

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	88,899	274,415	1,132,855
2020 Total Population	96,154	301,447	1,267,952
2020 Group Quarters	1,251	5,356	20,328
2026 Total Population	95,647	307,134	1,315,905
2026 Group Quarters	1,329	5,799	21,732
2031 Total Population	97,802	315,206	1,358,749
2026-2031 Annual Rate	0.45%	0.52%	0.64%
2026 Total Daytime Population	103,175	347,234	1,513,144
Workers	60,865	208,597	949,658
Residents	42,310	138,637	563,486

Household Summary	3 mile	5 mile	10 mile
2010 Total Households	38,913	115,968	488,311
2010 Average Household Size	2.26	2.32	2.28
2020 Total Households	41,823	127,179	552,152
2020 Average Household Size	2.27	2.33	2.26
2026 Total Households	42,747	131,333	579,239
2026 Average Household Size	2.21	2.29	2.23
2031 Total Households	44,109	136,071	601,838
2031 Average Household Size	2.19	2.27	2.22
2026-2031 Annual Rate	0.63%	0.71%	0.77%
2026 Families	22,922	72,443	293,108
2026 Average Family Size	2.93	3.01	3.04
2031 Families	23,287	73,869	299,847
2031 Average Family Size	2.92	3.00	3.04
2026-2031 Growth Rate	0.32%	0.39%	0.46%

Median Household Income	3 mile	5 mile	10 mile
2026	\$104,672	\$112,212	\$106,960
2031	\$121,649	\$133,500	\$128,395

Per Capita Income	3 mile	5 mile	10 mile
2026	\$68,463	\$71,084	\$67,888
2031	\$76,716	\$80,519	\$77,400

2026 Households by Income			
Household Income Base	42,744	131,332	579,239
<\$10,000	4.5%	3.9%	4.2%
\$10,000-14,999	1.4%	1.5%	2.1%
\$15,000-19,999	2.4%	1.7%	1.7%
\$20,000-24,999	1.9%	1.8%	2.2%
\$25,000-29,999	2.1%	1.9%	2.1%
\$30,000-34,999	1.9%	2.0%	2.1%
\$35,000-39,999	2.8%	2.3%	2.0%
\$40,000-44,999	2.0%	2.3%	2.6%
\$45,000-49,999	2.5%	2.5%	2.6%
\$50,000-59,999	6.0%	5.1%	5.0%
\$60,000-74,999	7.9%	7.5%	8.1%
\$75000-99999	12.2%	12.2%	12.2%
\$100,000-124,999	10.7%	9.7%	9.5%
\$125,000-149,999	8.8%	8.4%	8.1%
\$150000-199999	12.7%	12.1%	11.9%
\$200,000-249,999	7.3%	8.0%	8.1%
\$250,000-299,999	3.9%	4.9%	5.0%
\$300,000-399,999	4.9%	6.0%	5.6%
\$400,000-499,999	1.6%	2.1%	1.8%
\$500,000+	2.6%	4.0%	3.2%
Average Household Income	\$153,269	\$166,542	\$153,861

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	66	68	66
Percent of Income for Mortgage	37.0%	36.3%	37.3%
Wealth Index	123	138	120

Median Home Value			
2026	\$658,553	\$692,142	\$678,906
2031	\$731,597	\$805,986	\$793,448

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	23,988	76,396	298,437
<\$50,000	1.5%	0.9%	0.8%
\$50,000 - \$99,999	0.5%	0.5%	0.4%
\$100,000 - \$149,999	0.2%	0.3%	0.4%
\$150,000 - \$199,999	0.2%	0.2%	0.6%
\$200,000 - \$249,999	0.3%	0.7%	1.3%
\$250,000 - \$299,999	0.7%	1.1%	1.8%
\$300,000 - \$399,999	4.4%	4.3%	5.7%
\$400,000 - \$499,999	11.5%	10.0%	10.3%
\$500,000 - \$749,999	48.4%	41.7%	40.2%
\$750,000 - \$999,999	14.3%	21.9%	21.1%
\$1,000,000 - \$1,499,999	7.4%	9.4%	10.4%
\$1,500,000 - \$1,999,999	3.4%	4.2%	3.7%
\$2,000,000 +	7.2%	4.9%	3.4%
Average Home Value	\$812,296	\$818,932	\$782,365

Housing Unit Summary			
2010 Total Housing Units	41,737	123,550	523,237
Owner Occupied Housing Units	55.3%	60.2%	54.0%
Renter Occupied Housing Units	38.0%	33.7%	39.4%
Vacant Housing Units	6.8%	6.1%	6.7%
2020 Housing Units	44,451	134,840	589,987
Owner Occupied Housing Units	53.8%	56.9%	50.4%
Renter Occupied Housing Units	40.3%	37.4%	43.2%
Vacant Housing Units	5.9%	5.7%	6.4%
2026 Housing Units	46,240	142,270	632,086
Owner Occupied Housing Units	51.9%	53.7%	47.2%
Renter Occupied Housing Units	40.6%	38.6%	44.4%
Vacant Housing Units	7.6%	7.7%	8.4%
2031 Total Housing Units	48,022	149,285	666,365
Owner Occupied Housing Units	51.5%	52.8%	46.6%
Renter Occupied Housing Units	40.3%	38.3%	43.7%
Vacant Housing Units	8.1%	8.9%	9.7%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	48,489	154,009	663,870
Females	47,158	153,125	652,035

Median Age			
2010	39.8	38.8	36.4
2020	39.0	38.3	36.7
2026	40.3	39.5	37.9
2031	41.7	40.8	39.1

2026 Population by Age			
Total	95,647	307,135	1,315,903
0 - 4	4.6%	4.7%	4.7%
5 - 9	4.8%	5.0%	4.9%
10 - 14	5.2%	5.3%	5.1%
15 - 24	11.3%	12.4%	12.1%
25 - 34	15.6%	15.7%	18.4%
35 - 44	15.6%	14.9%	15.7%
45 - 54	12.4%	12.4%	12.3%
55 - 64	11.3%	10.8%	10.6%
65 - 74	10.8%	10.2%	9.2%
75 - 84	6.3%	6.4%	5.6%
85 +	2.5%	2.5%	1.9%
18 +	82.0%	81.6%	82.2%

2026 Population 15+ by Marital Status			
Total	81,681	260,917	1,123,362
Never Married	34.0%	34.0%	38.8%
Married	50.2%	51.6%	47.1%
Widowed	4.8%	4.4%	3.9%
Divorced	11.1%	10.0%	10.2%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	70,925	222,844	964,726
Less than 9th Grade	1.7%	1.9%	2.3%
9th - 12th Grade, No Diploma	2.5%	2.7%	2.9%
High School Graduate	12.7%	11.1%	11.2%
GED/Alternative Credential	4.6%	3.0%	3.0%
Some College, No Degree	15.1%	13.4%	13.6%
Associate Degree	6.8%	6.7%	6.8%
Bachelor's Degree	35.0%	37.2%	36.9%
Graduate/Professional Degree	21.4%	24.0%	23.3%

2020 Population by Race/Ethnicity			
Total	96,154	301,447	1,267,952
White Alone	77.1%	74.5%	69.3%
Black Alone	2.1%	2.2%	5.7%
American Indian Alone	1.2%	1.1%	1.2%
Asian Alone	2.5%	3.9%	4.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.9%	6.8%	7.3%
Two or More Races	5.9%	6.8%	7.3%
Hispanic Origin	17.2%	19.0%	19.9%
Diversity Index	56.3	60.2	65.7

2026 Population by Race/Ethnicity			
Total	95,648	307,134	1,315,906
White Alone	74.7%	72.7%	67.4%
Black Alone	2.3%	2.4%	6.0%
American Indian Alone	1.2%	1.1%	1.1%
Asian Alone	2.8%	4.3%	5.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.6%	7.2%	7.6%
Two or More Races	12.3%	12.2%	12.5%
Hispanic Origin	18.9%	20.0%	20.7%
Diversity Index	59.9	62.5	67.7

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	56,232	177,015	789,579
White Collar	72.6%	75.3%	74.6%
Management/Business/Financial	24.2%	25.1%	24.7%
Professional	30.3%	32.0%	32.4%
Sales	9.3%	9.8%	9.2%
Administrative Support	8.8%	8.4%	8.3%
Services	13.0%	12.5%	13.1%

2026 Employed Pop 16+ by Occupation			
Total	56,232	177,015	789,579
Blue Collar	14.4%	12.1%	12.3%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	4.3%	3.5%	3.7%
Installation/Maintenance/Repair	1.9%	1.9%	1.8%
Production	3.1%	2.2%	2.2%
Transportation/Material Moving	5.0%	4.4%	4.6%
White Collar	72.6%	75.3%	74.6%
Management/Business/Financial	24.2%	25.1%	24.7%
Professional	30.3%	32.0%	32.4%
Sales	9.3%	9.8%	9.2%
Administrative Support	8.8%	8.4%	8.3%
Services	13.0%	12.5%	13.1%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	56,232	177,015	789,579
Population 16+ Employed	96.0%	96.3%	96.1%
Population 16+ Unemployment rate	4.0%	3.7%	3.9%
Population 16-24 Employed	10.6%	12.1%	11.7%
Population 16-24 Unemployment rate	10.1%	8.3%	8.0%
Population 25-54 Employed	63.2%	63.2%	65.7%
Population 25-54 Unemployment rate	3.2%	3.1%	3.3%
Population 55-64 Employed	14%	14%	13%
Population 55-64 Unemployment rate	3.5%	3.2%	3.7%
Population 65+ Employed	8%	7%	6%
Population 65+ Unemployment rate	2.2%	2.2%	2.2%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	53,989	170,460	759,051
Agriculture/Mining	1.1%	0.8%	0.7%
Construction	7.4%	6.1%	6.2%
Manufacturing	6.5%	6.0%	5.8%
Wholesale Trade	1.4%	1.9%	1.7%
Retail Trade	9.7%	9.2%	8.4%
Transportation/Utilities	4.2%	3.7%	4.6%
Information	2%	3%	3%
Finance/Insurance/Real Estate	9.1%	9.9%	9.2%
Services	54.1%	55.4%	56.3%
Public Administration	4.2%	3.9%	4.0%

2026 Consumer Spending			
Apparel & Services: Total \$	\$137,360,290	\$456,486,252	\$1,903,624,303
Average Spent	\$3,213.33	\$3,475.79	\$3,286.42
Spending Potential Index	126	136	129
Education: Total \$	\$112,471,778	\$379,841,377	\$1,519,770,743
Average Spent	\$2,631.10	\$2,892.20	\$2,623.74
Spending Potential Index	131	144	131
Entertainment/Recreation: Total \$	\$226,291,352	\$749,728,157	\$3,035,428,185
Average Spent	\$5,293.74	\$5,708.60	\$5,240.37
Spending Potential Index	123	133	122
Food at Home: Total \$	\$416,115,951	\$1,369,826,121	\$5,651,719,633
Average Spent	\$9,734.39	\$10,430.17	\$9,757.15
Spending Potential Index	124	132	124
Food Away from Home: Total \$	\$239,363,772	\$799,031,908	\$3,319,143,295
Average Spent	\$5,599.55	\$6,084.01	\$5,730.18
Spending Potential Index	125	136	128
Health Care: Total \$	\$404,461,138	\$1,323,943,348	\$5,325,357,474
Average Spent	\$9,461.74	\$10,080.81	\$9,193.71
Spending Potential Index	118	126	115
HH Furnishings & Equipment: Total \$	\$149,570,728	\$495,852,133	\$2,013,468,518
Average Spent	\$3,498.98	\$3,775.53	\$3,476.06
Spending Potential Index	123	133	122
Personal Care Products & Services: Total \$	\$61,672,512	\$204,705,304	\$841,433,545
Average Spent	\$1,442.73	\$1,558.67	\$1,452.65
Spending Potential Index	126	137	127

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$1,520,672,558	\$5,079,727,726	\$20,883,631,383
Average Spent	\$35,573.78	\$38,678.23	\$36,053.57
Spending Potential Index	129	140	131
Support Payments/Gifts in Kind: Total \$	\$156,619,397	\$511,567,949	\$2,034,163,756
Average Spent	\$3,663.87	\$3,895.20	\$3,511.79
Spending Potential Index	120	128	115
Travel: Total \$	\$196,191,338	\$659,990,418	\$2,629,514,329
Average Spent	\$4,589.59	\$5,025.32	\$4,539.60
Spending Potential Index	126	137	124
Vehicle Maintenance & Repairs: Total \$	\$64,873,191	\$213,180,798	\$870,738,360
Average Spent	\$1,517.61	\$1,623.21	\$1,503.25
Spending Potential Index	123	131	121

Top Tapestry Segment		
3 mile	5 mile	10 mile
City Greens (K6): This segment is characterized by educated professionals in metro areas with high home ownership. Learn more about this segment...	Top Tier (L3): This segment is characterized by highly educated professionals in affluent suburbs. Learn more about this segment...	Metro Renters (D4): This segment is characterized by young, educated professionals in urban rentals. 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.