

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	289,415	747,372	2,176,682
2020 Total Population	290,839	762,911	2,216,931
2020 Group Quarters	3,565	11,838	35,829
2026 Total Population	289,876	755,505	2,186,859
2026 Group Quarters	3,578	11,877	35,929
2031 Total Population	293,167	757,768	2,185,619
2026-2031 Annual Rate	0.23%	0.06%	-0.01%
2026 Total Daytime Population	259,138	671,859	2,215,171
Workers	108,083	291,024	1,132,011
Residents	151,055	380,835	1,083,160

Household Summary	3 mile	5 mile	10 mile
2010 Total Households	78,575	205,750	667,112
2010 Average Household Size	3.64	3.58	3.21
2020 Total Households	81,079	219,421	701,254
2020 Average Household Size	3.54	3.42	3.11
2026 Total Households	83,533	225,495	716,693
2026 Average Household Size	3.43	3.30	3.00
2031 Total Households	85,808	229,699	728,174
2031 Average Household Size	3.37	3.25	2.95
2026-2031 Annual Rate	0.54%	0.37%	0.32%
2026 Families	64,486	170,239	515,896
2026 Average Family Size	3.84	3.72	3.48
2031 Families	66,254	173,429	523,236
2031 Average Family Size	3.78	3.66	3.43
2026-2031 Growth Rate	0.54%	0.37%	0.28%

Median Household Income	3 mile	5 mile	10 mile
2026	\$91,331	\$97,902	\$109,772
2031	\$107,627	\$112,646	\$126,363

Per Capita Income	3 mile	5 mile	10 mile
2026	\$33,846	\$37,163	\$47,920
2031	\$39,808	\$43,166	\$54,963

2026 Households by Income			
Household Income Base	83,534	225,496	716,692
<\$10,000	5.1%	4.6%	3.8%
\$10,000-14,999	3.1%	2.8%	2.1%
\$15,000-19,999	2.2%	1.9%	1.7%
\$20,000-24,999	2.8%	2.5%	2.0%
\$25,000-29,999	2.5%	2.2%	1.9%
\$30,000-34,999	2.8%	2.5%	2.1%
\$35,000-39,999	2.6%	2.5%	2.2%
\$40,000-44,999	3.0%	3.1%	2.8%
\$45,000-49,999	2.3%	2.2%	1.9%
\$50,000-59,999	5.2%	5.0%	4.6%
\$60,000-74,999	8.5%	8.2%	7.4%
\$75000-99999	13.7%	13.4%	12.5%
\$100,000-124,999	11.0%	11.4%	11.4%
\$125,000-149,999	8.1%	8.6%	8.5%
\$150000-199999	12.2%	12.7%	13.2%
\$200,000-249,999	6.7%	7.4%	9.0%
\$250,000-299,999	3.7%	3.8%	4.8%
\$300,000-399,999	2.5%	2.8%	4.0%
\$400,000-499,999	0.8%	1.1%	1.8%
\$500,000+	1.0%	1.4%	2.4%
Average Household Income	\$116,654	\$123,642	\$145,443

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	48	50	51
Percent of Income for Mortgage	51.5%	49.7%	48.4%
Wealth Index	86	93	120

Median Home Value			
2026	\$799,897	\$826,452	\$902,512
2031	\$914,339	\$933,159	\$1,014,101

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	40,068	107,294	382,133
<\$50,000	1.7%	2.1%	1.3%
\$50,000 - \$99,999	2.4%	2.5%	1.3%
\$100,000 - \$149,999	1.6%	1.9%	1.1%
\$150,000 - \$199,999	0.6%	0.6%	0.7%
\$200,000 - \$249,999	0.4%	0.5%	0.6%
\$250,000 - \$299,999	0.5%	0.4%	0.5%
\$300,000 - \$399,999	2.0%	1.9%	1.6%
\$400,000 - \$499,999	5.0%	3.8%	3.1%
\$500,000 - \$749,999	28.4%	25.0%	18.9%
\$750,000 - \$999,999	37.4%	37.1%	34.4%
\$1,000,000 - \$1,499,999	12.9%	17.3%	25.0%
\$1,500,000 - \$1,999,999	2.9%	2.8%	6.3%
\$2,000,000 +	4.3%	4.2%	5.3%
Average Home Value	\$849,405	\$871,250	\$986,250

Housing Unit Summary			
2010 Total Housing Units	82,026	216,202	699,768
Owner Occupied Housing Units	48.8%	49.1%	54.7%
Renter Occupied Housing Units	47.0%	46.1%	40.7%
Vacant Housing Units	4.2%	4.8%	4.7%
2020 Housing Units	83,489	227,472	727,424
Owner Occupied Housing Units	46.8%	46.1%	52.2%
Renter Occupied Housing Units	50.3%	50.3%	44.2%
Vacant Housing Units	2.9%	3.5%	3.6%
2026 Housing Units	86,292	234,211	746,255
Owner Occupied Housing Units	46.4%	45.8%	51.2%
Renter Occupied Housing Units	50.4%	50.5%	44.8%
Vacant Housing Units	3.2%	3.7%	4.0%
2031 Total Housing Units	88,567	238,905	758,284
Owner Occupied Housing Units	46.8%	46.0%	51.2%
Renter Occupied Housing Units	50.1%	50.1%	44.8%
Vacant Housing Units	3.1%	3.9%	4.0%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	144,243	378,125	1,088,615
Females	145,633	377,380	1,098,244

Median Age			
2010	34.9	33.8	35.0
2020	38.5	37.2	38.2
2026	39.2	38.1	39.0
2031	40.3	39.3	40.1

2026 Population by Age			
Total	289,875	755,506	2,186,858
0 - 4	4.8%	5.0%	4.8%
5 - 9	5.0%	5.1%	5.1%
10 - 14	5.4%	5.6%	5.6%
15 - 24	13.0%	13.4%	13.2%
25 - 34	16.1%	16.6%	15.9%
35 - 44	13.1%	13.5%	13.5%
45 - 54	11.3%	11.7%	12.1%
55 - 64	13.0%	12.3%	12.3%
65 - 74	10.1%	9.5%	9.7%
75 - 84	5.1%	4.8%	5.5%
85 +	1.9%	1.8%	2.1%
18 +	81.1%	80.5%	80.8%

2026 Population 15+ by Marital Status			
Total	245,788	637,274	1,847,735
Never Married	39.4%	40.5%	38.4%
Married	47.4%	46.9%	48.7%
Widowed	5.4%	5.0%	4.9%
Divorced	7.9%	7.7%	8.0%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	208,166	535,680	1,560,179
Less than 9th Grade	12.5%	11.6%	8.2%
9th - 12th Grade, No Diploma	11.8%	10.1%	7.1%
High School Graduate	22.8%	22.1%	19.1%
GED/Alternative Credential	2.5%	2.5%	2.3%
Some College, No Degree	15.7%	16.3%	16.6%
Associate Degree	8.3%	8.1%	8.4%
Bachelor's Degree	19.9%	21.4%	25.9%
Graduate/Professional Degree	6.5%	7.9%	12.3%

2020 Population by Race/Ethnicity			
Total	290,839	762,911	2,216,931
White Alone	20.3%	24.8%	34.9%
Black Alone	1.6%	1.9%	2.1%
American Indian Alone	1.4%	1.6%	1.6%
Asian Alone	40.8%	31.3%	22.9%
Pacific Islander Alone	0.5%	0.5%	0.4%
Some Other Race Alone	23.4%	26.0%	23.0%
Two or More Races	23.4%	26.0%	23.0%
Hispanic Origin	40.5%	45.9%	43.3%
Diversity Index	85.6	87.6	87.2

2026 Population by Race/Ethnicity			
Total	289,877	755,505	2,186,859
White Alone	18.7%	23.0%	32.9%
Black Alone	1.7%	1.9%	2.2%
American Indian Alone	1.3%	1.4%	1.5%
Asian Alone	42.5%	32.8%	24.1%
Pacific Islander Alone	0.5%	0.5%	0.4%
Some Other Race Alone	23.5%	26.3%	23.5%
Two or More Races	11.9%	14.0%	15.5%
Hispanic Origin	40.0%	45.8%	43.6%
Diversity Index	85.2	87.4	87.5

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	151,486	404,123	1,184,654
White Collar	51.2%	54.4%	61.4%
Management/Business/Financial	12.0%	13.6%	17.2%
Professional	19.4%	20.5%	23.8%
Sales	8.6%	8.8%	9.3%
Administrative Support	11.2%	11.5%	11.2%
Services	24.4%	22.9%	19.9%

2026 Employed Pop 16+ by Occupation			
Total	151,486	404,123	1,184,654
Blue Collar	24.4%	22.7%	18.7%
Farming/Forestry/Fishing	0.6%	0.7%	0.6%
Construction/Extraction	4.9%	4.8%	4.2%
Installation/Maintenance/Repair	2.8%	2.6%	2.5%
Production	9.0%	7.4%	5.3%
Transportation/Material Moving	7.1%	7.3%	6.1%
White Collar	51.2%	54.4%	61.4%
Management/Business/Financial	12.0%	13.6%	17.2%
Professional	19.4%	20.5%	23.8%
Sales	8.6%	8.8%	9.3%
Administrative Support	11.2%	11.5%	11.2%
Services	24.4%	22.9%	19.9%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	151,486	404,123	1,184,654
Population 16+ Employed	94.1%	94.4%	94.9%
Population 16+ Unemployment rate	5.9%	5.6%	5.1%
Population 16-24 Employed	10.9%	11.7%	11.6%
Population 16-24 Unemployment rate	10.6%	9.7%	9.2%
Population 25-54 Employed	61.3%	61.8%	61.5%
Population 25-54 Unemployment rate	5.3%	5.0%	4.6%
Population 55-64 Employed	16%	15%	15%
Population 55-64 Unemployment rate	6.2%	5.7%	4.9%
Population 65+ Employed	6%	6%	6%
Population 65+ Unemployment rate	2.5%	2.8%	2.5%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	142,555	381,597	1,124,444
Agriculture/Mining	0.8%	0.9%	0.8%
Construction	6.8%	6.6%	6.3%
Manufacturing	14.9%	12.9%	10.9%
Wholesale Trade	1.8%	2.0%	2.1%
Retail Trade	10.3%	10.5%	10.0%
Transportation/Utilities	4.8%	5.0%	4.9%
Information	1%	1%	2%
Finance/Insurance/Real Estate	5.0%	5.6%	6.8%
Services	51.9%	52.3%	53.3%
Public Administration	2.6%	2.9%	3.3%

2026 Consumer Spending			
Apparel & Services: Total \$	\$201,967,240	\$576,804,129	\$2,116,590,022
Average Spent	\$2,417.81	\$2,557.95	\$2,953.27
Spending Potential Index	95	100	116
Education: Total \$	\$165,340,841	\$468,091,391	\$1,761,864,190
Average Spent	\$1,979.35	\$2,075.84	\$2,458.32
Spending Potential Index	99	104	123
Entertainment/Recreation: Total \$	\$322,398,541	\$923,146,529	\$3,473,623,629
Average Spent	\$3,859.54	\$4,093.87	\$4,846.74
Spending Potential Index	90	95	113
Food at Home: Total \$	\$610,559,440	\$1,737,196,068	\$6,377,188,933
Average Spent	\$7,309.20	\$7,703.92	\$8,898.08
Spending Potential Index	93	98	113
Food Away from Home: Total \$	\$361,281,486	\$1,036,712,839	\$3,828,382,532
Average Spent	\$4,325.02	\$4,597.50	\$5,341.73
Spending Potential Index	97	103	120
Health Care: Total \$	\$547,233,441	\$1,564,292,062	\$5,925,379,660
Average Spent	\$6,551.10	\$6,937.15	\$8,267.67
Spending Potential Index	82	87	103
HH Furnishings & Equipment: Total \$	\$215,348,730	\$617,796,156	\$2,323,109,258
Average Spent	\$2,578.01	\$2,739.73	\$3,241.43
Spending Potential Index	91	96	114
Personal Care Products & Services: Total \$	\$87,977,352	\$253,205,542	\$951,065,195
Average Spent	\$1,053.20	\$1,122.89	\$1,327.02
Spending Potential Index	92	98	116

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$2,402,631,156	\$6,859,806,054	\$25,328,478,312
Average Spent	\$28,762.66	\$30,421.10	\$35,340.76
Spending Potential Index	104	110	128
Support Payments/Gifts in Kind: Total \$	\$193,159,987	\$553,698,980	\$2,154,194,139
Average Spent	\$2,312.38	\$2,455.48	\$3,005.74
Spending Potential Index	76	81	99
Travel: Total \$	\$297,686,291	\$847,161,930	\$3,199,016,485
Average Spent	\$3,563.70	\$3,756.90	\$4,463.58
Spending Potential Index	97	103	122
Vehicle Maintenance & Repairs: Total \$	\$90,959,735	\$262,674,948	\$986,814,975
Average Spent	\$1,088.91	\$1,164.88	\$1,376.90
Spending Potential Index	88	94	111

Top Tapestry Segment		
3 mile	5 mile	10 mile
Downtown Melting Pot (F3): This segment is characterized by urban centers with multigenerational households and non-English speakers. Learn more about this segment...	Neighborhood Spirit (H3): This segment is characterized by suburban families on the West Coast with high rents. Learn more about this segment...	Neighborhood Spirit (H3): This segment is characterized by suburban families on the West Coast with high rents. 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.