# Full Profile

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

Lat/Lon: 36.6484/-80.8165

| Trade Area | Trade Area |
|---|---:|
| **Population** | |
| 2023 Estimated Population | 211,345 |
| 2028 Projected Population | 208,446 |
| 2020 Census Population | 212,712 |
| 2010 Census Population | 220,828 |
| Projected Annual Growth 2023 to 2028 | -0.3% |
| Historical Annual Growth 2010 to 2023 | -0.3% |
| **Households** | |
| 2023 Estimated Households | 91,179 |
| 2028 Projected Households | 87,614 |
| 2020 Census Households | 90,734 |
| 2010 Census Households | 92,377 |
| Projected Annual Growth 2023 to 2028 | -0.8% |
| Historical Annual Growth 2010 to 2023 | - |
| **Age** | |
| 2023 Est. Population Under 10 Years | 9.9% |
| 2023 Est. Population 10 to 19 Years | 11.3% |
| 2023 Est. Population 20 to 29 Years | 10.7% |
| 2023 Est. Population 30 to 44 Years | 16.1% |
| 2023 Est. Population 45 to 59 Years | 21.4% |
| 2023 Est. Population 60 to 74 Years | 21.3% |
| 2023 Est. Population 75 Years or Over | 9.3% |
| 2023 Est. Median Age | 45.5 |
| **Marital Status & Gender** | |
| 2023 Est. Male Population | 49.7% |
| 2023 Est. Female Population | 50.3% |
| 2023 Est. Never Married | 22.8% |
| 2023 Est. Now Married | 53.1% |
| 2023 Est. Separated or Divorced | 15.7% |
| 2023 Est. Widowed | 8.3% |
| **Income** | |
| 2023 Est. HH Income $200,000 or More | 4.5% |
| 2023 Est. HH Income $150,000 to $199,999 | 3.4% |
| 2023 Est. HH Income $100,000 to $149,999 | 12.2% |
| 2023 Est. HH Income $75,000 to $99,999 | 12.7% |
| 2023 Est. HH Income $50,000 to $74,999 | 17.6% |
| 2023 Est. HH Income $35,000 to $49,999 | 13.2% |
| 2023 Est. HH Income $25,000 to $34,999 | 11.1% |
| 2023 Est. HH Income $15,000 to $24,999 | 11.6% |
| 2023 Est. HH Income Under $15,000 | 13.7% |
| 2023 Est. Average Household Income | $78,262 |
| 2023 Est. Median Household Income | $52,645 |
| 2023 Est. Per Capita Income | $33,975 |
| 2023 Est. Total Businesses | 7,226 |
| 2023 Est. Total Employees | 67,298 |

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| Trade Area | Trade Area |
|---|---|
| **Race** | |
| 2023 Est. White | 88.6% |
| 2023 Est. Black | 3.8% |
| 2023 Est. Asian or Pacific Islander | 0.6% |
| 2023 Est. American Indian or Alaska Native | 0.2% |
| 2023 Est. Other Races | 6.7% |
| **Hispanic** | |
| 2023 Est. Hispanic Population | 15,303 |
| 2023 Est. Hispanic Population | 7.2% |
| 2028 Proj. Hispanic Population | 7.2% |
| 2020 Hispanic Population | 6.8% |
| **Education (Adults 25 & Older)** | |
| 2023 Est. Adult Population (25 Years or Over) | 155,510 |
| 2023 Est. Elementary (Grade Level 0 to 8) | 6.3% |
| 2023 Est. Some High School (Grade Level 9 to 11) | 9.8% |
| 2023 Est. High School Graduate | 34.1% |
| 2023 Est. Some College | 20.9% |
| 2023 Est. Associate Degree Only | 10.6% |
| 2023 Est. Bachelor Degree Only | 12.0% |
| 2023 Est. Graduate Degree | 6.3% |
| **Housing** | |
| 2023 Est. Total Housing Units | 109,739 |
| 2023 Est. Owner-Occupied | 65.1% |
| 2023 Est. Renter-Occupied | 18.0% |
| 2023 Est. Vacant Housing | 16.9% |
| **Homes Built by Year** | |
| 2023 Homes Built 2010 or later | 4.0% |
| 2023 Homes Built 2000 to 2009 | 11.5% |
| 2023 Homes Built 1990 to 1999 | 14.1% |
| 2023 Homes Built 1980 to 1989 | 10.9% |
| 2023 Homes Built 1970 to 1979 | 14.4% |
| 2023 Homes Built 1960 to 1969 | 9.5% |
| 2023 Homes Built 1950 to 1959 | 6.0% |
| 2023 Homes Built Before 1949 | 12.7% |
| **Home Values** | |
| 2023 Home Value $1,000,000 or More | 1.0% |
| 2023 Home Value $500,000 to $999,999 | 4.1% |
| 2023 Home Value $400,000 to $499,999 | 3.9% |
| 2023 Home Value $300,000 to $399,999 | 7.3% |
| 2023 Home Value $200,000 to $299,999 | 17.6% |
| 2023 Home Value $150,000 to $199,999 | 15.9% |
| 2023 Home Value $100,000 to $149,999 | 19.5% |
| 2023 Home Value $50,000 to $99,999 | 19.3% |
| 2023 Home Value $25,000 to $49,999 | 4.2% |
| 2023 Home Value Under $25,000 | 7.1% |
| 2023 Median Home Value | $153,768 |
| 2023 Median Rent | $488 |

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| **Labor Force** | |
| 2023 Est. Labor Population Age 16 Years or Over | 175,532 |
| 2023 Est. Civilian Employed | 54.3% |
| 2023 Est. Civilian Unemployed | 2.1% |
| 2023 Est. in Armed Forces | - |
| 2023 Est. not in Labor Force | 43.6% |
| 2023 Labor Force Males | 49.3% |
| 2023 Labor Force Females | 50.7% |
| **Occupation** | |
| 2023 Occupation: Population Age 16 Years or Over | 95,272 |
| 2023 Mgmt, Business, & Financial Operations | 12.1% |
| 2023 Professional, Related | 19.3% |
| 2023 Service | 17.1% |
| 2023 Sales, Office | 20.3% |
| 2023 Farming, Fishing, Forestry | 1.1% |
| 2023 Construction, Extraction, Maintenance | 11.0% |
| 2023 Production, Transport, Material Moving | 19.0% |
| 2023 White Collar Workers | 51.8% |
| 2023 Blue Collar Workers | 48.2% |
| **Transportation to Work** | |
| 2023 Drive to Work Alone | 82.8% |
| 2023 Drive to Work in Carpool | 9.7% |
| 2023 Travel to Work by Public Transportation | 0.3% |
| 2023 Drive to Work on Motorcycle | - |
| 2023 Walk or Bicycle to Work | 1.2% |
| 2023 Other Means | 0.6% |
| 2023 Work at Home | 5.4% |
| **Travel Time** | |
| 2023 Travel to Work in 14 Minutes or Less | 29.1% |
| 2023 Travel to Work in 15 to 29 Minutes | 34.6% |
| 2023 Travel to Work in 30 to 59 Minutes | 28.1% |
| 2023 Travel to Work in 60 Minutes or More | 8.2% |
| 2023 Average Travel Time to Work | 21.7 |
| **Consumer Expenditure** | |
| 2023 Est. Total Household Expenditure | $5.38 B |
| 2023 Est. Apparel | $185.4 M |
| 2023 Est. Contributions, Gifts | $302.21 M |
| 2023 Est. Education, Reading | $161.55 M |
| 2023 Est. Entertainment | $300.72 M |
| 2023 Est. Food, Beverages, Tobacco | $830.84 M |
| 2023 Est. Furnishings, Equipment | $186.83 M |
| 2023 Est. Health Care, Insurance | $507.78 M |
| 2023 Est. Household Operations, Shelter, Utilities | $1.75 B |
| 2023 Est. Miscellaneous Expenses | $101.72 M |
| 2023 Est. Personal Care | $72.09 M |
| 2023 Est. Transportation | $979.11 M |