

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	82,869	174,472	428,361
2020 Total Population	84,291	183,488	452,055
2020 Group Quarters	4,239	6,813	17,660
2026 Total Population	84,040	184,081	452,755
2026 Group Quarters	4,084	6,624	17,283
2031 Total Population	85,302	185,585	457,135
2026-2031 Annual Rate	0.30%	0.16%	0.19%
2026 Total Daytime Population	81,038	165,664	437,335
Workers	43,350	79,100	221,529
Residents	37,688	86,564	215,806

Household Summary			
2010 Total Households	31,698	64,129	148,797
2010 Average Household Size	2.48	2.63	2.78
2020 Total Households	33,451	68,363	158,782
2020 Average Household Size	2.39	2.58	2.74
2026 Total Households	34,738	70,698	163,563
2026 Average Household Size	2.30	2.51	2.66
2031 Total Households	35,753	72,280	167,164
2031 Average Household Size	2.27	2.48	2.63
2026-2031 Annual Rate	0.58%	0.44%	0.44%
2026 Families	20,576	45,846	111,854
2026 Average Family Size	2.86	3.03	3.15
2031 Families	21,125	46,773	114,084
2031 Average Family Size	2.83	2.99	3.12
2026-2031 Growth Rate	0.53%	0.40%	0.40%

Median Household Income			
2026	\$94,972	\$103,296	\$115,858
2031	\$108,291	\$117,678	\$135,279

Per Capita Income	3 mile	5 mile	10 mile
2026	\$53,826	\$53,739	\$57,305
2031	\$61,959	\$61,701	\$65,479

2026 Households by Income			
Household Income Base	34,738	70,699	163,563
<\$10,000	3.7%	3.8%	3.4%
\$10,000-14,999	2.2%	2.0%	1.6%
\$15,000-19,999	2.4%	2.2%	1.6%
\$20,000-24,999	3.4%	2.5%	2.1%
\$25,000-29,999	2.7%	2.5%	2.2%
\$30,000-34,999	2.3%	2.2%	1.9%
\$35,000-39,999	2.9%	2.5%	2.1%
\$40,000-44,999	2.9%	2.6%	2.5%
\$45,000-49,999	2.8%	2.4%	2.2%
\$50,000-59,999	5.0%	4.7%	4.5%
\$60,000-74,999	9.4%	8.9%	7.7%
\$75000-99999	12.3%	12.0%	10.9%
\$100,000-124,999	11.2%	11.0%	10.7%
\$125,000-149,999	7.7%	7.8%	7.8%
\$150000-199999	10.8%	12.5%	13.4%
\$200,000-249,999	6.4%	7.0%	9.2%
\$250,000-299,999	4.0%	4.4%	5.3%
\$300,000-399,999	4.3%	4.8%	5.7%
\$400,000-499,999	1.5%	1.8%	2.1%
\$500,000+	2.2%	2.5%	3.0%
Average Household Income	\$131,029	\$140,628	\$157,940

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	42	49	53
Percent of Income for Mortgage	58.6%	49.7%	46.5%
Wealth Index	105	116	138

Median Home Value			
2026	\$946,774	\$873,016	\$915,408
2031	\$1,137,468	\$975,339	\$1,064,227

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	14,236	36,334	94,523
<\$50,000	1.2%	1.3%	1.1%
\$50,000 - \$99,999	1.1%	1.6%	1.3%
\$100,000 - \$149,999	0.4%	1.1%	0.8%
\$150,000 - \$199,999	0.7%	1.0%	0.8%
\$200,000 - \$249,999	0.4%	0.6%	0.6%
\$250,000 - \$299,999	1.3%	1.0%	0.7%
\$300,000 - \$399,999	2.3%	2.6%	1.8%
\$400,000 - \$499,999	3.3%	4.5%	3.4%
\$500,000 - \$749,999	15.7%	20.9%	18.9%
\$750,000 - \$999,999	30.2%	31.2%	31.1%
\$1,000,000 - \$1,499,999	25.0%	20.0%	23.2%
\$1,500,000 - \$1,999,999	11.4%	8.2%	8.2%
\$2,000,000 +	7.1%	6.0%	8.1%
Average Home Value	\$1,064,474	\$969,381	\$1,033,464

Housing Unit Summary			
2010 Total Housing Units	35,802	70,469	161,316
Owner Occupied Housing Units	35.2%	46.2%	53.1%
Renter Occupied Housing Units	53.3%	44.8%	39.2%
Vacant Housing Units	11.5%	9.0%	7.8%
2020 Housing Units	37,552	74,448	169,642
Owner Occupied Housing Units	35.8%	46.6%	53.7%
Renter Occupied Housing Units	53.2%	45.3%	39.9%
Vacant Housing Units	11.3%	8.3%	6.4%
2026 Housing Units	39,410	77,710	176,314
Owner Occupied Housing Units	36.1%	46.8%	53.6%
Renter Occupied Housing Units	52.0%	44.2%	39.2%
Vacant Housing Units	11.9%	9.0%	7.2%
2031 Total Housing Units	40,614	79,714	180,805
Owner Occupied Housing Units	36.0%	46.8%	53.4%
Renter Occupied Housing Units	52.1%	43.9%	39.0%
Vacant Housing Units	12.0%	9.3%	7.5%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	43,392	93,679	230,194
Females	40,648	90,402	222,561

Median Age			
2010	32.9	33.5	34.2
2020	36.5	37.2	37.7
2026	38.1	38.5	38.9
2031	39.8	40.0	40.2

2026 Population by Age			
Total	84,041	184,082	452,754
0 - 4	4.8%	5.1%	5.2%
5 - 9	4.8%	5.2%	5.4%
10 - 14	4.7%	5.2%	5.6%
15 - 24	14.5%	14.1%	14.2%
25 - 34	16.5%	15.5%	14.5%
35 - 44	14.3%	13.7%	13.2%
45 - 54	11.7%	11.6%	11.6%
55 - 64	11.1%	11.3%	11.5%
65 - 74	10.1%	10.4%	10.4%
75 - 84	5.9%	6.0%	6.2%
85 +	2.0%	2.1%	2.3%
18 +	82.7%	81.3%	80.4%

2026 Population 15+ by Marital Status			
Total	71,971	155,530	379,533
Never Married	38.4%	35.2%	34.1%
Married	47.6%	50.1%	51.9%
Widowed	4.0%	4.5%	4.6%
Divorced	9.9%	10.2%	9.4%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	59,800	129,586	315,403
Less than 9th Grade	5.7%	6.0%	6.1%
9th - 12th Grade, No Diploma	3.7%	3.8%	3.7%
High School Graduate	14.9%	16.1%	15.9%
GED/Alternative Credential	1.9%	1.9%	2.0%
Some College, No Degree	20.9%	20.1%	18.9%
Associate Degree	8.2%	8.5%	8.9%
Bachelor's Degree	30.0%	28.6%	28.1%
Graduate/Professional Degree	14.8%	15.1%	16.3%

2020 Population by Race/Ethnicity			
Total	84,291	183,488	452,055
White Alone	59.7%	56.6%	56.6%
Black Alone	3.5%	3.7%	3.1%
American Indian Alone	1.3%	1.4%	1.4%
Asian Alone	4.6%	6.7%	6.7%
Pacific Islander Alone	0.8%	1.0%	0.8%
Some Other Race Alone	15.7%	15.4%	16.1%
Two or More Races	15.7%	15.4%	16.1%
Hispanic Origin	32.8%	33.1%	34.1%
Diversity Index	77.3	79.2	79.3

2026 Population by Race/Ethnicity			
Total	84,039	184,081	452,756
White Alone	58.0%	54.7%	54.5%
Black Alone	3.4%	3.7%	3.0%
American Indian Alone	1.3%	1.3%	1.4%
Asian Alone	5.0%	7.2%	7.2%
Pacific Islander Alone	0.8%	0.9%	0.7%
Some Other Race Alone	16.4%	16.1%	16.9%
Two or More Races	15.2%	16.1%	16.2%
Hispanic Origin	33.9%	34.4%	35.5%
Diversity Index	78.5	80.4	80.6

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	44,990	95,471	233,227
White Collar	62.6%	63.1%	63.0%
Management/Business/Financial	20.0%	19.4%	19.9%
Professional	23.6%	24.6%	24.5%
Sales	9.4%	9.1%	9.1%
Administrative Support	9.5%	10.0%	9.5%
Services	20.6%	20.1%	19.6%

2026 Employed Pop 16+ by Occupation			
Total	44,990	95,471	233,227
Blue Collar	16.8%	16.9%	17.4%
Farming/Forestry/Fishing	0.4%	0.4%	1.0%
Construction/Extraction	4.5%	4.2%	4.5%
Installation/Maintenance/Repair	2.6%	2.6%	2.5%
Production	3.9%	4.1%	4.3%
Transportation/Material Moving	5.5%	5.5%	5.2%
White Collar	62.6%	63.1%	63.0%
Management/Business/Financial	20.0%	19.4%	19.9%
Professional	23.6%	24.6%	24.5%
Sales	9.4%	9.1%	9.1%
Administrative Support	9.5%	10.0%	9.5%
Services	20.6%	20.1%	19.6%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	44,990	95,471	233,227
Population 16+ Employed	94.3%	94.8%	94.8%
Population 16+ Unemployment rate	5.7%	5.2%	5.2%
Population 16-24 Employed	10.7%	11.3%	11.7%
Population 16-24 Unemployment rate	10.3%	9.6%	9.5%
Population 25-54 Employed	61.2%	60.8%	59.9%
Population 25-54 Unemployment rate	5.2%	4.6%	4.6%
Population 55-64 Employed	14%	15%	16%
Population 55-64 Unemployment rate	5.7%	5.0%	4.7%
Population 65+ Employed	8%	8%	8%
Population 65+ Unemployment rate	3.9%	3.5%	3.4%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	42,406	90,504	221,186
Agriculture/Mining	1.0%	0.9%	1.5%
Construction	6.6%	6.3%	6.8%
Manufacturing	9.8%	10.6%	10.7%
Wholesale Trade	2.0%	1.5%	1.5%
Retail Trade	11.2%	10.9%	10.8%
Transportation/Utilities	3.5%	4.0%	3.8%
Information	2%	2%	2%
Finance/Insurance/Real Estate	5.4%	5.9%	5.9%
Services	55.3%	53.8%	53.5%
Public Administration	2.9%	3.7%	3.3%

2026 Consumer Spending			
Apparel & Services: Total \$	\$96,494,860	\$205,420,963	\$523,148,898
Average Spent	\$2,777.79	\$2,905.61	\$3,198.46
Spending Potential Index	109	114	125
Education: Total \$	\$75,157,837	\$164,058,917	\$431,723,852
Average Spent	\$2,163.56	\$2,320.56	\$2,639.50
Spending Potential Index	108	116	132
Entertainment/Recreation: Total \$	\$153,213,909	\$335,795,190	\$872,858,971
Average Spent	\$4,410.56	\$4,749.71	\$5,336.53
Spending Potential Index	103	110	124
Food at Home: Total \$	\$289,084,229	\$619,163,074	\$1,578,130,389
Average Spent	\$8,321.84	\$8,757.86	\$9,648.46
Spending Potential Index	106	111	122
Food Away from Home: Total \$	\$169,595,215	\$365,500,604	\$938,770,342
Average Spent	\$4,882.12	\$5,169.89	\$5,739.50
Spending Potential Index	109	116	129
Health Care: Total \$	\$267,607,044	\$588,919,517	\$1,528,745,441
Average Spent	\$7,703.58	\$8,330.07	\$9,346.52
Spending Potential Index	96	104	117
HH Furnishings & Equipment: Total \$	\$101,928,789	\$224,041,871	\$583,328,515
Average Spent	\$2,934.22	\$3,169.00	\$3,566.38
Spending Potential Index	103	111	125
Personal Care Products & Services: Total \$	\$42,435,813	\$92,106,090	\$237,872,915
Average Spent	\$1,221.60	\$1,302.81	\$1,454.32
Spending Potential Index	107	114	128

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$1,093,179,091	\$2,372,649,681	\$6,133,278,013
Average Spent	\$31,469.26	\$33,560.35	\$37,497.95
Spending Potential Index	114	122	136
Support Payments/Gifts in Kind: Total \$	\$99,753,654	\$220,773,380	\$579,654,311
Average Spent	\$2,871.60	\$3,122.77	\$3,543.92
Spending Potential Index	94	103	116
Travel: Total \$	\$136,052,933	\$301,472,693	\$794,747,821
Average Spent	\$3,916.54	\$4,264.23	\$4,858.97
Spending Potential Index	107	117	133
Vehicle Maintenance & Repairs: Total \$	\$44,060,615	\$96,193,470	\$248,079,583
Average Spent	\$1,268.37	\$1,360.63	\$1,516.72
Spending Potential Index	102	110	122

Top Tapestry Segment		
3 mile	5 mile	10 mile
Trendsetters (D2): This segment is characterized by urban, educated, young professionals with commutes. Learn more about this segment...	Uptown Lights (F5): This segment is characterized by major metropolis urban and suburban professionals. 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.