Community Profile

O'Reilly Auto Parts
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 45.37665
Longitude: -92.88274

	3 miles	5 miles	10 miles
Population Summary			
2010 Total Population	10,236	15,982	58,773
2020 Total Population	10,445	16,770	62,371
2020 Group Quarters	182	221	509
2022 Total Population	10,631	16,981	63,107
2022 Group Quarters	182	221	509
2027 Total Population	10,915	17,427	64,756
2022-2027 Annual Rate	0.53%	0.52%	0.52%
2022 Total Daytime Population	9,351	14,839	54,079
Workers	4,105	6,864	24,697
Residents	5,246	7,975	29,382
Household Summary			
2010 Households	4,026	6,097	21,896
2010 Average Household Size	2.46	2.55	2.65
2020 Total Households	4,150	6,482	23,887
2020 Average Household Size	2.47	2.55	2.59
2022 Households	4,182	6,531	24,186
2022 Average Household Size	2.50	2.57	2.59
2027 Households	4,288	6,704	24,901
2027 Average Household Size	2.50	2.57	2.58
2022-2027 Annual Rate	0.50%	0.52%	0.58%
2010 Families	2,766	4,389	16,176
2010 Average Family Size	2.95	3.00	3.06
2022 Families	2,848	4,666	17,519
2022 Average Family Size	2.99	3.01	3.01
2027 Families	2,929	4,799	18,033
2027 Average Family Size	2.98	3.00	2.99
2022-2027 Annual Rate	0.56%	0.56%	0.58%
Housing Unit Summary			
2000 Housing Units	3,231	4,788	17,380
Owner Occupied Housing Units	75.5%	77.1%	80.6%
Renter Occupied Housing Units	17.3%	15.1%	14.7%
Vacant Housing Units	7.2%	7.8%	4.7%
2010 Housing Units	4,407	6,702	23,537
Owner Occupied Housing Units	73.8%	76.2%	77.2%
Renter Occupied Housing Units	17.5%	14.8%	15.8%
Vacant Housing Units	8.6%	9.0%	7.0%
2020 Housing Units	4,484	6,992	25,141
Vacant Housing Units	7.4%	7.3%	5.0%
2022 Housing Units	4,550	7,092	25,584
Owner Occupied Housing Units	76.9%	79.4%	79.5%
Renter Occupied Housing Units	15.0%	12.7%	15.1%
Vacant Housing Units	8.1%	7.9%	5.5%
2027 Housing Units	4,673	7,289	26,415
Owner Occupied Housing Units	78.0%	80.3%	80.0%
Renter Occupied Housing Units	13.8%	11.6%	14.3%
Vacant Housing Units	8.2%	8.0%	5.7%
Median Household Income			
2022	$94,669	$99,447	$95,386
2027	$104,734	$106,920	$106,175
Median Home Value			
2022	$290,536	$293,970	$305,824
2027	$348,876	$349,608	$355,109
Per Capita Income			
2022	$44,875	$45,553	$44,481
2027	$52,143	$52,354	$51,158
Median Age			
2010	42.6	42.0	39.4
2022	44.3	43.4	40.7
2027	43.9	43.2	40.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Households by Income			
Household Income Base	4,182	6,531	24,186
<$15,000	3.7%	3.0%	4.1%
$15,000 - $24,999	5.3%	4.6%	4.5%
$25,000 - $34,999	4.1%	3.7%	3.6%
$35,000 - $49,999	9.1%	8.5%	8.2%
$50,000 - $74,999	14.4%	13.9%	15.6%
$75,000 - $99,999	16.0%	16.5%	16.3%
$100,000 - $149,999	29.6%	29.8%	26.3%
$150,000 - $199,999	9.2%	10.6%	12.6%
$200,000+	8.5%	9.4%	8.8%
Average Household Income	$113,495	$118,343	$116,010
2027 Households by Income			
Household Income Base	4,288	6,704	24,901
<$15,000	2.6%	2.1%	2.9%
$15,000 - $24,999	3.2%	2.8%	2.9%
$25,000 - $34,999	2.2%	2.1%	2.9%
$35,000 - $49,999	6.0%	5.9%	7.0%
$50,000 - $74,999	11.8%	11.4%	13.0%
$75,000 - $99,999	18.7%	18.1%	15.7%
$100,000 - $149,999	33.2%	33.1%	28.7%
$150,000 - $199,999	12.1%	13.6%	16.5%
$200,000+	10.2%	10.9%	10.5%
Average Household Income	$131,935	$135,888	$132,990
2022 Owner Occupied Housing Units by Value			
Total	3,499	5,632	20,328
<$50,000	2.1%	2.2%	2.4%
$50,000 - $99,999	0.9%	0.8%	0.9%
$100,000 - $149,999	2.8%	2.3%	2.1%
$150,000 - $199,999	8.7%	7.5%	7.7%
$200,000 - $249,999	19.2%	19.0%	16.8%
$250,000 - $299,999	20.0%	20.7%	18.5%
$300,000 - $399,999	27.7%	27.9%	27.3%
$400,000 - $499,999	9.3%	10.1%	12.5%
$500,000 - $749,999	6.8%	7.4%	8.9%
$750,000 - $999,999	2.2%	1.7%	2.5%
$1,000,000 - $1,499,999	0.3%	0.3%	0.4%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	$322,142	$325,564	$340,864
2027 Owner Occupied Housing Units by Value			
Total	3,643	5,856	21,119
<$50,000	0.7%	0.8%	1.4%
$50,000 - $99,999	0.1%	0.1%	0.2%
$100,000 - $149,999	0.1%	0.1%	0.5%
$150,000 - $199,999	1.6%	1.4%	2.5%
$200,000 - $249,999	8.9%	9.1%	9.0%
$250,000 - $299,999	18.9%	19.1%	16.5%
$300,000 - $399,999	40.3%	39.2%	36.1%
$400,000 - $499,999	16.0%	17.0%	19.2%
$500,000 - $749,999	10.5%	10.9%	11.7%
$750,000 - $999,999	2.7%	2.0%	2.5%
$1,000,000 - $1,499,999	0.3%	0.3%	0.4%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	$380,476	$379,066	$384,001

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Age			
Total	10,236	15,981	58,774
0 - 4	5.8%	5.6%	6.3%
5 - 9	6.3%	6.6%	7.4%
10 - 14	6.7%	7.3%	7.6%
15 - 24	10.9%	11.2%	11.7%
25 - 34	10.3%	9.9%	11.4%
35 - 44	13.5%	14.0%	14.4%
45 - 54	16.5%	17.5%	17.3%
55 - 64	12.3%	12.6%	12.3%
65 - 74	8.5%	7.9%	6.6%
75 - 84	5.5%	4.7%	3.4%
85 +	3.5%	2.6%	1.6%
18 +	76.7%	75.8%	74.0%
2022 Population by Age			
Total	10,630	16,982	63,110
0 - 4	5.1%	5.1%	5.7%
5 - 9	6.0%	6.1%	6.3%
10 - 14	6.2%	6.4%	6.7%
15 - 24	9.9%	10.2%	11.2%
25 - 34	11.4%	11.9%	12.7%
35 - 44	12.1%	12.3%	13.0%
45 - 54	12.8%	13.3%	13.5%
55 - 64	15.1%	15.4%	14.8%
65 - 74	11.5%	11.1%	10.2%
75 - 84	6.7%	5.9%	4.5%
85 +	3.2%	2.5%	1.6%
18 +	79.2%	78.9%	77.3%
2027 Population by Age			
Total	10,914	17,427	64,756
0 - 4	5.3%	5.2%	5.8%
5 - 9	5.9%	5.9%	6.3%
10 - 14	6.5%	6.5%	6.7%
15 - 24	9.5%	9.5%	10.5%
25 - 34	11.3%	11.6%	12.7%
35 - 44	13.1%	13.7%	13.9%
45 - 54	11.5%	11.8%	12.2%
55 - 64	13.4%	13.7%	13.4%
65 - 74	12.7%	12.4%	11.3%
75 - 84	7.7%	7.1%	5.8%
85 +	3.2%	2.5%	1.7%
18 +	78.7%	78.6%	77.5%
2010 Population by Sex			
Males	5,046	7,976	29,594
Females	5,190	8,006	29,179
2022 Population by Sex			
Males	5,283	8,530	31,835
Females	5,348	8,451	31,273
2027 Population by Sex			
Males	5,439	8,769	32,647
Females	5,476	8,658	32,109

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Race/Ethnicity			
Total	10,236	15,982	58,773
White Alone	96.7%	96.8%	96.2%
Black Alone	0.5%	0.4%	0.6%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	0.7%	0.8%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.3%	0.4%
Two or More Races	1.4%	1.3%	1.4%
Hispanic Origin	1.5%	1.5%	1.7%
Diversity Index	9.2	9.0	10.5
2020 Population by Race/Ethnicity			
Total	10,445	16,770	62,371
White Alone	93.3%	93.1%	91.1%
Black Alone	0.5%	0.4%	0.8%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	0.9%	1.0%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.7%	1.0%
Two or More Races	4.5%	4.5%	5.1%
Hispanic Origin	2.1%	2.2%	2.9%
Diversity Index	16.4	16.7	21.4
2022 Population by Race/Ethnicity			
Total	10,631	16,980	63,107
White Alone	93.0%	92.8%	90.7%
Black Alone	0.5%	0.4%	0.8%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	0.9%	1.0%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.7%	1.0%
Two or More Races	4.7%	4.7%	5.4%
Hispanic Origin	2.1%	2.2%	3.0%
Diversity Index	16.8	17.3	22.1
2027 Population by Race/Ethnicity			
Total	10,915	17,426	64,757
White Alone	92.1%	91.9%	89.7%
Black Alone	0.5%	0.4%	0.9%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	1.0%	1.1%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	0.9%	1.1%
Two or More Races	5.4%	5.4%	6.1%
Hispanic Origin	2.2%	2.3%	3.1%
Diversity Index	18.4	19.0	23.8
2010 Population by Relationship and Household Type			
Total	10,236	15,983	58,773
In Households	96.7%	97.4%	98.9%
In Family Households	82.0%	84.5%	86.6%
Householder	27.1%	27.5%	27.5%
Spouse	22.2%	23.0%	22.5%
Child	29.1%	30.4%	32.4%
Other relative	1.5%	1.5%	1.9%
Nonrelative	2.2%	2.1%	2.2%
In Nonfamily Households	14.8%	13.0%	12.3%
In Group Quarters	3.3%	2.6%	1.1%
Institutionalized Population	1.3%	0.9%	0.5%
Noninstitutionalized Population	2.0%	1.6%	0.6%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Population 25+ by Educational Attainment			
Total	7,731	12,277	44,237
Less than 9th Grade	0.4%	0.5%	1.0%
9th - 12th Grade, No Diploma	3.6%	3.6%	3.5%
High School Graduate	27.5%	27.6%	27.5%
GED/Alternative Credential	1.8%	2.0%	3.0%
Some College, No Degree	21.8%	21.9%	22.1%
Associate Degree	15.7%	15.3%	14.2%
Bachelor's Degree	20.3%	20.4%	20.4%
Graduate/Professional Degree	8.8%	8.6%	8.2%
2022 Population 15+ by Marital Status			
Total	8,787	14,010	51,330
Never Married	23.5%	24.7%	26.4%
Married	59.1%	59.6%	58.5%
Widowed	7.9%	6.8%	5.8%
Divorced	9.5%	8.9%	9.3%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,533	9,236	34,777
Population 16+ Employed	98.4%	98.4%	98.1%
Population 16+ Unemployment rate	1.7%	1.6%	1.9%
Population 16-24 Employed	12.1%	12.2%	13.5%
Population 16-24 Unemployment rate	1.9%	1.9%	2.1%
Population 25-54 Employed	61.6%	61.6%	62.7%
Population 25-54 Unemployment rate	2.2%	2.0%	2.2%
Population 55-64 Employed	21.4%	21.5%	19.5%
Population 55-64 Unemployment rate	0.3%	0.4%	1.4%
Population 65+ Employed	4.9%	4.7%	4.3%
Population 65+ Unemployment rate	0.0%	0.0%	0.0%
2022 Employed Population 16+ by Industry			
Total	5,442	9,092	34,112
Agriculture/Mining	0.9%	0.9%	0.8%
Construction	10.4%	11.3%	11.7%
Manufacturing	13.4%	14.2%	13.8%
Wholesale Trade	1.7%	1.8%	2.1%
Retail Trade	9.7%	9.5%	10.6%
Transportation/Utilities	4.1%	4.2%	5.3%
Information	1.0%	0.9%	1.0%
Finance/Insurance/Real Estate	5.2%	5.1%	5.4%
Services	47.0%	46.1%	44.4%
Public Administration	6.6%	6.0%	5.0%
2022 Employed Population 16+ by Occupation			
Total	5,441	9,094	34,110
White Collar	64.0%	63.4%	60.4%
Management/Business/Financial	16.8%	17.6%	17.9%
Professional	27.5%	26.3%	22.9%
Sales	8.6%	8.6%	8.7%
Administrative Support	11.1%	10.9%	10.9%
Services	15.8%	14.8%	14.3%
Blue Collar	20.2%	21.8%	25.2%
Farming/Forestry/Fishing	0.5%	0.6%	0.4%
Construction/Extraction	6.2%	7.0%	8.1%
Installation/Maintenance/Repair	4.0%	3.8%	3.8%
Production	3.4%	4.2%	5.9%
Transportation/Material Moving	6.0%	6.3%	7.0%

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2010 Households by Type			
Total	4,027	6,096	21,896
Households with 1 Person	26.2%	23.1%	20.5%
Households with 2+ People	73.8%	76.9%	79.5%
Family Households	68.7%	72.0%	73.9%
Husband-wife Families	56.2%	60.2%	60.4%
With Related Children	22.9%	25.3%	27.2%
Other Family (No Spouse Present)	12.5%	11.8%	13.5%
Other Family with Male Householder	4.3%	4.3%	5.0%
With Related Children	2.9%	2.9%	3.2%
Other Family with Female Householder	8.2%	7.4%	8.5%
With Related Children	5.6%	5.0%	5.9%
Nonfamily Households	5.1%	4.9%	5.6%
All Households with Children	31.8%	33.6%	36.7%
Multigenerational Households	1.7%	2.0%	2.5%
Unmarried Partner Households	6.4%	6.3%	7.1%
Male-female	6.1%	5.9%	6.6%
Same-sex	0.3%	0.4%	0.5%
2010 Households by Size			
Total	4,025	6,095	21,897
1 Person Household	26.2%	23.1%	20.5%
2 Person Household	37.0%	37.1%	35.9%
3 Person Household	14.7%	15.2%	16.5%
4 Person Household	13.7%	15.0%	16.9%
5 Person Household	5.9%	6.5%	6.8%
6 Person Household	1.9%	2.2%	2.3%
7 + Person Household	0.7%	0.8%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	4,026	6,097	21,896
Owner Occupied	80.8%	83.8%	83.0%
Owned with a Mortgage/Loan	61.2%	64.6%	66.3%
Owned Free and Clear	19.6%	19.2%	16.7%
Renter Occupied	19.2%	16.2%	17.0%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	139	145	135
Percent of Income for Mortgage	16.2%	15.6%	16.9%
Wealth Index	119	127	120
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,407	6,702	23,537
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	74.7%	63.8%	57.5%
Rural Housing Units	25.2%	36.2%	42.5%
2010 Population By Urban/ Rural Status			
Total Population	10,236	15,982	58,773
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	70.1%	58.9%	55.0%
Rural Population	29.9%	41.1%	45.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
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Top 3 Tapestry Segments			
1.	Middleburg (4C)	Green Acres (6A)	Green Acres (6A)
2.	Green Acres (6A)	Middleburg (4C)	Workday Drive (4A)
3.	Salt of the Earth (6B)	Salt of the Earth (6B)	Middleburg (4C)
2022 Consumer Spending			
Apparel & Services: Total $	$10,700,274	$17,400,361	$63,739,660
Average Spent	$2,558.65	$2,664.27	$2,635.39
Spending Potential Index	106	111	109
Education: Total $	$8,131,370	$13,347,885	$49,448,985
Average Spent	$1,944.37	$2,043.77	$2,044.53
Spending Potential Index	99	104	104
Entertainment/Recreation: Total $	$16,984,944	$27,602,088	$98,812,520
Average Spent	$4,061.44	$4,226.32	$4,085.53
Spending Potential Index	111	115	111
Food at Home: Total $	$27,844,739	$45,036,363	$162,269,047
Average Spent	$6,658.24	$6,895.78	$6,709.21
Spending Potential Index	108	111	108
Food Away from Home: Total $	$19,094,591	$31,011,258	$113,710,647
Average Spent	$4,565.90	$4,748.32	$4,701.51
Spending Potential Index	106	110	109
Health Care: Total $	$33,912,426	$54,861,418	$193,425,330
Average Spent	$8,109.14	$8,400.16	$7,997.41
Spending Potential Index	114	119	113
HH Furnishings & Equipment: Total $	$11,813,595	$19,270,797	$70,088,486
Average Spent	$2,824.87	$2,950.67	$2,897.89
Spending Potential Index	110	115	113
Personal Care Products & Services: Total $	$4,618,522	$7,497,152	$27,226,109
Average Spent	$1,104.38	$1,147.93	$1,125.70
Spending Potential Index	108	113	110
Shelter: Total $	$99,549,550	$161,347,754	$591,002,590
Average Spent	$23,804.29	$24,704.91	$24,435.73
Spending Potential Index	104	108	107
Support Payments/Cash Contributions/Gifts in Kind: Total $	$12,786,400	$20,767,453	$75,409,526
Average Spent	$3,057.48	$3,179.83	$3,117.90
Spending Potential Index	113	117	115
Travel: Total $	$13,163,452	$21,508,189	$78,288,491
Average Spent	$3,147.65	$3,293.25	$3,236.93
Spending Potential Index	110	115	113
Vehicle Maintenance & Repairs: Total $	$5,839,587	$9,453,826	$34,111,578
Average Spent	$1,396.36	$1,447.53	$1,410.39
Spending Potential Index	111	115	112

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.
Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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