3%
HH Income \$10,000 to \$14,999	122	0.6%	291	0.7%	333	0.6%	690	0.9%
HH Income Under \$10,000	206	1.0%	503	1.2%	734	1.3%	1,102	1.5%
Household Vehicles (2023)								
Households 0 Vehicles Available	524	2.6%	991	2.3%	1,192	2.1%	1,668	2.2%
Households 1 Vehicle Available	5,488	27.5%	9,675	22.8%	11,607	20.7%	16,805	22.2%
Households 2 Vehicles Available	9,550	47.9%	21,170	49.9%	28,160	50.1%	37,167	49.1%
Households 3 or More Vehicles Available	4,396	22.0%	10,549	24.9%	15,223	27.1%	19,995	26.4%
Total Vehicles Available	39,326		87,679		119,474		158,972	
Average Vehicles per Household	2.0		2.1		2.1		2.1	
Owner-Occupied Household Vehicles	30,556	77.7%	73,328	83.6%	102,186	85.5%	134,974	84.9%
Average Vehicles per Owner-Occupied Household	2.2		2.2		2.3		2.2	
Renter-Occupied Household Vehicles	8,770	22.3%	14,351	16.4%	17,288	14.5%	23,998	15.1%
Average Vehicles per Renter-Occupied Household	1.5		1.6		1.6		1.6	
Travel Time (2023)								
Worker Base Age 16 years or Over	28,185		59,610		79,828		106,617	
Travel to Work in 14 Minutes or Less	7,111	25.2%	13,006	21.8%	15,472	19.4%	19,279	18.1%
Travel to Work in 15 to 29 Minutes	8,257	29.3%	18,157	30.5%	25,206	31.6%	35,081	32.9%
Travel to Work in 30 to 59 Minutes	5,690	20.2%	12,350	20.7%	16,960	21.2%	22,052	20.7%
Travel to Work in 60 Minutes or More	726	2.6%	1,495	2.5%	2,081	2.6%	2,620	2.5%
Work at Home	6,401	22.7%	14,601	24.5%	20,109	25.2%	27,585	25.9%
Average Minutes Travel to Work	18.6		19.8		20.7		20.9	

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Transportation To Work (2023)								
Worker Base Age 16 years or Over	28,185		59,610		79,828		106,617	
Drive to Work Alone	19,529	69.3%	40,734	68.3%	54,353	68.1%	71,388	67.0%
Drive to Work in Carpool	1,457	5.2%	2,916	4.9%	3,766	4.7%	5,219	4.9%
Travel to Work by Public Transportation	110	0.4%	256	0.4%	293	0.4%	476	0.4%
Drive to Work on Motorcycle	1	-	9	-	9	-	9	-
Bicycle to Work	-	-	-	-	-	-	31	-
Walk to Work	393	1.4%	503	0.8%	535	0.7%	824	0.8%
Other Means	295	1.0%	591	1.0%	763	1.0%	1,085	1.0%
Work at Home	6,401	22.7%	14,601	24.5%	20,109	25.2%	27,585	25.9%
Daytime Demographics (2023)								
Total Businesses	6,383		8,954		12,687		16,823	
Total Employees	66,236		84,337		122,618		162,789	
Company Headquarter Businesses	292	4.6%	357	4.0%	513	4.0%	668	4.0%
Company Headquarter Employees	18,108	27.3%	19,240	22.8%	26,656	21.7%	31,684	19.5%
Employee Population per Business	10.4 to 1		9.4 to 1		9.7 to 1		9.7 to 1	
Residential Population per Business	7.6 to 1		12.3 to 1		11.9 to 1		11.8 to 1	
Adj. Daytime Demographics Age 16 Years or Over	77,116		112,080		161,895		213,354	
Labor Force								
Labor Population Age 16 Years or Over (2023)	39,075		87,367		119,132		157,284	
Labor Force Total Males (2023)	18,658	47.7%	42,000	48.1%	57,684	48.4%	76,151	48.4%
Male Civilian Employed	14,765	79.1%	31,906	76.0%	43,402	75.2%	57,500	75.5%
Male Civilian Unemployed	383	2.1%	958	2.3%	1,160	2.0%	1,559	2.0%
Males in Armed Forces	10	-	14	-	27	-	87	0.1%
Males Not in Labor Force	3,500	18.8%	9,122	21.7%	13,095	22.7%	17,005	22.3%
Labor Force Total Females (2023)	20,417	52.3%	45,367	51.9%	61,448	51.6%	81,134	51.6%
Female Civilian Employed	13,420	65.7%	27,704	61.1%	36,426	59.3%	49,117	60.5%
Female Civilian Unemployed	318	1.6%	990	2.2%	1,286	2.1%	1,480	1.8%
Females in Armed Forces	-	-	-	-	-	-	15	-
Females Not in Labor Force	6,679	32.7%	16,672	36.8%	23,736	38.6%	30,522	37.6%
Unemployment Rate	701	1.8%	1,949	2.2%	2,446	2.1%	3,039	1.9%
Occupation (2023)								
Occupation Population Age 16 Years or Over	28,185		59,610		79,828		106,617	
Occupation Total Males	14,765	52.4%	31,906	53.5%	43,402	54.4%	57,500	53.9%
Occupation Total Females	13,420	47.6%	27,704	46.5%	36,426	45.6%	49,117	46.1%
Management, Business, Financial Operations	7,987	28.3%	17,807	29.9%	25,266	31.7%	31,918	29.9%
Professional, Related	8,232	29.2%	16,990	28.5%	22,685	28.4%	30,643	28.7%
Service	3,060	10.9%	6,162	10.3%	7,540	9.4%	10,395	9.7%
Sales, Office	6,433	22.8%	13,449	22.6%	17,642	22.1%	23,523	22.1%
Farming, Fishing, Forestry	5	-	12	-	16	-	51	-
Construction, Extraction, Maintenance	607	2.2%	1,422	2.4%	1,819	2.3%	2,930	2.7%
Production, Transport, Material Moving	1,860	6.6%	3,769	6.3%	4,860	6.1%	7,156	6.7%
White Collar Workers	22,653	80.4%	48,246	80.9%	65,594	82.2%	86,084	80.7%
Blue Collar Workers	5,532	19.6%	11,364	19.1%	14,234	17.8%	20,533	19.3%

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Units In Structure (2023)								
Total Units	19,957		42,386		56,182		75,635	
1 Detached Unit	12,619	63.2%	31,327	73.9%	43,502	77.4%	57,842	76.5%
1 Attached Unit	1,678	8.4%	2,835	6.7%	3,244	5.8%	4,834	6.4%
2 Units	224	1.1%	416	1.0%	511	0.9%	888	1.2%
3 to 4 Units	693	3.5%	1,185	2.8%	1,238	2.2%	1,586	2.1%
5 to 9 Units	1,630	8.2%	2,303	5.4%	2,504	4.5%	3,156	4.2%
10 to 19 Units	1,048	5.3%	1,334	3.1%	1,420	2.5%	2,175	2.9%
20 to 49 Units	633	3.2%	860	2.0%	953	1.7%	1,474	1.9%
50 or More Units	1,360	6.8%	1,839	4.3%	2,449	4.4%	3,210	4.2%
Mobile Home or Trailer	66	0.3%	265	0.6%	327	0.6%	427	0.6%
Other Structure	6	-	22	-	34	-	43	-
Homes Built By Year (2023)								
Homes Built 2020 or later	266	1.2%	802	1.8%	982	1.6%	1,363	1.7%
Homes Built 2010 to 2019	4,541	21.2%	10,091	22.4%	14,154	23.7%	18,499	23.0%
Homes Built 2000 to 2009	5,147	24.1%	9,693	21.5%	12,963	21.7%	15,862	19.7%
Homes Built 1990 to 1999	4,769	22.3%	10,876	24.1%	13,382	22.4%	16,079	20.0%
Homes Built 1980 to 1989	2,894	13.5%	4,744	10.5%	6,198	10.4%	8,402	10.4%
Homes Built 1970 to 1979	1,393	6.5%	3,291	7.3%	4,829	8.1%	6,361	7.9%
Homes Built 1960 to 1969	565	2.6%	1,695	3.8%	2,324	3.9%	4,590	5.7%
Homes Built 1950 to 1959	88	0.4%	388	0.9%	423	0.7%	2,426	3.0%
Homes Built 1940 to 1949	96	0.4%	315	0.7%	342	0.6%	740	0.9%
Homes Built Before 1939	199	0.9%	492	1.1%	585	1.0%	1,314	1.6%
Median Age of Homes	27.2 yrs		27.7 yrs		27.5 yrs		29.9 yrs	
Home Values (2023)								
Owner Specified Housing Units	14,111		33,189		45,232		60,413	
Home Values \$1,000,000 or More	680	4.8%	2,170	6.5%	4,323	9.6%	5,843	9.7%
Home Values \$750,000 to \$999,999	1,411	10.0%	4,359	13.1%	7,835	17.3%	9,691	16.0%
Home Values \$500,000 to \$749,999	4,130	29.3%	10,332	31.1%	14,606	32.3%	18,257	30.2%
Home Values \$400,000 to \$499,999	3,405	24.1%	7,241	21.8%	8,555	18.9%	11,832	19.6%
Home Values \$300,000 to \$399,999	2,778	19.7%	5,567	16.8%	6,041	13.4%	8,790	14.5%
Home Values \$250,000 to \$299,999	719	5.1%	1,216	3.7%	1,292	2.9%	2,217	3.7%
Home Values \$200,000 to \$249,999	561	4.0%	1,318	4.0%	1,404	3.1%	2,026	3.4%
Home Values \$175,000 to \$199,999	124	0.9%	204	0.6%	215	0.5%	328	0.5%
Home Values \$150,000 to \$174,999	145	1.0%	309	0.9%	323	0.7%	436	0.7%
Home Values \$125,000 to \$149,999	33	0.2%	100	0.3%	123	0.3%	183	0.3%
Home Values \$100,000 to \$124,999	25	0.2%	63	0.2%	78	0.2%	119	0.2%
Home Values \$90,000 to \$99,999	2	-	2	-	4	-	9	-
Home Values \$80,000 to \$89,999	-	-	31	-	59	0.1%	62	0.1%
Home Values \$70,000 to \$79,999	-	-	-	-	-	-	8	-
Home Values \$60,000 to \$69,999	-	-	1	-	2	-	22	-
Home Values \$50,000 to \$59,999	5	-	13	-	15	-	84	0.1%
Home Values \$35,000 to \$49,999	13	-	35	0.1%	49	0.1%	72	0.1%
Home Values \$25,000 to \$34,999	3	-	16	-	17	-	45	-
Home Values \$10,000 to \$24,999	22	0.2%	104	0.3%	108	0.2%	142	0.2%
Home Values Under \$10,000	53	0.4%	109	0.3%	183	0.4%	247	0.4%
Owner-Occupied Median Home Value	\$493,363		\$528,115		\$584,275		\$576,096	
Renter-Occupied Median Rent	\$1,515		\$1,488		\$1,545		\$1,498	

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Total Annual Consumer Expenditure (2023)				
Total Household Expenditure	\$1.84 B	\$4.4 B	\$6.46 B	\$8.61 B
Total Non-Retail Expenditure	\$981.94 M	\$2.35 B	\$3.45 B	\$4.6 B
Total Retail Expenditure	\$862.23 M	\$2.05 B	\$3.01 B	\$4.01 B
Apparel	\$66.9 M	\$160.5 M	\$236.96 M	\$314.86 M
Contributions	\$67.09 M	\$163.69 M	\$244.4 M	\$323.42 M
Education	\$66.42 M	\$164.99 M	\$249.07 M	\$327.49 M
Entertainment	\$108.57 M	\$260.67 M	\$384.96 M	\$511.54 M
Food and Beverages	\$264.13 M	\$625.65 M	\$915.97 M	\$1.22 B
Furnishings and Equipment	\$66.97 M	\$160.4 M	\$236.5 M	\$314.47 M
Gifts	\$52.01 M	\$127.91 M	\$191.79 M	\$253.27 M
Health Care	\$147.83 M	\$348.21 M	\$507.7 M	\$679.56 M
Household Operations	\$74.97 M	\$180.27 M	\$266.49 M	\$354.2 M
Miscellaneous Expenses	\$35.31 M	\$84.33 M	\$124.11 M	\$165.27 M
Personal Care	\$24.7 M	\$58.73 M	\$86.22 M	\$114.91 M
Personal Insurance	\$14.39 M	\$35.08 M	\$52.26 M	\$69.12 M
Reading	\$4.1 M	\$9.81 M	\$14.45 M	\$19.24 M
Shelter	\$386.75 M	\$919.26 M	\$1.35 B	\$1.8 B
Tobacco	\$8.85 M	\$19.99 M	\$28.36 M	\$38.57 M
Transportation	\$331.1 M	\$785.16 M	\$1.15 B	\$1.53 B
Utilities	\$124.08 M	\$290.6 M	\$421.98 M	\$566.15 M
Monthly Household Consumer Expenditure (2023)				
Total Household Expenditure	\$7,701	\$8,641	\$9,584	\$9,485
Total Non-Retail Expenditure	\$4,100 53.2%	\$4,610 53.4%	\$5,122 53.4%	\$5,066 53.4%
Total Retail Expenditures	\$3,600 46.8%	\$4,031 46.6%	\$4,462 46.6%	\$4,419 46.6%
Apparel	\$279 3.6%	\$316 3.7%	\$351 3.7%	\$347 3.7%
Contributions	\$280 3.6%	\$322 3.7%	\$363 3.8%	\$356 3.8%
Education	\$277 3.6%	\$324 3.8%	\$369 3.9%	\$361 3.8%
Entertainment	\$453 5.9%	\$512 5.9%	\$571 6.0%	\$564 5.9%
Food and Beverages	\$1,103 14.3%	\$1,230 14.2%	\$1,359 14.2%	\$1,347 14.2%
Furnishings and Equipment	\$280 3.6%	\$315 3.6%	\$351 3.7%	\$346 3.7%
Gifts	\$217 2.8%	\$251 2.9%	\$284 3.0%	\$279 2.9%
Health Care	\$617 8.0%	\$685 7.9%	\$753 7.9%	\$749 7.9%
Household Operations	\$313 4.1%	\$354 4.1%	\$395 4.1%	\$390 4.1%
Miscellaneous Expenses	\$147 1.9%	\$166 1.9%	\$184 1.9%	\$182 1.9%
Personal Care	\$103 1.3%	\$115 1.3%	\$128 1.3%	\$127 1.3%
Personal Insurance	\$60 0.8%	\$69 0.8%	\$78 0.8%	\$76 0.8%
Reading	\$17 0.2%	\$19 0.2%	\$21 0.2%	\$21 0.2%
Shelter	\$1,615 21.0%	\$1,807 20.9%	\$2,003 20.9%	\$1,984 20.9%
Tobacco	\$37 0.5%	\$39 0.5%	\$42 0.4%	\$42 0.4%
Transportation	\$1,383 18.0%	\$1,544 17.9%	\$1,705 17.8%	\$1,690 17.8%
Utilities	\$518 6.7%	\$571 6.6%	\$626 6.5%	\$624 6.6%