# Community Profile

Rings: 3, 5, 10 mile radii

| Population Summary | 3 mile | 5 mile | 10 mile |
|---|---|---|---|
| 2010 Total Population | 137,404 | 257,205 | 741,558 |
| 2020 Total Population | 151,929 | 287,184 | 880,461 |
| 2020 Group Quarters | 462 | 1,565 | 10,096 |
| 2026 Total Population | 153,165 | 295,893 | 934,166 |
| 2026 Group Quarters | 491 | 1,647 | 10,772 |
| 2031 Total Population | 153,758 | 300,656 | 972,484 |
| 2026-2031 Annual Rate | 0.08% | 0.32% | 0.81% |
| 2026 Total Daytime Population | 95,946 | 228,579 | 948,665 |
| Workers | 28,261 | 95,594 | 528,484 |
| Residents | 67,685 | 132,985 | 420,181 |

| Household Summary | | | |
|---|---|---|---|
| 2010 Total Households | 48,909 | 95,651 | 291,255 |
| 2010 Average Household Size | 2.80 | 2.67 | 2.51 |
| 2020 Total Households | 52,686 | 104,495 | 337,064 |
| 2020 Average Household Size | 2.87 | 2.73 | 2.58 |
| 2026 Total Households | 53,789 | 108,863 | 359,331 |
| 2026 Average Household Size | 2.84 | 2.70 | 2.57 |
| 2031 Total Households | 54,151 | 111,039 | 375,342 |
| 2031 Average Household Size | 2.83 | 2.69 | 2.56 |
| 2026-2031 Annual Rate | 0.13% | 0.40% | 0.88% |
| 2026 Families | 38,603 | 73,328 | 219,658 |
| 2026 Average Family Size | 3.29 | 3.27 | 3.28 |
| 2031 Families | 38,661 | 74,292 | 227,935 |
| 2031 Average Family Size | 3.28 | 3.27 | 3.27 |
| 2026-2031 Growth Rate | 0.03% | 0.26% | 0.74% |

| Median Household Income | | | |
|---|---|---|---|
| 2026 | $118,125 | $108,754 | $105,436 |
| 2031 | $136,413 | $127,214 | $124,383 |

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 | 3 mile | 5 mile | 10 mile |
|---|---|---|---|
| 2026 | $48,984 | $49,767 | $55,537 |
| 2031 | $56,366 | $57,187 | $63,384 |

| 2026 Households by Income | | | |
|---|---|---|---|
| Household Income Base | 53,790 | 108,862 | 359,333 |
| <$10,000 | 2.8% | 3.3% | 3.9% |
| $10,000-14,999 | 0.4% | 0.7% | 1.4% |
| $15,000-19,999 | 0.9% | 1.1% | 1.4% |
| $20,000-24,999 | 1.1% | 1.5% | 1.9% |
| $25,000-29,999 | 1.5% | 1.6% | 2.1% |
| $30,000-34,999 | 1.0% | 1.4% | 1.8% |
| $35,000-39,999 | 2.0% | 2.5% | 2.2% |
| $40,000-44,999 | 1.6% | 2.1% | 2.5% |
| $45,000-49,999 | 1.8% | 2.1% | 2.7% |
| $50,000-59,999 | 5.5% | 6.3% | 5.8% |
| $60,000-74,999 | 8.2% | 8.9% | 8.7% |
| $75000-99999 | 13.2% | 13.6% | 12.9% |
| $100,000-124,999 | 13.1% | 12.0% | 10.8% |
| $125,000-149,999 | 11.5% | 10.1% | 9.0% |
| $150000-199999 | 18.0% | 15.1% | 12.8% |
| $200,000-249,999 | 7.5% | 7.6% | 7.4% |
| $250,000-299,999 | 4.1% | 4.1% | 4.5% |
| $300,000-399,999 | 3.5% | 3.6% | 4.4% |
| $400,000-499,999 | 0.8% | 0.8% | 1.5% |
| $500,000+ | 1.6% | 1.6% | 2.5% |
| Average Household Income | $139,609 | $135,183 | $143,984 |

| 2026 Affordability, Mortgage and Wealth | | | |
|---|---|---|---|
| Housing Affordability Index | 87 | 80 | 71 |
| Percent of Income for Mortgage | 27.8% | 30.5% | 34.3% |
| Wealth Index | 113 | 109 | 114 |

| Median Home Value | | | |
|---|---|---|---|
| 2026 | $558,033 | $564,077 | $613,973 |
| 2031 | $648,237 | $656,408 | $708,831 |

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 | 3 mile | 5 mile | 10 mile |
|---|---|---|---|
| Total Owner Occupied Housing Units | 41,556 | 73,779 | 206,471 |
| <$50,000 | 1.4% | 1.1% | 1.3% |
| $50,000 - $99,999 | 0.3% | 0.5% | 0.9% |
| $100,000 - $149,999 | 0.2% | 0.5% | 0.5% |
| $150,000 - $199,999 | 0.5% | 1.1% | 0.9% |
| $200,000 - $249,999 | 1.1% | 1.9% | 1.8% |
| $250,000 - $299,999 | 2.6% | 3.3% | 2.6% |
| $300,000 - $399,999 | 10.8% | 10.8% | 8.4% |
| $400,000 - $499,999 | 21.4% | 18.8% | 14.5% |
| $500,000 - $749,999 | 50.1% | 46.8% | 41.6% |
| $750,000 - $999,999 | 8.0% | 10.8% | 16.4% |
| $1,000,000 - $1,499,999 | 1.4% | 2.6% | 6.2% |
| $1,500,000 - $1,999,999 | 0.5% | 0.6% | 2.0% |
| $2,000,000 + | 1.6% | 1.2% | 2.8% |
| Average Home Value | $591,356 | $596,271 | $687,460 |

| Housing Unit Summary | | | |
|---|---|---|---|
| 2010 Total Housing Units | 51,180 | 101,144 | 311,258 |
| Owner Occupied Housing Units | 74.2% | 65.7% | 56.3% |
| Renter Occupied Housing Units | 21.3% | 28.9% | 37.3% |
| Vacant Housing Units | 4.4% | 5.4% | 6.4% |
| 2020 Housing Units | 54,075 | 108,742 | 356,154 |
| Owner Occupied Housing Units | 75.7% | 66.0% | 55.4% |
| Renter Occupied Housing Units | 21.8% | 30.1% | 39.2% |
| Vacant Housing Units | 2.6% | 3.9% | 5.4% |
| 2026 Housing Units | 56,395 | 115,320 | 387,898 |
| Owner Occupied Housing Units | 73.7% | 64.0% | 53.2% |
| Renter Occupied Housing Units | 21.7% | 30.4% | 39.4% |
| Vacant Housing Units | 4.6% | 5.6% | 7.4% |
| 2031 Total Housing Units | 57,218 | 118,763 | 410,311 |
| Owner Occupied Housing Units | 73.6% | 63.7% | 52.9% |
| Renter Occupied Housing Units | 21.0% | 29.8% | 38.6% |
| Vacant Housing Units | 5.4% | 6.5% | 8.5% |

**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 | 3 mile | 5 mile | 10 mile |
|---|---|---|---|
| Males | 76,736 | 147,786 | 468,694 |
| Females | 76,429 | 148,107 | 465,472 |

| Median Age | | | |
|---|---|---|---|
| 2010 | 34.2 | 34.2 | 34.3 |
| 2020 | 36.2 | 36.1 | 35.5 |
| 2026 | 37.7 | 37.6 | 36.8 |
| 2031 | 38.9 | 38.8 | 38.0 |

| 2026 Population by Age | | | |
|---|---|---|---|
| Total | 153,167 | 295,892 | 934,166 |
| 0 - 4 | 5.8% | 5.8% | 5.8% |
| 5 - 9 | 6.5% | 6.2% | 6.1% |
| 10 - 14 | 6.5% | 6.4% | 6.3% |
| 15 - 24 | 12.3% | 12.8% | 13.2% |
| 25 - 34 | 14.4% | 14.8% | 15.8% |
| 35 - 44 | 16.0% | 15.3% | 15.3% |
| 45 - 54 | 13.5% | 13.1% | 13.0% |
| 55 - 64 | 11.2% | 11.0% | 10.4% |
| 65 - 74 | 9.1% | 9.0% | 8.3% |
| 75 - 84 | 4.3% | 4.7% | 4.7% |
| 85 + | 0.9% | 1.3% | 1.5% |
| 18 + | 77.3% | 77.8% | 78.0% |

| 2026 Population 15+ by Marital Status | | | |
|---|---|---|---|
| Total | 124,327 | 241,617 | 764,570 |
| Never Married | 32.0% | 32.6% | 35.0% |
| Married | 55.6% | 54.1% | 51.6% |
| Widowed | 2.9% | 3.4% | 3.6% |
| Divorced | 9.5% | 9.8% | 9.9% |

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 | 3 mile | 5 mile | 10 mile |
|---|---|---|---|
| Total | 105,429 | 203,710 | 641,597 |
| Less than 9th Grade | 3.4% | 3.4% | 4.0% |
| 9th - 12th Grade, No Diploma | 3.8% | 4.1% | 3.7% |
| High School Graduate | 17.4% | 16.7% | 14.2% |
| GED/Alternative Credential | 4.0% | 3.8% | 3.5% |
| Some College, No Degree | 18.6% | 18.0% | 15.9% |
| Associate Degree | 10.5% | 10.3% | 8.5% |
| Bachelor's Degree | 27.5% | 27.5% | 30.2% |
| Graduate/Professional Degree | 14.8% | 16.2% | 19.9% |

| 2020 Population by Race/Ethnicity | | | |
|---|---|---|---|
| Total | 151,929 | 287,184 | 880,461 |
| White Alone | 57.2% | 55.0% | 56.4% |
| Black Alone | 12.4% | 14.0% | 12.4% |
| American Indian Alone | 1.0% | 1.0% | 1.1% |
| Asian Alone | 7.5% | 7.9% | 7.0% |
| Pacific Islander Alone | 0.3% | 0.3% | 0.3% |
| Some Other Race Alone | 7.5% | 8.0% | 9.7% |
| Two or More Races | 7.5% | 8.0% | 9.7% |
| Hispanic Origin | 20.8% | 21.1% | 23.1% |
| Diversity Index | 74.9 | 76.4 | 76.5 |

| 2026 Population by Race/Ethnicity | | | |
|---|---|---|---|
| Total | 153,164 | 295,893 | 934,165 |
| White Alone | 53.7% | 51.7% | 53.5% |
| Black Alone | 13.5% | 14.9% | 12.8% |
| American Indian Alone | 1.0% | 1.0% | 1.1% |
| Asian Alone | 8.2% | 8.6% | 7.7% |
| Pacific Islander Alone | 0.3% | 0.3% | 0.4% |
| Some Other Race Alone | 8.2% | 8.6% | 10.5% |
| Two or More Races | 15.1% | 14.7% | 14.0% |
| Hispanic Origin | 22.4% | 22.6% | 24.6% |
| Diversity Index | 77.6 | 78.8 | 78.6 |

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 | 3 mile | 5 mile | 10 mile |
|---|---|---|---|
| Total | 90,047 | 171,484 | 540,107 |
| White Collar | 66.0% | 64.9% | 67.5% |
| Management/Business/Financial | 18.9% | 19.0% | 20.3% |
| Professional | 26.2% | 25.9% | 28.0% |
| Sales | 8.4% | 8.2% | 8.3% |
| Administrative Support | 12.5% | 11.9% | 10.8% |
| Services | 15.8% | 16.2% | 15.3% |

| 2026 Employed Pop 16+ by Occupation | | | |
|---|---|---|---|
| Total | 90,047 | 171,484 | 540,107 |
| Blue Collar | 18.2% | 18.9% | 17.2% |
| Farming/Forestry/Fishing | 0.1% | 0.1% | 0.1% |
| Construction/Extraction | 4.9% | 4.7% | 4.8% |
| Installation/Maintenance/Repair | 3.3% | 2.9% | 2.1% |
| Production | 3.0% | 3.1% | 2.9% |
| Transportation/Material Moving | 6.9% | 8.1% | 7.3% |
| White Collar | 66.0% | 64.9% | 67.5% |
| Management/Business/Financial | 18.9% | 19.0% | 20.3% |
| Professional | 26.2% | 25.9% | 28.0% |
| Sales | 8.4% | 8.2% | 8.3% |
| Administrative Support | 12.5% | 11.9% | 10.8% |
| Services | 15.8% | 16.2% | 15.3% |

| 2026 Civilian Population 16+ in Labor Force | | | |
|---|---|---|---|
| Civilian Population 16+ | 90,047 | 171,484 | 540,107 |
| Population 16+ Employed | 96.0% | 95.6% | 95.7% |
| Population 16+ Unemployment rate | 4.0% | 4.4% | 4.4% |
| Population 16-24 Employed | 12.3% | 12.9% | 13.2% |
| Population 16-24 Unemployment rate | 9.1% | 9.3% | 9.0% |
| Population 25-54 Employed | 63.2% | 62.1% | 63.3% |
| Population 25-54 Unemployment rate | 3.4% | 3.8% | 3.7% |
| Population 55-64 Employed | 14% | 14% | 13% |
| Population 55-64 Unemployment rate | 3.3% | 3.7% | 3.8% |
| Population 65+ Employed | 6% | 6% | 6% |
| Population 65+ Unemployment rate | 1.6% | 1.5% | 1.9% |

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 | 3 mile | 5 mile | 10 mile |
|---|---|---|---|
| Total | 86,422 | 163,931 | 516,593 |
| Agriculture/Mining | 0.6% | 0.6% | 0.6% |
| Construction | 8.3% | 8.1% | 7.6% |
| Manufacturing | 5.7% | 5.7% | 5.3% |
| Wholesale Trade | 1.7% | 1.7% | 1.9% |
| Retail Trade | 9.1% | 9.6% | 9.1% |
| Transportation/Utilities | 7.4% | 7.8% | 7.5% |
| Information | 3% | 3% | 3% |
| Finance/Insurance/Real Estate | 8.6% | 8.3% | 8.8% |
| Services | 50.6% | 50.5% | 51.9% |
| Public Administration | 4.9% | 4.9% | 4.4% |

| 2026 Consumer Spending | | | |
|---|---|---|---|
| Apparel & Services: Total $ | $154,882,317 | $307,684,890 | $1,097,799,109 |
| Average Spent | $2,879.44 | $2,826.35 | $3,055.12 |
| Spending Potential Index | 113 | 111 | 120 |
| Education: Total $ | $123,849,712 | $240,824,200 | $850,473,022 |
| Average Spent | $2,302.51 | $2,212.18 | $2,366.82 |
| Spending Potential Index | 115 | 110 | 118 |
| Entertainment/Recreation: Total $ | $261,000,594 | $508,179,171 | $1,767,105,924 |
| Average Spent | $4,852.30 | $4,668.06 | $4,917.77 |
| Spending Potential Index | 113 | 108 | 114 |
| Food at Home: Total $ | $463,842,302 | $922,633,460 | $3,277,550,268 |
| Average Spent | $8,623.37 | $8,475.18 | $9,121.26 |
| Spending Potential Index | 109 | 108 | 116 |
| Food Away from Home: Total $ | $271,179,603 | $537,919,928 | $1,922,807,386 |
| Average Spent | $5,041.54 | $4,941.26 | $5,351.08 |
| Spending Potential Index | 113 | 111 | 120 |
| Health Care: Total $ | $469,816,171 | $917,472,335 | $3,162,074,639 |
| Average Spent | $8,734.43 | $8,427.77 | $8,799.89 |
| Spending Potential Index | 109 | 105 | 110 |
| HH Furnishings & Equipment: Total $ | $173,740,339 | $339,628,360 | $1,182,532,578 |
| Average Spent | $3,230.03 | $3,119.78 | $3,290.93 |
| Spending Potential Index | 114 | 110 | 116 |
| Personal Care Products & Services: Total $ | $70,338,466 | $139,027,608 | $490,509,906 |
| Average Spent | $1,307.67 | $1,277.09 | $1,365.06 |
| Spending Potential Index | 115 | 112 | 120 |

**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 | 3 mile | 5 mile | 10 mile |
|---|---|---|---|
| Shelter: Total $ | $1,694,481,133 | $3,362,308,062 | $12,002,891,210 |
| Average Spent | $31,502.37 | $30,885.68 | $33,403.44 |
| Spending Potential Index | 114 | 112 | 121 |
| Support Payments/Gifts in Kind: Total $ | $190,495,037 | $367,510,691 | $1,232,105,744 |
| Average Spent | $3,541.52 | $3,375.90 | $3,428.89 |
| Spending Potential Index | 116 | 111 | 113 |
| Travel: Total $ | $228,027,193 | $439,215,624 | $1,518,096,203 |
| Average Spent | $4,239.29 | $4,034.57 | $4,224.78 |
| Spending Potential Index | 116 | 110 | 116 |
| Vehicle Maintenance & Repairs: Total $ | $74,448,273 | $146,828,786 | $513,635,074 |
| Average Spent | $1,384.08 | $1,348.75 | $1,429.42 |
| Spending Potential Index | 112 | 109 | 115 |

**Top Tapestry Segment**

| 3 mile | 5 mile | 10 mile |
|---|---|---|
| **Dreambelt (K5)**: | **Dreambelt (K5)**: | **Boomburbs (H2)**: |
| This segment is characterized by middle-aged Western suburbanites with high rent and home prices. | This segment is characterized by middle-aged Western suburbanites with high rent and home prices. | This segment is characterized by high-earning suburban families in the South and West. |
| 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.