

EXPANDED PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 39.4006/-84.4099

RF5

Trade Area

Trade Area

Population

Estimated Population (2019)	39,305	
Projected Population (2024)	40,208	
Census Population (2010)	36,404	
Census Population (2000)	22,123	
Projected Annual Growth (2019 to 2024)	903	0.5%
Historical Annual Growth (2010 to 2019)	2,901	0.8%
Historical Annual Growth (2000 to 2010)	14,281	6.5%
Estimated Population Density (2019)	1,373	psm
Trade Area Size	28.6	sq mi

Households

Estimated Households (2019)	12,735	
Projected Households (2024)	13,007	
Census Households (2010)	11,266	
Census Households (2000)	6,848	
Estimated Households with Children (2019)	6,171	48.5%
Estimated Average Household Size (2019)	3.08	

Average Household Income

Estimated Average Household Income (2019)	\$131,750
Projected Average Household Income (2024)	\$157,828
Estimated Average Family Income (2019)	\$141,649

Median Household Income

Estimated Median Household Income (2019)	\$119,734
Projected Median Household Income (2024)	\$137,239
Estimated Median Family Income (2019)	\$127,188

Per Capita Income

Estimated Per Capita Income (2019)	\$42,707	
Projected Per Capita Income (2024)	\$51,076	
Estimated Per Capita Income 5 Year Growth	\$8,369	19.6%
Estimated Average Household Net Worth (2019)	\$1,211,909	

Daytime Demos (2019)

Total Businesses	823	
Total Employees	9,263	
Company Headquarter Businesses	1	0.1%
Company Headquarter Employees	200	2.2%
Employee Population per Business	11.3	
Residential Population per Business	47.8	

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Race & Ethnicity

White (2019)	32,783	83.4%
Black or African American (2019)	2,779	7.1%
American Indian or Alaska Native (2019)	60	0.2%
Asian (2019)	2,442	6.2%
Hawaiian or Pacific Islander (2019)	7	-
Other Race (2019)	393	1.0%
Two or More Races (2019)	842	2.1%
Not Hispanic or Latino Population (2019)	38,017	96.7%
Hispanic or Latino Population (2019)	1,288	3.3%
Not Hispanic or Latino Population (2024)	38,835	96.6%
Hispanic or Latino Population (2024)	1,373	3.4%
Not Hispanic or Latino Population (2010)	35,400	97.2%
Hispanic or Latino Population (2010)	1,004	2.8%
Not Hispanic or Latino Population (2000)	21,888	98.9%
Hispanic or Latino Population (2000)	235	1.1%
Projected Hispanic Annual Growth (2019 to 2024)	85	1.3%
Historic Hispanic Annual Growth (2000 to 2019)	1,053	23.5%

Age Distribution (2019)

Age Under 5	2,697	6.9%
Age 5 to 9 Years	3,512	8.9%
Age 10 to 14 Years	3,591	9.1%
Age 15 to 19 Years	3,063	7.8%
Age 20 to 24 Years	1,836	4.7%
Age 25 to 29 Years	1,825	4.6%
Age 30 to 34 Years	2,405	6.1%
Age 35 to 39 Years	3,201	8.1%
Age 40 to 44 Years	3,066	7.8%
Age 45 to 49 Years	2,945	7.5%
Age 50 to 54 Years	2,508	6.4%
Age 55 to 59 Years	2,352	6.0%
Age 60 to 64 Years	2,153	5.5%
Age 65 to 74 Years	2,647	6.7%
Age 75 to 84 Years	1,076	2.7%
Age 85 Years or Over	429	1.1%
Median Age	35.3	

Gender Age Distribution (2019)

Female Population	19,748	50.2%
Age 0 to 19 Years	6,192	31.4%
Age 20 to 64 Years	11,319	57.3%
Age 65 Years or Over	2,238	11.3%
Female Median Age	35.9	
Male Population	19,557	49.8%
Age 0 to 19 Years	6,671	34.1%
Age 20 to 64 Years	10,971	56.1%
Age 65 Years or Over	1,915	9.8%
Male Median Age	34.7	

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Household Income Distribution (2019)

HH Income \$200,000 or More	1,989	15.6%
HH Income \$150,000 to \$199,999	2,251	17.7%
HH Income \$100,000 to \$149,999	3,406	26.7%
HH Income \$75,000 to \$99,999	1,807	14.2%
HH Income \$50,000 to \$74,999	1,260	9.9%
HH Income \$35,000 to \$49,999	659	5.2%
HH Income \$25,000 to \$34,999	422	3.3%
HH Income \$15,000 to \$24,999	620	4.9%
HH Income Under \$15,000	321	2.5%
HH Income \$35,000 or More	11,371	89.3%
HH Income \$75,000 or More	9,453	74.2%

Housing (2019)

Total Housing Units	12,929	
Housing Units Occupied	12,735	98.5%
Housing Units Owner-Occupied	11,438	89.8%
Housing Units, Renter-Occupied	1,297	10.2%
Housing Units, Vacant	194	1.5%

Marital Status (2019)

Never Married	7,062	23.9%
Currently Married	18,674	63.3%
Separated	498	1.7%
Widowed	1,124	3.8%
Divorced	2,147	7.3%

Household Type (2019)

Population Family	36,906	93.9%
Population Non-Family	2,281	5.8%
Population Group Quarters	118	0.3%
Family Households	10,885	85.5%
Non-Family Households	1,850	14.5%
Married Couple with Children	5,141	27.5%
Average Family Household Size	3.4	

Household Size (2019)

1 Person Households	1,513	11.9%
2 Person Households	3,820	30.0%
3 Person Households	2,550	20.0%
4 Person Households	2,857	22.4%
5 Person Households	1,321	10.4%
6 or More Person Households	674	5.3%

Household Vehicles (2019)

Households with 0 Vehicles Available	331	2.6%
Households with 1 Vehicles Available	1,718	13.5%
Households with 2 or More Vehicles Available	10,687	83.9%
Total Vehicles Available	30,212	
Average Vehicles Per Household	2.4	

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Embraced by nature. ♦ Inspired by progress.

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Labor Force (2019)

Estimated Labor Population Age 16 Years or Over	28,856	
Estimated Civilian Employed	20,553	71.2%
Estimated Civilian Unemployed	289	1.0%
Estimated in Armed Forces	-	-
Estimated Not in Labor Force	8,014	27.8%
Unemployment Rate	1.0%	

Occupation (2019)

Occupation: Population Age 16 Years or Over	20,553	
Management, Business, Financial Operations	4,240	20.6%
Professional, Related	6,162	30.0%
Service	2,343	11.4%
Sales, Office	5,257	25.6%
Farming, Fishing, Forestry	5	-
Construct, Extraction, Maintenance	870	4.2%
Production, Transport Material Moving	1,676	8.2%
White Collar Workers	15,659	76.2%
Blue Collar Workers	4,894	23.8%

Consumer Expenditure (2019)

Total Household Expenditure	\$1.09 B	
Total Non-Retail Expenditure	\$576.77 M	52.8%
Total Retail Expenditure	\$515.87 M	47.2%
Apparel	\$39.63 M	3.6%
Contributions	\$37.69 M	3.4%
Education	\$37.28 M	3.4%
Entertainment	\$64.17 M	5.9%
Food and Beverages	\$158.59 M	14.5%
Furnishings and Equipment	\$39.69 M	3.6%
Gifts	\$28.33 M	2.6%
Health Care	\$88.78 M	8.1%
Household Operations	\$43.83 M	4.0%
Miscellaneous Expenses	\$20.79 M	1.9%
Personal Care	\$14.7 M	1.3%
Personal Insurance	\$8.41 M	0.8%
Reading	\$2.38 M	0.2%
Shelter	\$227.77 M	20.8%
Tobacco	\$5.47 M	0.5%
Transportation	\$199.72 M	18.3%
Utilities	\$75.4 M	6.9%

Educational Attainment (2019)

Adult Population Age 25 Years or Over	24,607	
Elementary (Grade Level 0 to 8)	392	1.6%
Some High School (Grade Level 9 to 11)	728	3.0%
High School Graduate	4,823	19.6%
Some College	4,365	17.7%
Associate Degree Only	2,007	8.2%
Bachelor Degree Only	7,539	30.6%
Graduate Degree	4,753	19.3%

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Units In Structure (2019)

1 Detached Unit	11,325	100.5%
1 Attached Unit	620	5.5%
2 to 4 Units	203	1.8%
5 to 9 Units	131	1.2%
10 to 19 Units	56	0.5%
20 to 49 Units	6	-
50 or More Units	106	0.9%
Mobile Home or Trailer	287	2.5%
Other Structure	1	-

Homes Built By Year (2019)

Homes Built 2010 or later	912	8.1%
Homes Built 2000 to 2009	3,897	34.6%
Homes Built 1990 to 1999	4,295	38.1%
Homes Built 1980 to 1989	1,158	10.3%
Homes Built 1970 to 1979	1,210	10.7%
Homes Built 1960 to 1969	359	3.2%
Homes Built 1950 to 1959	368	3.3%
Homes Built Before 1949	537	4.8%

Home Values (2019)

Home Values \$1,000,000 or More	8	-
Home Values \$500,000 to \$999,999	271	2.7%
Home Values \$400,000 to \$499,999	590	5.8%
Home Values \$300,000 to \$399,999	2,343	22.9%
Home Values \$200,000 to \$299,999	4,908	48.0%
Home Values \$150,000 to \$199,999	2,124	20.8%
Home Values \$100,000 to \$149,999	727	7.1%
Home Values \$70,000 to \$99,999	161	1.6%
Home Values \$50,000 to \$69,999	42	0.4%
Home Values \$25,000 to \$49,999	36	0.3%
Home Values Under \$25,000	220	2.2%
Owner-Occupied Median Home Value	\$250,606	
Renter-Occupied Median Rent	\$968	

Transportation To Work (2019)

Drive to Work Alone	17,313	88.0%
Drive to Work in Carpool	1,210	6.2%
Travel to Work by Public Transportation	74	0.4%
Drive to Work on Motorcycle	10	-
Walk or Bicycle to Work	16	-
Other Means	60	0.3%
Work at Home	990	5.0%

Travel Time (2019)

Travel to Work in 14 Minutes or Less	2,637	13.4%
Travel to Work in 15 to 29 Minutes	8,838	44.9%
Travel to Work in 30 to 59 Minutes	7,188	36.5%
Travel to Work in 60 Minutes or More	829	4.2%
Average Minutes Travel to Work	25.8	

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