

Expanded Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 39.4088/-84.4025

April 2025		Untitled Polygon
Population		
Estimated Population (2024)		44,206
Projected Population (2029)		46,660
Census Population (2020)		44,222
Census Population (2010)		36,452
Projected Annual Growth (2024 to 2029)	2,454	1.1%
Historical Annual Growth (2020 to 2024)	-16	-
Historical Annual Growth (2010 to 2020)	7,770	5.3%
Estimated Population Density (2024)	1,544	psm
Trade Area Size	28.6	sq mi
Households		
Estimated Households (2024)		14,564
Projected Households (2029)		15,590
Census Households (2020)		14,078
Census Households (2010)		11,295
Estimated Households with Children (2024)	6,263	43.0%
Estimated Average Household Size (2024)		3.03
Average Household Income		
Estimated Average Household Income (2024)		\$182,430
Projected Average Household Income (2029)		\$189,945
Estimated Average Family Income (2024)		\$196,761
Median Household Income		
Estimated Median Household Income (2024)		\$145,626
Projected Median Household Income (2029)		\$151,759
Estimated Median Family Income (2024)		\$158,049
Per Capita Income		
Estimated Per Capita Income (2024)		\$60,125
Projected Per Capita Income (2029)		\$63,486
Estimated Per Capita Income 5 Year Growth	\$3,361	5.6%
Estimated Average Household Net Worth (2024)		\$1,991,963
Daytime Demos (2024)		
Total Businesses		840
Total Employees		7,405
Company Headquarter Businesses	21	2.5%
Company Headquarter Employees	289	3.9%
Employee Population per Business		8.8
Residential Population per Business		52.6

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Race & Ethnicity		
White (2024)	33,438	75.6%
Black or African American (2024)	4,356	9.9%
American Indian or Alaska Native (2024)	99	0.2%
Asian (2024)	3,415	7.7%
Hawaiian or Pacific Islander (2024)	7	-
Other Race (2024)	871	2.0%
Two or More Races (2024)	2,021	4.6%
Not Hispanic or Latino Population (2024)	41,581	94.1%
Hispanic or Latino Population (2024)	2,625	5.9%
Not Hispanic or Latino Population (2029)	43,310	92.8%
Hispanic or Latino Population (2029)	3,351	7.2%
Not Hispanic or Latino Population (2020)	41,825	94.6%
Hispanic or Latino Population (2020)	2,397	5.4%
Not Hispanic or Latino Population (2010)	35,457	97.3%
Hispanic or Latino Population (2010)	995	2.7%
Projected Hispanic Annual Growth (2024 to 2029)	725	5.5%
Historic Hispanic Annual Growth (2010 to 2024)	1,630	11.7%
Age Distribution (2024)		
Age Under 5	2,507	5.7%
Age 5 to 9 Years	3,409	7.7%
Age 10 to 14 Years	3,542	8.0%
Age 15 to 19 Years	3,627	8.2%
Age 20 to 24 Years	2,759	6.2%
Age 25 to 29 Years	1,907	4.3%
Age 30 to 34 Years	2,368	5.4%
Age 35 to 39 Years	3,004	6.8%
Age 40 to 44 Years	3,559	8.1%
Age 45 to 49 Years	3,148	7.1%
Age 50 to 54 Years	3,486	7.9%
Age 55 to 59 Years	2,990	6.8%
Age 60 to 64 Years	2,641	6.0%
Age 65 to 74 Years	3,509	7.9%
Age 75 to 84 Years	1,428	3.2%
Age 85 Years or Over	321	0.7%
Median Age	37.6	
Gender Age Distribution (2024)		
Female Population	22,039	49.9%
Age 0 to 19 Years	6,337	28.8%
Age 20 to 64 Years	12,976	58.9%
Age 65 Years or Over	2,726	12.4%
Female Median Age	38.0	
Male Population	22,167	50.1%
Age 0 to 19 Years	6,748	30.4%
Age 20 to 64 Years	12,887	58.1%
Age 65 Years or Over	2,533	11.4%
Male Median Age	37.3	

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April 2025		Untitled Polygon
Household Income Distribution (2024)		
HH Income \$200,000 or More	4,326	29.7%
HH Income \$150,000 to \$199,999	2,500	17.2%
HH Income \$100,000 to \$149,999	3,268	22.4%
HH Income \$75,000 to \$99,999	1,622	11.1%
HH Income \$50,000 to \$74,999	1,333	9.2%
HH Income \$35,000 to \$49,999	538	3.7%
HH Income \$25,000 to \$34,999	372	2.6%
HH Income \$15,000 to \$24,999	208	1.4%
HH Income Under \$15,000	397	2.7%
HH Income \$35,000 or More	13,587	93.3%
HH Income \$75,000 or More	11,716	80.4%
Housing (2024)		
Total Housing Units	15,137	
Housing Units Occupied	14,564	96.2%
Housing Units Owner-Occupied	12,751	87.6%
Housing Units, Renter-Occupied	1,813	12.4%
Housing Units, Vacant	573	3.9%
Marital Status (2024)		
Never Married	9,076	26.1%
Currently Married	21,803	62.7%
Separated	580	1.7%
Widowed	1,260	3.6%
Divorced	2,028	5.8%
Household Type (2024)		
Population Family	40,811	92.3%
Population Non-Family	3,282	7.4%
Population Group Quarters	112	0.3%
Family Households	12,010	82.5%
Non-Family Households	2,554	17.5%
Married Couple with Children	5,313	24.4%
Average Family Household Size	3.4	
Household Size (2024)		
1 Person Households	2,097	14.4%
2 Person Households	4,572	31.4%
3 Person Households	2,310	15.9%
4 Person Households	3,212	22.1%
5 Person Households	1,538	10.6%
6 or More Person Households	834	5.7%
Household Vehicles (2024)		
Households with 0 Vehicles Available	253	1.7%
Households with 1 Vehicles Available	2,043	14.0%
Households with 2 or More Vehicles Available	12,268	84.2%
Total Vehicles Available	33,816	
Average Vehicles Per Household	2.3	

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Labor Force (2024)		
Estimated Labor Population Age 16 Years or Over	33,961	
Estimated Civilian Employed	24,637	72.5%
Estimated Civilian Unemployed	520	1.5%
Estimated in Armed Forces	-	-
Estimated Not in Labor Force	8,804	25.9%
Unemployment Rate	1.5%	
Occupation (2024)		
Occupation: Population Age 16 Years or Over	24,636	
Management, Business, Financial Operations	5,642	22.9%
Professional, Related Service	7,791	31.6%
Sales, Office	3,148	12.8%
Farming, Fishing, Forestry	4,186	17.0%
Construct, Extraction, Maintenance	27	0.1%
Production, Transport Material Moving	1,225	5.0%
White Collar Workers	2,617	10.6%
Blue Collar Workers	17,619	71.5%
	7,017	28.5%
Consumer Expenditure (2024)		
Total Household Expenditure	\$2.16 B	
Total Non-Retail Expenditure	\$1.12 B	51.7%
Total Retail Expenditure	\$1.04 B	48.3%
Alcoholic Beverages	\$13.39 M	0.6%
Apparel	\$39.6 M	1.8%
Contributions	\$72.96 M	3.4%
Education	\$51.1 M	2.4%
Entertainment	\$121.96 M	5.6%
Food Away From Home	\$94.71 M	4.4%
Grocery	\$126.33 M	5.8%
Health Care	\$98.95 M	4.6%
Household Furnishings and Equipment	\$57.65 M	2.7%
Household Operations	\$39.82 M	1.8%
Miscellaneous Expenses	\$36.61 M	1.7%
Personal Care	\$25.55 M	1.2%
Shelter	\$311.74 M	14.4%
Tax and Retirement	\$635.13 M	29.4%
Tobacco and Related	\$7.63 M	0.4%
Transportation	\$340.11 M	15.7%
Utilities	\$89.09 M	4.1%
Educational Attainment (2024)		
Adult Population Age 25 Years or Over	28,363	
Elementary (Grade Level 0 to 8)	517	1.8%
Some High School (Grade Level 9 to 11)	663	2.3%
High School Graduate	5,197	18.3%
Some College	4,162	14.7%
Associate Degree Only	2,269	8.0%
Bachelor Degree Only	9,553	33.7%
Graduate Degree	6,000	21.2%

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Units In Structure (2024)		
1 Detached Unit		12,411 109.9%
1 Attached Unit		586 5.2%
2 to 4 Units		520 4.6%
5 to 9 Units		150 1.3%
10 to 19 Units		145 1.3%
20 to 49 Units		115 1.0%
50 or More Units		351 3.1%
Mobile Home or Trailer		262 2.3%
Other Structure		24 0.2%
Homes Built By Year (2024)		
Homes Built 2010 or later		3,138 27.8%
Homes Built 2000 to 2009		3,626 32.1%
Homes Built 1990 to 1999		3,583 31.7%
Homes Built 1980 to 1989		1,272 11.3%
Homes Built 1970 to 1979		981 8.7%
Homes Built 1960 to 1969		533 4.7%
Homes Built 1950 to 1959		758 6.7%
Homes Built Before 1949		672 5.9%
Home Values (2024)		
Home Values \$1,000,000 or More		118 0.9%
Home Values \$500,000 to \$999,999		2,030 15.9%
Home Values \$400,000 to \$499,999		2,531 19.8%
Home Values \$300,000 to \$399,999		4,037 31.7%
Home Values \$200,000 to \$299,999		2,360 18.5%
Home Values \$150,000 to \$199,999		707 5.5%
Home Values \$100,000 to \$149,999		458 3.6%
Home Values \$70,000 to \$99,999		162 1.3%
Home Values \$50,000 to \$69,999		65 0.5%
Home Values \$25,000 to \$49,999		81 0.6%
Home Values Under \$25,000		203 1.6%
Owner-Occupied Median Home Value		\$355,844
Renter-Occupied Median Rent		\$1,211
Transportation To Work (2024)		
Drive to Work Alone		16,695 67.8%
Drive to Work in Carpool		1,746 7.1%
Travel to Work by Public Transportation		53 0.2%
Drive to Work on Motorcycle		22 -
Walk or Bicycle to Work		173 0.7%
Other Means		88 0.4%
Work at Home		5,860 23.8%
Travel Time (2024)		
Travel to Work in 14 Minutes or Less		2,856 11.6%
Travel to Work in 15 to 29 Minutes		8,535 34.6%
Travel to Work in 30 to 59 Minutes		6,823 27.7%
Travel to Work in 60 Minutes or More		562 2.3%
Average Minutes Travel to Work		24.5

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