

# Complete Profile

2010-2020 Census, 2022 Estimates with 2027 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 30.3393/-95.6945

Montgomery Retail Trade Area		Trade Area
77316 + 77356		
<b>Population</b>		
Estimated Population (2022)	67,337	
Projected Population (2027)	77,524	
Census Population (2020)	62,267	
Census Population (2010)	40,713	
Projected Annual Growth (2022-2027)	10,187	3.0%
Historical Annual Growth (2020-2022)	5,070	4.1%
Historical Annual Growth (2010-2020)	21,553	5.3%
Estimated Population Density (2022)	245	psm
Trade Area Size	274.9	sq mi
<b>Households</b>		
Estimated Households (2022)	25,613	
Projected Households (2027)	30,141	
Census Households (2020)	23,592	
Census Households (2010)	15,772	
Projected Annual Growth (2022-2027)	4,528	3.5%
Historical Annual Change (2010-2022)	9,841	5.2%
<b>Average Household Income</b>		
Estimated Average Household Income (2022)	\$112,219	
Projected Average Household Income (2027)	\$111,740	
Census Average Household Income (2010)	\$91,258	
Census Average Household Income (2000)	\$77,776	
Projected Annual Change (2022-2027)	-\$479	-
Historical Annual Change (2000-2022)	\$34,443	2.0%
<b>Median Household Income</b>		
Estimated Median Household Income (2022)	\$102,484	
Projected Median Household Income (2027)	\$120,131	
Census Median Household Income (2010)	\$72,775	
Census Median Household Income (2000)	\$57,001	
Projected Annual Change (2022-2027)	\$17,647	3.4%
Historical Annual Change (2000-2022)	\$45,483	3.6%
<b>Per Capita Income</b>		
Estimated Per Capita Income (2022)	\$42,691	
Projected Per Capita Income (2027)	\$43,449	
Census Per Capita Income (2010)	\$35,369	
Census Per Capita Income (2000)	\$30,729	
Projected Annual Change (2022-2027)	\$758	0.4%
Historical Annual Change (2000-2022)	\$11,962	1.8%
Estimated Average Household Net Worth (2022)	\$939,409	

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<b>Race and Ethnicity</b>		
Total Population (2022)	67,337	
White (2022)	55,987	83.1%
Black or African American (2022)	2,516	3.7%
American Indian or Alaska Native (2022)	347	0.5%
Asian (2022)	1,016	1.5%
Hawaiian or Pacific Islander (2022)	51	-
Other Race (2022)	2,348	3.5%
Two or More Races (2022)	5,073	7.5%
Population < 18 (2022)	15,204	22.6%
White Not Hispanic	10,961	72.1%
Black or African American	532	3.5%
Asian	190	1.2%
Other Race Not Hispanic	553	3.6%
Hispanic	2,968	19.5%
Not Hispanic or Latino Population (2022)	58,066	86.2%
Not Hispanic White	50,450	86.9%
Not Hispanic Black or African American	2,385	4.1%
Not Hispanic American Indian or Alaska Native	230	0.4%
Not Hispanic Asian	977	1.7%
Not Hispanic Hawaiian or Pacific Islander	26	-
Not Hispanic Other Race	244	0.4%
Not Hispanic Two or More Races	3,754	6.5%
Hispanic or Latino Population (2022)	9,271	13.8%
Hispanic White	5,537	59.7%
Hispanic Black or African American	131	1.4%
Hispanic American Indian or Alaska Native	117	1.3%
Hispanic Asian	39	0.4%
Hispanic Hawaiian or Pacific Islander	25	0.3%
Hispanic Other Race	2,104	22.7%
Hispanic Two or More Races	1,318	14.2%
Not Hispanic or Latino Population (2020)	54,916	88.2%
Hispanic or Latino Population (2020)	7,351	11.8%
Not Hispanic or Latino Population (2010)	37,282	91.6%
Hispanic or Latino Population (2010)	3,432	8.4%
Not Hispanic or Latino Population (2027)	66,778	86.1%
Hispanic or Latino Population (2027)	10,746	13.9%
Projected Annual Growth (2022-2027)	1,475	3.2%
Historical Annual Growth (2010-2020)	3,919	11.4%

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<b>Total Age Distribution (2022)</b>			
Total Population		67,337	
Age Under 5 Years		3,037	4.5%
Age 5 to 9 Years		4,317	6.4%
Age 10 to 14 Years		4,887	7.3%
Age 15 to 19 Years		4,208	6.2%
Age 20 to 24 Years		2,579	3.8%
Age 25 to 29 Years		2,671	4.0%
Age 30 to 34 Years		3,441	5.1%
Age 35 to 39 Years		4,305	6.4%
Age 40 to 44 Years		4,323	6.4%
Age 45 to 49 Years		4,427	6.6%
Age 50 to 54 Years		4,661	6.9%
Age 55 to 59 Years		4,856	7.2%
Age 60 to 64 Years		5,808	8.6%
Age 65 to 69 Years		5,171	7.7%
Age 70 to 74 Years		4,279	6.4%
Age 75 to 79 Years		2,354	3.5%
Age 80 to 84 Years		1,206	1.8%
Age 85 Years or Over		807	1.2%
Median Age		44.0	
Age 19 Years or Less		16,449	24.4%
Age 20 to 64 Years		37,070	55.1%
Age 65 Years or Over		13,818	20.5%
<b>Female Age Distribution (2022)</b>			
Female Population		33,630	49.9%
Age Under 5 Years		1,480	4.4%
Age 5 to 9 Years		2,126	6.3%
Age 10 to 14 Years		2,342	7.0%
Age 15 to 19 Years		2,024	6.0%
Age 20 to 24 Years		1,273	3.8%
Age 25 to 29 Years		1,364	4.1%
Age 30 to 34 Years		1,703	5.1%
Age 35 to 39 Years		2,253	6.7%
Age 40 to 44 Years		2,264	6.7%
Age 45 to 49 Years		2,268	6.7%
Age 50 to 54 Years		2,255	6.7%
Age 55 to 59 Years		2,544	7.6%
Age 60 to 64 Years		2,896	8.6%
Age 65 to 69 Years		2,681	8.0%
Age 70 to 74 Years		1,993	5.9%
Age 75 to 79 Years		1,117	3.3%
Age 80 to 84 Years		582	1.7%
Age 85 Years or Over		466	1.4%
Female Median Age		44.2	
Age 19 Years or Less		7,972	23.7%
Age 20 to 64 Years		18,819	56.0%
Age 65 Years or Over		6,838	20.3%

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<b>Male Age Distribution (2022)</b>		
Male Population		33,707 50.1%
Age Under 5 Years		1,556 4.6%
Age 5 to 9 Years		2,191 6.5%
Age 10 to 14 Years		2,545 7.6%
Age 15 to 19 Years		2,184 6.5%
Age 20 to 24 Years		1,306 3.9%
Age 25 to 29 Years		1,307 3.9%
Age 30 to 34 Years		1,739 5.2%
Age 35 to 39 Years		2,052 6.1%
Age 40 to 44 Years		2,059 6.1%
Age 45 to 49 Years		2,158 6.4%
Age 50 to 54 Years		2,406 7.1%
Age 55 to 59 Years		2,312 6.9%
Age 60 to 64 Years		2,912 8.6%
Age 65 to 69 Years		2,490 7.4%
Age 70 to 74 Years		2,286 6.8%
Age 75 to 79 Years		1,237 3.7%
Age 80 to 84 Years		625 1.9%
Age 85 Years or Over		341 1.0%
Male Median Age		43.9
Age 19 Years or Less		8,476 25.1%
Age 20 to 64 Years		18,252 54.1%
Age 65 Years or Over		6,979 20.7%
<b>Males per 100 Females (2022)</b>		
Overall Comparison		100
Age Under 5 Years		105 51.3%
Age 5 to 9 Years		103 50.8%
Age 10 to 14 Years		109 52.1%
Age 15 to 19 Years		108 51.9%
Age 20 to 24 Years		103 50.6%
Age 25 to 29 Years		96 48.9%
Age 30 to 34 Years		102 50.5%
Age 35 to 39 Years		91 47.7%
Age 40 to 44 Years		91 47.6%
Age 45 to 49 Years		95 48.8%
Age 50 to 54 Years		107 51.6%
Age 55 to 59 Years		91 47.6%
Age 60 to 64 Years		101 50.1%
Age 65 to 69 Years		93 48.2%
Age 70 to 74 Years		115 53.4%
Age 75 to 79 Years		111 52.6%
Age 80 to 84 Years		107 51.8%
Age 85 Years or Over		73 42.3%
Age 19 Years or Less		106 51.5%
Age 20 to 39 Years		97 49.3%
Age 40 to 64 Years		97 49.2%
Age 65 Years or Over		102 50.5%

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<b>Household Type (2022)</b>		
Total Households		25,613
Households with Children		8,025 31.3%
Average Household Size		2.6
Household Density per Square Mile		93
Population Family		60,487 89.8%
Population Non-Family		6,796 10.1%
Population Group Quarters		54 -
Family Households		20,027 78.2%
Married Couple Households		17,032 85.0%
Other Family Households with Children		2,996 15.0%
Family Households with Children		8,012 40.0%
Married Couple with Children		6,123 76.4%
Other Family Households with Children		1,888 23.6%
Family Households No Children		12,016 60.0%
Married Couple No Children		10,908 90.8%
Other Family Households No Children		1,107 9.2%
Non-Family Households		5,586 21.8%
Non-Family Households with Children		13 0.2%
Non-Family Households No Children		5,573 99.8%
Average Family Household Size		3.0
Average Family Income		\$129,339
Median Family Income		\$124,029
Average Non-Family Household Size		1.2
<b>Marital Status (2022)</b>		
Population Age 15 Years or Over		55,096
Never Married		11,718 21.3%
Currently Married		35,044 63.6%
Previously Married		8,334 15.1%
Separated		1,501 18.0%
Widowed		2,290 27.5%
Divorced		4,543 54.5%
<b>Educational Attainment (2022)</b>		
Adult Population Age 25 Years or Over		48,309
Elementary (Grade Level 0 to 8)		714 1.5%
Some High School (Grade Level 9 to 11)		1,609 3.3%
High School Graduate		11,218 23.2%
Some College		11,786 24.4%
Associate Degree Only		3,488 7.2%
Bachelor Degree Only		13,928 28.8%
Graduate Degree		5,567 11.5%
Any College (Some College or Higher)		34,768 72.0%
College Degree + (Bachelor Degree or Higher)		19,495 40.4%

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<b>Housing</b>			
Total Housing Units (2022)		29,612	
Total Housing Units (2020)		26,978	
Historical Annual Growth (2020-2022)		2,633	-
Housing Units Occupied (2022)		25,613	86.5%
Housing Units Owner-Occupied		21,475	83.8%
Housing Units Renter-Occupied		4,138	16.2%
Housing Units Vacant (2022)		3,998	13.5%
<b>Household Size (2022)</b>			
Total Households		25,613	
1 Person Households		4,678	18.3%
2 Person Households		10,849	42.4%
3 Person Households		4,056	15.8%
4 Person Households		3,704	14.5%
5 Person Households		1,595	6.2%
6 Person Households		512	2.0%
7 or More Person Households		219	0.9%
<b>Household Income Distribution (2022)</b>			
HH Income \$200,000 or More		4,702	18.4%
HH Income \$150,000 to \$199,999		3,210	12.5%
HH Income \$125,000 to \$149,999		2,277	8.9%
HH Income \$100,000 to \$124,999		2,588	10.1%
HH Income \$75,000 to \$99,999		3,511	13.7%
HH Income \$50,000 to \$74,999		3,559	13.9%
HH Income \$35,000 to \$49,999		1,992	7.8%
HH Income \$25,000 to \$34,999		1,029	4.0%
HH Income \$15,000 to \$24,999		1,137	4.4%
HH Income \$10,000 to \$14,999		539	2.1%
HH Income Under \$10,000		1,070	4.2%
<b>Household Vehicles (2022)</b>			
Households 0 Vehicles Available		768	3.0%
Households 1 Vehicle Available		5,911	23.1%
Households 2 Vehicles Available		12,313	48.1%
Households 3 or More Vehicles Available		6,622	25.9%
Total Vehicles Available		53,260	
Average Vehicles per Household		2.1	
Owner-Occupied Household Vehicles		46,836	87.9%
Average Vehicles per Owner-Occupied Household		2.2	
Renter-Occupied Household Vehicles		6,424	12.1%
Average Vehicles per Renter-Occupied Household		1.6	
<b>Travel Time (2022)</b>			
Worker Base Age 16 years or Over		33,042	
Travel to Work in 14 Minutes or Less		4,072	12.3%
Travel to Work in 15 to 29 Minutes		7,591	23.0%
Travel to Work in 30 to 59 Minutes		9,584	29.0%
Travel to Work in 60 Minutes or More		6,762	20.5%
Work at Home		5,034	15.2%
Average Minutes Travel to Work		33.5	

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<b>Transportation To Work (2022)</b>		
Worker Base Age 16 years or Over		33,042
Drive to Work Alone		24,747 74.9%
Drive to Work in Carpool		2,239 6.8%
Travel to Work by Public Transportation		510 1.5%
Drive to Work on Motorcycle		10 -
Bicycle to Work		19 -
Walk to Work		86 0.3%
Other Means		398 1.2%
Work at Home		5,034 15.2%
<b>Daytime Demographics (2022)</b>		
Total Businesses		2,444
Total Employees		14,158
Company Headquarter Businesses		44 1.8%
Company Headquarter Employees		1,399 9.9%
Employee Population per Business		5.8 to 1
Residential Population per Business		27.6 to 1
Adj. Daytime Demographics Age 16 Years or Over		35,215
<b>Labor Force</b>		
Labor Population Age 16 Years or Over (2022)		54,099
Labor Force Total Males (2022)		26,905 49.7%
Male Civilian Employed		18,085 67.2%
Male Civilian Unemployed		924 3.4%
Males in Armed Forces		- -
Males Not in Labor Force		7,896 29.3%
Labor Force Total Females (2022)		27,194 50.3%
Female Civilian Employed		14,957 55.0%
Female Civilian Unemployed		617 2.3%
Females in Armed Forces		- -
Females Not in Labor Force		11,619 42.7%
Unemployment Rate		1,541 2.8%
<b>Occupation (2022)</b>		
Occupation Population Age 16 Years or Over		33,042
Occupation Total Males		18,085 54.7%
Occupation Total Females		14,957 45.3%
Management, Business, Financial Operations		8,013 24.2%
Professional, Related		8,860 26.8%
Service		3,586 10.9%
Sales, Office		6,913 20.9%
Farming, Fishing, Forestry		8 -
Construction, Extraction, Maintenance		2,642 8.0%
Production, Transport, Material Moving		3,020 9.1%
White Collar Workers		23,786 72.0%
Blue Collar Workers		9,256 28.0%

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<b>Units In Structure (2022)</b>		
Total Units		25,613
1 Detached Unit		20,508 80.1%
1 Attached Unit		707 2.8%
2 Units		24 -
3 to 4 Units		108 0.4%
5 to 9 Units		280 1.1%
10 to 19 Units		563 2.2%
20 to 49 Units		504 2.0%
50 or More Units		442 1.7%
Mobile Home or Trailer		2,324 9.1%
Other Structure		153 0.6%
<b>Homes Built By Year (2022)</b>		
Homes Built 2020 or later		563 1.9%
Homes Built 2010 to 2019		8,354 28.2%
Homes Built 2000 to 2009		7,780 26.3%
Homes Built 1990 to 1999		3,632 12.3%
Homes Built 1980 to 1989		2,551 8.6%
Homes Built 1970 to 1979		1,669 5.6%
Homes Built 1960 to 1969		532 1.8%
Homes Built 1950 to 1959		177 0.6%
Homes Built 1940 to 1949		144 0.5%
Homes Built Before 1939		212 0.7%
Median Age of Homes		23.8 yrs
<b>Home Values (2022)</b>		
Owner Specified Housing Units		21,475
Home Values \$1,000,000 or More		827 3.9%
Home Values \$750,000 to \$999,999		892 4.2%
Home Values \$500,000 to \$749,999		3,598 16.8%
Home Values \$400,000 to \$499,999		3,040 14.2%
Home Values \$300,000 to \$399,999		4,715 22.0%
Home Values \$250,000 to \$299,999		2,340 10.9%
Home Values \$200,000 to \$249,999		2,176 10.1%
Home Values \$175,000 to \$199,999		572 2.7%
Home Values \$150,000 to \$174,999		825 3.8%
Home Values \$125,000 to \$149,999		240 1.1%
Home Values \$100,000 to \$124,999		561 2.6%
Home Values \$90,000 to \$99,999		224 1.0%
Home Values \$80,000 to \$89,999		248 1.2%
Home Values \$70,000 to \$79,999		154 0.7%
Home Values \$60,000 to \$69,999		197 0.9%
Home Values \$50,000 to \$59,999		79 0.4%
Home Values \$35,000 to \$49,999		116 0.5%
Home Values \$25,000 to \$34,999		102 0.5%
Home Values \$10,000 to \$24,999		185 0.9%
Home Values Under \$10,000		383 1.8%
Owner-Occupied Median Home Value		\$350,204
Renter-Occupied Median Rent		\$1,171



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<b>Total Annual Consumer Expenditure (2022)</b>		
Total Household Expenditure		\$1.95 B
Total Non-Retail Expenditure		\$1.03 B
Total Retail Expenditure		\$916.9 M
Apparel		\$69.81 M
Contributions		\$68.76 M
Education		\$65.84 M
Entertainment		\$113.78 M
Food and Beverages		\$281.96 M
Furnishings and Equipment		\$70.4 M
Gifts		\$52.16 M
Health Care		\$160.98 M
Household Operations		\$78.61 M
Miscellaneous Expenses		\$37.22 M
Personal Care		\$26.18 M
Personal Insurance		\$14.93 M
Reading		\$4.33 M
Shelter		\$407.04 M
Tobacco		\$10.09 M
Transportation		\$352.73 M
Utilities		\$135.86 M
<b>Monthly Household Consumer Expenditure (2022)</b>		
Total Household Expenditure		\$6,346
Total Non-Retail Expenditure		\$3,363 53.0%
Total Retail Expenditures		\$2,983 47.0%
Apparel		\$227 3.6%
Contributions		\$224 3.5%
Education		\$214 3.4%
Entertainment		\$370 5.8%
Food and Beverages		\$917 14.5%
Furnishings and Equipment		\$229 3.6%
Gifts		\$170 2.7%
Health Care		\$524 8.3%
Household Operations		\$256 4.0%
Miscellaneous Expenses		\$121 1.9%
Personal Care		\$85 1.3%
Personal Insurance		\$49 0.8%
Reading		\$14 0.2%
Shelter		\$1,324 20.9%
Tobacco		\$33 0.5%
Transportation		\$1,148 18.1%
Utilities		\$442 7.0%

