Community Profile

Shadow Lake Towne Center
7775 Olson Dr, Papillion, Nebraska, 68046
Rings: 1, 3, 5 mile radii

Population Summary	1 mile	3 miles	5 miles
2010 Total Population	6,657	35,966	106,778
2020 Total Population	8,779	43,441	123,613
2020 Group Quarters	261	503	664
2026 Total Population	9,293	48,031	132,780
2026 Group Quarters	239	457	605
2031 Total Population	9,747	50,184	139,307
2026-2031 Annual Rate	0.96%	0.88%	0.96%
2026 Total Daytime Population	8,417	35,121	99,416
Workers	4,017	13,048	39,525
Residents	4,400	22,073	59,891

Household Summary			
2010 Total Households	2,528	12,383	39,983
2010 Average Household Size	2.52	2.86	2.65
2020 Total Households	3,402	15,385	46,920
2020 Average Household Size	2.50	2.79	2.62
2026 Total Households	3,811	17,522	51,550
2026 Average Household Size	2.38	2.72	2.56
2031 Total Households	4,056	18,535	54,593
2031 Average Household Size	2.34	2.68	2.54
2026-2031 Annual Rate	1.25%	1.13%	1.15%
2026 Families	2,425	12,937	34,796
2026 Average Family Size	3.00	3.20	3.13
2031 Families	2,569	13,635	36,752
2031 Average Family Size	2.97	3.17	3.10
2026-2031 Growth Rate	1.16%	1.06%	1.10%

Median Household Income			
2026	$93,652	$122,325	$100,613
2031	$109,387	$135,724	$112,298

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	1 mile	3 miles	5 miles
2026	$48,141	$51,471	$46,535
2031	$54,091	$57,419	$52,371

2026 Households by Income			
Household Income Base	3,809	17,523	51,549
<$10,000	5.6%	2.1%	3.0%
$10,000-14,999	2.5%	1.5%	1.4%
$15,000-19,999	1.9%	1.9%	1.8%
$20,000-24,999	1.9%	1.1%	1.7%
$25,000-29,999	1.9%	1.2%	2.3%
$30,000-34,999	1.4%	1.2%	2.0%
$35,000-39,999	3.7%	2.2%	2.9%
$40,000-44,999	4.2%	2.7%	3.1%
$45,000-49,999	3.2%	2.2%	3.1%
$50,000-59,999	4.7%	4.3%	6.0%
$60,000-74,999	9.0%	7.7%	9.5%
$75000-99999	12.6%	11.5%	12.9%
$100,000-124,999	8.1%	11.4%	12.8%
$125,000-149,999	8.7%	11.6%	10.9%
$150000-199999	15.6%	19.4%	14.4%
$200,000-249,999	8.5%	9.5%	6.6%
$250,000-299,999	2.7%	3.2%	2.2%
$300,000-399,999	1.6%	2.1%	1.5%
$400,000-499,999	0.8%	0.9%	0.6%
$500,000+	1.4%	2.1%	1.6%
Average Household Income	$118,519	$140,305	$119,620

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	84	117	105
Percent of Income for Mortgage	24.0%	17.2%	19.1%
Wealth Index	84	115	92

Median Home Value			
2026	$382,227	$357,416	$326,731
2031	$431,631	$382,208	$368,677

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	2,056	12,949	33,268
<$50,000	0.6%	0.5%	1.4%
$50,000 - $99,999	0.0%	0.0%	0.5%
$100,000 - $149,999	0.1%	0.3%	2.5%
$150,000 - $199,999	3.0%	2.3%	7.2%
$200,000 - $249,999	11.0%	7.3%	12.8%
$250,000 - $299,999	18.5%	16.3%	17.6%
$300,000 - $399,999	20.5%	40.6%	30.0%
$400,000 - $499,999	24.6%	23.6%	19.0%
$500,000 - $749,999	21.4%	8.6%	7.1%
$750,000 - $999,999	0.3%	0.3%	1.3%
$1,000,000 - $1,499,999	0.0%	0.0%	0.1%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.1%	0.6%
Average Home Value	$400,293	$374,255	$353,735

Housing Unit Summary			
2010 Total Housing Units	2,741	12,917	42,468
Owner Occupied Housing Units	53.2%	77.9%	66.3%
Renter Occupied Housing Units	46.8%	22.1%	33.7%
Vacant Housing Units	7.8%	4.1%	5.8%
2020 Housing Units	3,517	15,857	48,707
Owner Occupied Housing Units	54.1%	73.9%	63.8%
Renter Occupied Housing Units	45.9%	26.1%	36.2%
Vacant Housing Units	3.2%	3.0%	3.7%
2026 Housing Units	3,910	17,908	53,327
Owner Occupied Housing Units	54.0%	73.9%	64.5%
Renter Occupied Housing Units	46.0%	26.1%	35.5%
Vacant Housing Units	2.5%	2.2%	3.3%
2031 Total Housing Units	4,188	19,098	56,569
Owner Occupied Housing Units	54.9%	74.4%	64.8%
Renter Occupied Housing Units	45.1%	25.6%	35.2%
Vacant Housing Units	3.1%	3.0%	3.5%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Population by Sex	1 mile	3 miles	5 miles
Males	4,610	23,950	66,475
Females	4,683	24,081	66,305

Median Age			
2010	32.8	34.8	33.2
2020	36.1	37.0	35.3
2026	36.7	37.8	36.3
2031	37.0	38.2	37.2

2026 Population by Age			
Total	9,291	48,030	132,782
0 - 4	6.2%	6.1%	6.4%
5 - 9	6.1%	6.6%	6.7%
10 - 14	7.0%	7.3%	6.9%
15 - 24	14.9%	14.6%	13.8%
25 - 34	13.6%	11.9%	14.3%
35 - 44	13.9%	13.6%	14.1%
45 - 54	11.6%	12.9%	12.0%
55 - 64	10.3%	11.4%	10.8%
65 - 74	8.0%	8.9%	9.0%
75 - 84	5.6%	5.0%	4.7%
85 +	2.1%	1.6%	1.4%
18 +	76.5%	75.4%	75.7%

2026 Population 15+ by Marital Status			
Total	7,500	38,439	106,160
Never Married	25.0%	25.5%	29.6%
Married	58.6%	62.8%	57.7%
Widowed	5.7%	3.6%	3.5%
Divorced	10.7%	8.1%	9.2%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	6,116	31,422	87,780
Less than 9th Grade	1.4%	1.4%	2.0%
9th - 12th Grade, No Diploma	1.9%	1.4%	2.1%
High School Graduate	18.0%	16.0%	19.9%
GED/Alternative Credential	1.4%	1.5%	2.0%
Some College, No Degree	17.8%	16.5%	18.5%
Associate Degree	9.4%	11.6%	12.4%
Bachelor's Degree	30.6%	30.3%	26.5%
Graduate/Professional Degree	19.5%	21.3%	16.6%

2020 Population by Race/Ethnicity			
Total	8,779	43,441	123,613
White Alone	81.8%	82.9%	77.2%
Black Alone	5.1%	3.4%	4.6%
American Indian Alone	0.4%	0.5%	0.6%
Asian Alone	1.9%	2.5%	2.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.5%	2.3%	4.8%
Two or More Races	2.5%	2.3%	4.8%
Hispanic Origin	7.8%	7.8%	13.1%
Diversity Index	41.8	40.3	52.7

2026 Population by Race/Ethnicity			
Total	9,294	48,032	132,779
White Alone	79.1%	80.0%	74.3%
Black Alone	6.0%	4.1%	5.2%
American Indian Alone	0.5%	0.5%	0.6%
Asian Alone	2.2%	3.0%	3.0%
Pacific Islander Alone	0.1%	0.1%	0.2%
Some Other Race Alone	3.0%	2.7%	5.6%
Two or More Races	9.1%	9.6%	11.1%
Hispanic Origin	9.8%	9.6%	15.2%
Diversity Index	47.3	46.1	57.6

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	4,852	26,101	73,242
White Collar	65.2%	68.0%	63.2%
Management/Business/Financial	13.4%	18.4%	17.4%
Professional	31.8%	30.6%	27.1%
Sales	7.8%	7.4%	7.4%
Administrative Support	12.2%	11.6%	11.4%
Services	19.1%	15.8%	16.7%

2026 Employed Pop 16+ by Occupation			
Total	4,852	26,101	73,242
Blue Collar	15.7%	16.2%	20.1%
Farming/Forestry/Fishing	0.1%	0.0%	0.1%
Construction/Extraction	3.2%	3.2%	5.0%
Installation/Maintenance/Repair	3.4%	4.1%	4.0%
Production	4.0%	3.2%	4.1%
Transportation/Material Moving	5.1%	5.7%	6.9%
White Collar	65.2%	68.0%	63.2%
Management/Business/Financial	13.4%	18.4%	17.4%
Professional	31.8%	30.6%	27.1%
Sales	7.8%	7.4%	7.4%
Administrative Support	12.2%	11.6%	11.4%
Services	19.1%	15.8%	16.7%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,852	26,101	73,242
Population 16+ Employed	97.5%	97.4%	96.8%
Population 16+ Unemployment rate	2.5%	2.6%	3.2%
Population 16-24 Employed	17.2%	15.8%	14.8%
Population 16-24 Unemployment rate	3.8%	4.9%	6.1%
Population 25-54 Employed	63.0%	60.6%	61.0%
Population 25-54 Unemployment rate	2.3%	2.3%	2.8%
Population 55-64 Employed	14%	15%	15%
Population 55-64 Unemployment rate	2.0%	2.5%	2.8%
Population 65+ Employed	3%	6%	6%
Population 65+ Unemployment rate	0.0%	0.0%	1.2%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Population 16+ by Industry	1 mile	3 miles	5 miles
Total	4,733	25,421	70,870
Agriculture/Mining	0.5%	0.5%	0.7%
Construction	7.2%	8.2%	8.9%
Manufacturing	3.0%	4.6%	6.2%
Wholesale Trade	0.8%	1.9%	1.5%
Retail Trade	13.3%	10.6%	9.8%
Transportation/Utilities	4.7%	4.8%	5.8%
Information	2%	3%	2%
Finance/Insurance/Real Estate	10.1%	9.7%	10.4%
Services	53.5%	51.7%	49.8%
Public Administration	4.4%	5.4%	4.7%

2026 Consumer Spending			
Apparel & Services: Total $	$9,665,773	$51,018,872	$130,150,351
Average Spent	$2,536.28	$2,911.70	$2,524.74
Spending Potential Index	99	114	99
Education: Total $	$7,214,339	$40,580,087	$100,353,305
Average Spent	$1,893.03	$2,315.95	$1,946.72
Spending Potential Index	94	116	97
Entertainment/Recreation: Total $	$15,821,182	$86,425,335	$216,269,515
Average Spent	$4,151.45	$4,932.39	$4,195.33
Spending Potential Index	96	115	98
Food at Home: Total $	$28,958,726	$151,884,238	$392,391,638
Average Spent	$7,598.72	$8,668.20	$7,611.86
Spending Potential Index	96	110	97
Food Away from Home: Total $	$16,880,545	$89,473,777	$228,145,599
Average Spent	$4,429.43	$5,106.37	$4,425.71
Spending Potential Index	99	114	99
Health Care: Total $	$29,067,213	$157,231,515	$398,098,998
Average Spent	$7,627.19	$8,973.38	$7,722.58
Spending Potential Index	95	112	96
HH Furnishings & Equipment: Total $	$10,544,747	$57,235,841	$143,613,975
Average Spent	$2,766.92	$3,266.51	$2,785.92
Spending Potential Index	97	115	98
Personal Care Products & Services: Total $	$4,328,596	$23,121,630	$58,320,828
Average Spent	$1,135.82	$1,319.58	$1,131.34
Spending Potential Index	100	116	99

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total $	$101,157,642	$538,257,129	$1,371,326,047
Average Spent	$26,543.60	$30,718.93	$26,601.86
Spending Potential Index	96	111	96
Support Payments/Gifts in Kind: Total $	$11,567,279	$64,019,965	$155,635,847
Average Spent	$3,035.23	$3,653.69	$3,019.12
Spending Potential Index	100	120	99
Travel: Total $	$13,027,004	$73,951,349	$180,126,156
Average Spent	$3,418.26	$4,220.49	$3,494.20
Spending Potential Index	93	115	96
Vehicle Maintenance & Repairs: Total $	$4,601,919	$24,353,164	$62,456,171
Average Spent	$1,207.54	$1,389.86	$1,211.56
Spending Potential Index	97	112	98

Top Tapestry Segment

1 mile	3 miles	5 miles
Boomburbs (H2):	**Boomburbs (H2)**:	**Flourishing Families (H1)**:
This segment is characterized by high-earning suburban families in the South and West.	This segment is characterized by high-earning suburban families in the South and West.	This segment is characterized by large Southern and Midwestern suburban families in growing developments.
Learn more about this segment...	Learn more about this segment...	Learn more about this segment...

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.

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.

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.

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: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.