| | 3 mile | 5 mile | 10 mile |
|---|---|---|---|
| **Population Summary** | | | |
| 2010 Total Population | 122,868 | 200,691 | 638,941 |
| 2020 Total Population | 132,208 | 218,884 | 691,223 |
| 2020 Group Quarters | 3,696 | 9,008 | 13,028 |
| 2024 Total Population | 137,673 | 225,605 | 701,093 |
| 2024 Group Quarters | 3,264 | 7,899 | 11,546 |
| 2029 Total Population | 147,739 | 238,701 | 716,854 |
| 2024-2029 Annual Rate | 1.42% | 1.13% | 0.45% |
| 2024 Total Daytime Population | 201,176 | 387,524 | 868,834 |
| Workers | 146,548 | 296,832 | 557,569 |
| Residents | 54,628 | 90,692 | 311,265 |
| **Household Summary** | | | |
| 2010 Households | 49,764 | 78,542 | 227,133 |
| 2010 Average Household Size | 2.41 | 2.48 | 2.77 |
| 2020 Total Households | 57,919 | 90,461 | 252,016 |
| 2020 Average Household Size | 2.22 | 2.32 | 2.69 |
| 2024 Households | 62,098 | 96,320 | 261,629 |
| 2024 Average Household Size | 2.16 | 2.26 | 2.64 |
| 2029 Households | 69,440 | 106,031 | 276,225 |
| 2029 Average Household Size | 2.08 | 2.18 | 2.55 |
| 2024-2029 Annual Rate | 2.26% | 1.94% | 1.09% |
| 2010 Families | 24,165 | 41,607 | 148,472 |
| 2010 Average Family Size | 3.35 | 3.30 | 3.40 |
| 2024 Families | 25,926 | 44,894 | 158,254 |
| 2024 Average Family Size | 3.12 | 3.12 | 3.33 |
| 2029 Families | 28,527 | 48,675 | 165,078 |
| 2029 Average Family Size | 3.00 | 3.01 | 3.23 |
| 2024-2029 Annual Rate | 1.93% | 1.63% | 0.85% |
| **Housing Unit Summary** | | | |
| 2000 Housing Units | 51,048 | 80,134 | 223,266 |
| Owner Occupied Housing Units | 40.3% | 45.8% | 60.1% |
| Renter Occupied Housing Units | 51.6% | 46.9% | 34.7% |
| Vacant Housing Units | 8.2% | 7.3% | 5.2% |
| 2010 Housing Units | 54,312 | 85,149 | 241,412 |
| Owner Occupied Housing Units | 38.1% | 43.5% | 57.9% |
| Renter Occupied Housing Units | 53.6% | 48.7% | 36.2% |
| Vacant Housing Units | 8.4% | 7.8% | 5.9% |
| 2020 Housing Units | 63,839 | 98,838 | 267,485 |
| Owner Occupied Housing Units | 33.5% | 38.7% | 54.5% |
| Renter Occupied Housing Units | 57.2% | 52.8% | 39.8% |
| Vacant Housing Units | 9.3% | 8.5% | 5.9% |
| 2024 Housing Units | 69,672 | 106,631 | 279,045 |
| Owner Occupied Housing Units | 32.9% | 38.5% | 55.0% |
| Renter Occupied Housing Units | 56.2% | 51.8% | 38.8% |
| Vacant Housing Units | 10.9% | 9.7% | 6.2% |
| 2029 Housing Units | 76,971 | 116,307 | 294,061 |
| Owner Occupied Housing Units | 32.1% | 37.9% | 55.1% |
| Renter Occupied Housing Units | 58.1% | 53.3% | 38.8% |
| Vacant Housing Units | 9.8% | 8.8% | 6.1% |

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 14, 2025

|  | 3 mile | 5 mile | 10 mile |
|---|---|---|---|
| **2024 Households by Income** | | | |
| Household Income Base | 62,097 | 96,318 | 261,626 |
| <$15,000 | 11.0% | 9.7% | 6.3% |
| $15,000 - $24,999 | 6.5% | 5.6% | 4.2% |
| $25,000 - $34,999 | 7.7% | 7.1% | 5.9% |
| $35,000 - $49,999 | 10.0% | 9.5% | 9.2% |
| $50,000 - $74,999 | 17.3% | 16.7% | 16.6% |
| $75,000 - $99,999 | 12.2% | 12.6% | 13.5% |
| $100,000 - $149,999 | 16.7% | 17.0% | 20.1% |
| $150,000 - $199,999 | 8.3% | 8.9% | 11.1% |
| $200,000+ | 10.4% | 12.9% | 13.1% |
| Average Household Income | $103,469 | $114,034 | $120,708 |
| **2029 Households by Income** | | | |
| Household Income Base | 69,439 | 106,029 | 276,222 |
| <$15,000 | 8.4% | 7.4% | 4.8% |
| $15,000 - $24,999 | 4.3% | 3.7% | 2.7% |
| $25,000 - $34,999 | 6.2% | 5.7% | 4.6% |
| $35,000 - $49,999 | 8.4% | 7.8% | 7.2% |
| $50,000 - $74,999 | 15.2% | 14.7% | 14.1% |
| $75,000 - $99,999 | 12.2% | 12.6% | 13.0% |
| $100,000 - $149,999 | 20.2% | 20.1% | 22.7% |
| $150,000 - $199,999 | 12.3% | 12.6% | 15.2% |
| $200,000+ | 12.8% | 15.4% | 15.8% |
| Average Household Income | $124,398 | $134,854 | $141,908 |
| **2024 Owner Occupied Housing Units by Value** | | | |
| Total | 22,925 | 41,086 | 153,321 |
| <$50,000 | 3.0% | 2.8% | 2.8% |
| $50,000 - $99,999 | 2.0% | 1.4% | 1.7% |
| $100,000 - $149,999 | 1.1% | 1.0% | 1.1% |
| $150,000 - $199,999 | 2.3% | 1.7% | 1.6% |
| $200,000 - $249,999 | 2.7% | 2.0% | 1.9% |
| $250,000 - $299,999 | 4.0% | 3.0% | 2.7% |
| $300,000 - $399,999 | 12.7% | 9.8% | 9.7% |
| $400,000 - $499,999 | 19.6% | 17.9% | 20.5% |
| $500,000 - $749,999 | 27.7% | 33.2% | 34.0% |
| $750,000 - $999,999 | 12.3% | 16.0% | 14.7% |
| $1,000,000 - $1,499,999 | 7.8% | 7.3% | 6.0% |
| $1,500,000 - $1,999,999 | 3.1% | 2.4% | 1.7% |
| $2,000,000 + | 1.7% | 1.4% | 1.7% |
| Average Home Value | $628,540 | $644,997 | $627,408 |
| **2029 Owner Occupied Housing Units by Value** | | | |
| Total | 24,711 | 44,084 | 162,009 |
| <$50,000 | 1.1% | 1.1% | 1.0% |
| $50,000 - $99,999 | 0.1% | 0.3% | 0.6% |
| $100,000 - $149,999 | 0.0% | 0.0% | 0.1% |
| $150,000 - $199,999 | 0.1% | 0.1% | 0.1% |
| $200,000 - $249,999 | 0.2% | 0.1% | 0.1% |
| $250,000 - $299,999 | 1.1% | 0.6% | 0.6% |
| $300,000 - $399,999 | 5.1% | 4.4% | 3.8% |
| $400,000 - $499,999 | 17.6% | 14.3% | 15.9% |
| $500,000 - $749,999 | 35.5% | 39.0% | 41.6% |
| $750,000 - $999,999 | 19.7% | 23.6% | 21.9% |
| $1,000,000 - $1,499,999 | 12.6% | 11.2% | 9.6% |
| $1,500,000 - $1,999,999 | 4.7% | 3.5% | 2.6% |
| $2,000,000 + | 2.2% | 1.8% | 2.0% |
| Average Home Value | $784,667 | $773,355 | $750,110 |

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 14, 2025

|  | 3 mile | 5 mile | 10 mile |
|---|---|---|---|
| **Median Household Income** | | | |
| 2024 | $70,265 | $77,086 | $87,579 |
| 2029 | $88,744 | $95,311 | $105,347 |
| **Median Home Value** | | | |
| 2024 | $524,060 | $577,243 | $559,053 |
| 2029 | $673,818 | $686,246 | $666,399 |
| **Per Capita Income** | | | |
| 2024 | $46,754 | $49,144 | $45,198 |
| 2029 | $58,547 | $60,438 | $54,849 |
| **Median Age** | | | |
| 2010 | 30.6 | 30.7 | 31.4 |
| 2020 | 32.1 | 32.1 | 33.3 |
| 2024 | 32.7 | 32.7 | 33.9 |
| 2029 | 34.0 | 34.2 | 35.4 |
| **2020 Population by Age** | | | |
| Total | 132,208 | 218,884 | 691,223 |
| 0 - 4 | 5.0% | 5.3% | 6.3% |
| 5 - 9 | 4.9% | 5.2% | 6.6% |
| 10 - 14 | 5.1% | 5.4% | 6.9% |
| 15 - 24 | 17.8% | 17.9% | 15.4% |
| 25 - 34 | 23.0% | 21.9% | 17.6% |
| 35 - 44 | 14.4% | 14.3% | 14.2% |
| 45 - 54 | 10.3% | 10.3% | 10.6% |
| 55 - 64 | 9.1% | 9.1% | 9.9% |
| 65 - 74 | 6.7% | 6.6% | 7.4% |
| 75 - 84 | 2.7% | 2.7% | 3.6% |
| 85 + | 1.0% | 1.1% | 1.5% |
| 18 + | 81.8% | 80.9% | 76.1% |
| **2024 Population by Age** | | | |
| Total | 137,672 | 225,606 | 701,094 |
| 0 - 4 | 5.0% | 5.2% | 6.3% |
| 5 - 9 | 4.4% | 4.7% | 6.3% |
| 10 - 14 | 4.4% | 4.6% | 6.2% |
| 15 - 24 | 16.2% | 16.4% | 14.6% |
| 25 - 34 | 25.2% | 24.0% | 18.6% |
| 35 - 44 | 14.9% | 14.9% | 14.8% |
| 45 - 54 | 10.4% | 10.6% | 11.2% |
| 55 - 64 | 8.6% | 8.6% | 9.1% |
| 65 - 74 | 6.7% | 6.7% | 7.5% |
| 75 - 84 | 3.1% | 3.2% | 3.9% |
| 85 + | 1.1% | 1.1% | 1.5% |
| 18 + | 83.4% | 82.5% | 77.6% |
| **2029 Population by Age** | | | |
| Total | 147,737 | 238,701 | 716,854 |
| 0 - 4 | 4.9% | 5.1% | 6.1% |
| 5 - 9 | 4.2% | 4.5% | 5.9% |
| 10 - 14 | 4.1% | 4.5% | 6.0% |
| 15 - 24 | 14.6% | 15.0% | 13.6% |
| 25 - 34 | 24.4% | 22.7% | 17.8% |
| 35 - 44 | 16.1% | 16.2% | 15.7% |
| 45 - 54 | 10.8% | 11.1% | 12.0% |
| 55 - 64 | 8.6% | 8.5% | 8.9% |
| 65 - 74 | 7.1% | 7.0% | 7.6% |
| 75 - 84 | 4.0% | 4.1% | 4.7% |
| 85 + | 1.2% | 1.3% | 1.7% |
| 18 + | 84.3% | 83.3% | 78.5% |

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 14, 2025

| | 3 mile | 5 mile | 10 mile |
|---|---|---|---|
| **2020 Population by Sex** | | | |
| Males | 68,982 | 112,959 | 348,039 |
| Females | 63,226 | 105,925 | 343,184 |
| **2024 Population by Sex** | | | |
| Males | 72,670 | 117,815 | 357,980 |
| Females | 65,003 | 107,790 | 343,113 |
| **2029 Population by Sex** | | | |
| Males | 77,288 | 123,649 | 363,616 |
| Females | 70,451 | 115,053 | 353,238 |
| **2010 Population by Race/Ethnicity** | | | |
| Total | 122,867 | 200,691 | 638,941 |
| White Alone | 69.4% | 73.6% | 78.0% |
| Black Alone | 3.5% | 3.0% | 2.0% |
| American Indian Alone | 1.6% | 1.4% | 1.1% |
| Asian Alone | 4.3% | 4.5% | 3.7% |
| Pacific Islander Alone | 2.6% | 2.1% | 1.9% |
| Some Other Race Alone | 14.5% | 11.8% | 10.0% |
| Two or More Races | 4.2% | 3.8% | 3.3% |
| Hispanic Origin | 29.5% | 24.3% | 19.8% |
| Diversity Index | 70.3 | 64.6 | 57.6 |
| **2020 Population by Race/Ethnicity** | | | |
| Total | 132,208 | 218,884 | 691,223 |
| White Alone | 62.5% | 66.2% | 67.9% |
| Black Alone | 3.6% | 3.2% | 2.5% |
| American Indian Alone | 1.9% | 1.6% | 1.4% |
| Asian Alone | 5.4% | 5.6% | 4.6% |
| Pacific Islander Alone | 2.8% | 2.3% | 2.3% |
| Some Other Race Alone | 12.6% | 10.9% | 11.1% |
| Two or More Races | 11.1% | 10.3% | 10.2% |
| Hispanic Origin | 26.3% | 22.6% | 22.2% |
| Diversity Index | 74.0 | 69.8 | 68.1 |
| **2024 Population by Race/Ethnicity** | | | |
| Total | 137,673 | 225,606 | 701,092 |
| White Alone | 60.5% | 64.3% | 65.8% |
| Black Alone | 3.8% | 3.3% | 2.7% |
| American Indian Alone | 1.9% | 1.6% | 1.4% |
| Asian Alone | 5.9% | 6.0% | 5.0% |
| Pacific Islander Alone | 2.9% | 2.4% | 2.4% |
| Some Other Race Alone | 13.4% | 11.6% | 11.9% |
| Two or More Races | 11.6% | 10.8% | 10.8% |
| Hispanic Origin | 27.5% | 23.8% | 23.5% |
| Diversity Index | 75.7 | 71.7 | 70.4 |
| **2029 Population by Race/Ethnicity** | | | |
| Total | 147,738 | 238,702 | 716,853 |
| White Alone | 58.6% | 62.2% | 63.8% |
| Black Alone | 4.0% | 3.5% | 2.8% |
| American Indian Alone | 2.0% | 1.7% | 1.4% |
| Asian Alone | 6.4% | 6.5% | 5.4% |
| Pacific Islander Alone | 2.9% | 2.5% | 2.6% |
| Some Other Race Alone | 14.0% | 12.2% | 12.6% |
| Two or More Races | 12.2% | 11.4% | 11.4% |
| Hispanic Origin | 28.6% | 25.0% | 24.8% |
| Diversity Index | 77.3 | 73.7 | 72.4 |

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 14, 2025

|  | 3 mile | 5 mile | 10 mile |
|---|---|---|---|
| **2020 Population by Relationship and Household Type** | | | |
| Total | 132,208 | 218,884 | 691,223 |
| In Households | 97.2% | 95.9% | 98.1% |
| Householder | 43.9% | 41.6% | 36.5% |
| Opposite-Sex Spouse | 12.2% | 13.6% | 16.0% |
| Same-Sex Spouse | 0.5% | 0.5% | 0.3% |
| Opposite-Sex Unmarried Partner | 3.7% | 3.4% | 2.5% |
| Same-Sex Unmarried Partner | 0.4% | 0.4% | 0.2% |
| Biological Child | 20.1% | 21.4% | 27.2% |
| Adopted Child | 0.4% | 0.5% | 0.7% |
| Stepchild | 0.7% | 0.7% | 1.1% |
| Grandchild | 2.0% | 1.7% | 2.5% |
| Brother or Sister | 1.8% | 1.6% | 1.6% |
| Parent | 1.1% | 1.0% | 1.2% |
| Parent-in-law | 0.2% | 0.2% | 0.3% |
| Son-in-law or Daughter-in-law | 0.5% | 0.4% | 0.7% |
| Other Relatives | 1.6% | 1.4% | 1.8% |
| Foster Child | 0.0% | 0.0% | 0.0% |
| Other Nonrelatives | 8.1% | 7.4% | 5.4% |
| In Group Quarters | 2.8% | 4.1% | 1.9% |
| Institutionalized | 0.4% | 0.7% | 0.7% |
| Noninstitutionalized | 2.4% | 3.4% | 1.2% |
| **2024 Population 25+ by Educational Attainment** | | | |
| Total | 96,414 | 155,625 | 467,152 |
| Less than 9th Grade | 6.0% | 5.1% | 4.6% |
| 9th - 12th Grade, No Diploma | 4.6% | 4.3% | 4.6% |
| High School Graduate | 16.6% | 15.8% | 20.2% |
| GED/Alternative Credential | 3.0% | 2.7% | 3.0% |
| Some College, No Degree | 16.1% | 15.3% | 18.3% |
| Associate Degree | 7.1% | 7.6% | 8.8% |
| Bachelor's Degree | 27.8% | 28.5% | 25.0% |
| Graduate/Professional Degree | 18.7% | 20.6% | 15.6% |
| **2024 Population 15+ by Marital Status** | | | |
| Total | 118,710 | 192,704 | 569,716 |
| Never Married | 49.7% | 47.0% | 37.6% |
| Married | 37.1% | 40.1% | 48.7% |
| Widowed | 2.9% | 2.9% | 3.8% |
| Divorced | 10.2% | 10.0% | 10.0% |
| **2024 Civilian Population 16+ in Labor Force** | | | |
| Civilian Population 16+ | 88,028 | 141,906 | 410,390 |
| Population 16+ Employed | 96.0% | 96.4% | 96.5% |
| Population 16+ Unemployment rate | 4.0% | 3.6% | 3.5% |
| Population 16-24 Employed | 17.4% | 17.3% | 16.3% |
| Population 16-24 Unemployment rate | 6.6% | 6.7% | 8.1% |
| Population 25-54 Employed | 68.8% | 68.6% | 66.8% |
| Population 25-54 Unemployment rate | 3.4% | 3.0% | 2.6% |
| Population 55-64 Employed | 9.5% | 9.8% | 11.7% |
| Population 55-64 Unemployment rate | 4.2% | 3.5% | 2.6% |
| Population 65+ Employed | 4.3% | 4.3% | 5.2% |
| Population 65+ Unemployment rate | 1.7% | 1.1% | 2.3% |

April 14, 2025

| | 3 mile | 5 mile | 10 mile |
|---|---|---|---|
| **2024 Employed Population 16+ by Industry** | | | |
| Total | 84,546 | 136,741 | 395,885 |
| Agriculture/Mining | 0.4% | 0.4% | 0.5% |
| Construction | 6.4% | 6.2% | 7.9% |
| Manufacturing | 8.8% | 8.2% | 9.4% |
| Wholesale Trade | 1.2% | 1.4% | 1.9% |
| Retail Trade | 8.8% | 9.1% | 10.5% |
| Transportation/Utilities | 6.4% | 5.7% | 7.1% |
| Information | 2.5% | 2.5% | 2.1% |
| Finance/Insurance/Real Estate | 6.8% | 7.0% | 7.6% |
| Services | 55.2% | 55.6% | 49.3% |
| Public Administration | 3.7% | 3.8% | 3.8% |
| **2024 Employed Population 16+ by Occupation** | | | |
| Total | 84,546 | 136,741 | 395,886 |
| White Collar | 64.4% | 66.8% | 63.6% |
| Management/Business/Financial | 16.9% | 18.7% | 18.6% |
| Professional | 32.0% | 32.3% | 26.4% |
| Sales | 6.5% | 7.0% | 7.6% |
| Administrative Support | 9.1% | 8.8% | 10.9% |
| Services | 15.6% | 14.7% | 14.1% |
| Blue Collar | 20.0% | 18.5% | 22.3% |
| Farming/Forestry/Fishing | 0.1% | 0.1% | 0.1% |
| Construction/Extraction | 5.4% | 4.9% | 6.0% |
| Installation/Maintenance/Repair | 2.0% | 1.9% | 2.7% |
| Production | 4.6% | 4.3% | 5.2% |
| Transportation/Material Moving | 8.0% | 7.2% | 8.4% |
| **2020 Households by Type** | | | |
| Total | 57,919 | 90,461 | 252,016 |
| Married Couple Households | 29.1% | 33.8% | 44.7% |
| With Own Children <18 | 10.9% | 13.5% | 19.2% |
| Without Own Children <18 | 18.2% | 20.3% | 25.5% |
| Cohabiting Couple Households | 9.5% | 9.1% | 7.6% |
| With Own Children <18 | 1.5% | 1.5% | 1.9% |
| Without Own Children <18 | 8.0% | 7.6% | 5.6% |
| Male Householder, No Spouse/Partner | 31.5% | 28.3% | 21.5% |
| Living Alone | 22.1% | 19.3% | 13.5% |
| 65 Years and over | 3.7% | 3.4% | 3.0% |
| With Own Children <18 | 1.5% | 1.5% | 1.7% |
| Without Own Children <18, With Relatives | 2.7% | 2.8% | 3.1% |
| No Relatives Present | 5.1% | 4.7% | 3.1% |
| Female Householder, No Spouse/Partner | 29.9% | 28.8% | 26.2% |
| Living Alone | 18.2% | 17.1% | 14.0% |
| 65 Years and over | 5.1% | 5.2% | 5.7% |
| With Own Children <18 | 3.9% | 3.9% | 4.4% |
| Without Own Children <18, With Relatives | 4.3% | 4.5% | 5.6% |
| No Relatives Present | 3.4% | 3.2% | 2.2% |
| **2020 Households by Size** | | | |
| Total | 57,919 | 90,461 | 252,016 |
| 1 Person Household | 40.4% | 36.5% | 27.6% |
| 2 Person Household | 32.0% | 32.8% | 31.4% |
| 3 Person Household | 11.8% | 12.8% | 14.8% |
| 4 Person Household | 8.0% | 9.3% | 12.1% |
| 5 Person Household | 4.0% | 4.5% | 7.0% |
| 6 Person Household | 2.0% | 2.3% | 4.0% |
| 7 + Person Household | 1.8% | 1.8% | 3.1% |

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 14, 2025

| | 3 mile | 5 mile | 10 mile |
|---|---|---|---|
| **2020 Households by Tenure and Mortgage Status** | | | |
| Total | 57,919 | 90,461 | 252,016 |
| Owner Occupied | 36.9% | 42.3% | 57.8% |
| Owned with a Mortgage/Loan | 27.4% | 31.1% | 42.1% |
| Owned Free and Clear | 9.5% | 11.2% | 15.7% |
| Renter Occupied | 63.1% | 57.7% | 42.2% |
| **2024 Affordability, Mortgage and Wealth** | | | |
| Housing Affordability Index | 55 | 55 | 64 |
| Percent of Income for Mortgage | 46.7% | 46.9% | 40.0% |
| Wealth Index | 70 | 83 | 99 |
| **2020 Housing Units By Urban/ Rural Status** | | | |
| Total | 63,839 | 98,838 | 267,485 |
| Urban Housing Units | 99.8% | 99.8% | 99.6% |
| Rural Housing Units | 0.2% | 0.2% | 0.4% |
| **2020 Population By Urban/ Rural Status** | | | |
| Total | 132,208 | 218,884 | 691,223 |
| Urban Population | 99.7% | 99.7% | 99.6% |
| Rural Population | 0.3% | 0.3% | 0.4% |

**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.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 14, 2025

| | 3 mile | 5 mile | 10 mile |
|---|---|---|---|
| **Top 3 Tapestry Segments** | | | |
| **1.** | Emerald City (8B) | Emerald City (8B) | Home Improvement (4B) |
| **2.** | Set to Impress (11D) | Set to Impress (11D) | Emerald City (8B) |
| **3.** | Metro Renters (3B) | College Towns (14B) | Bright Young Professionals |
| **2024 Consumer Spending** | | | |
| Apparel & Services: Total $ | $147,615,834 | $248,506,995 | $688,767,577 |
| Average Spent | $2,377.14 | $2,580.01 | $2,632.61 |
| Spending Potential Index | 100 | 108 | 111 |
| Education: Total $ | $101,205,830 | $175,012,217 | $489,552,624 |
| Average Spent | $1,629.78 | $1,816.99 | $1,871.17 |
| Spending Potential Index | 94 | 105 | 108 |
| Entertainment/Recreation: Total $ | $226,171,244 | $387,803,210 | $1,123,530,099 |
| Average Spent | $3,642.17 | $4,026.20 | $4,294.36 |
| Spending Potential Index | 89 | 98 | 105 |
| Food at Home: Total $ | $431,969,195 | $729,974,296 | $2,050,299,356 |
| Average Spent | $6,956.25 | $7,578.64 | $7,836.67 |
| Spending Potential Index | 95 | 104 | 107 |
| Food Away from Home: Total $ | $240,416,387 | $406,198,164 | $1,140,274,136 |
| Average Spent | $3,871.56 | $4,217.17 | $4,358.36 |
| Spending Potential Index | 99 | 108 | 112 |
| Health Care: Total $ | $401,780,804 | $689,350,162 | $2,023,964,286 |
| Average Spent | $6,470.11 | $7,156.87 | $7,736.01 |
| Spending Potential Index | 84 | 93 | 101 |
| HH Furnishings & Equipment: Total $ | $178,255,067 | $304,596,230 | $877,969,042 |
| Average Spent | $2,870.54 | $3,162.34 | $3,355.78 |
| Spending Potential Index | 91 | 100 | 106 |
| Personal Care Products & Services: Total $ | $60,851,989 | $102,895,353 | $288,540,588 |
| Average Spent | $979.93 | $1,068.27 | $1,102.86 |
| Spending Potential Index | 98 | 107 | 111 |
| Shelter: Total $ | $1,593,678,109 | $2,702,744,831 | $7,654,197,242 |
| Average Spent | $25,663.92 | $28,060.06 | $29,255.92 |
| Spending Potential Index | 96 | 105 | 110 |
| Support Payments/Cash Contributions/Gifts in Kind: Total $ | $172,411,991 | $300,599,438 | $915,330,502 |
| Average Spent | $2,776.45 | $3,120.84 | $3,498.58 |
| Spending Potential Index | 79 | 89 | 100 |
| Travel: Total $ | $168,802,560 | $290,167,902 | $842,027,153 |
| Average Spent | $2,718.33 | $3,012.54 | $3,218.40 |
| Spending Potential Index | 90 | 99 | 106 |
| Vehicle Maintenance & Repairs: Total $ | $85,746,556 | $145,486,784 | $414,480,004 |
| Average Spent | $1,380.83 | $1,510.45 | $1,584.23 |
| Spending Potential Index | 93 | 102 | 107 |

**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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 14, 2025