

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	51,927	89,607	356,475
2020 Total Population	51,153	88,641	355,134
2020 Group Quarters	200	396	5,652
2026 Total Population	49,445	86,168	346,342
2026 Group Quarters	196	385	5,518
2031 Total Population	48,641	86,123	344,122
2026-2031 Annual Rate	-0.33%	-0.01%	-0.13%
2026 Total Daytime Population	85,806	122,570	389,759
Workers	60,645	78,947	212,895
Residents	25,161	43,623	176,864

Household Summary	3 mile	5 mile	10 mile
2010 Total Households	20,107	34,043	124,888
2010 Average Household Size	2.57	2.62	2.81
2020 Total Households	20,045	34,179	126,559
2020 Average Household Size	2.54	2.58	2.76
2026 Total Households	19,884	34,072	126,296
2026 Average Household Size	2.48	2.52	2.70
2031 Total Households	19,841	34,438	126,960
2031 Average Household Size	2.44	2.49	2.67
2026-2031 Annual Rate	-0.04%	0.21%	0.10%
2026 Families	14,165	23,944	92,481
2026 Average Family Size	2.97	3.01	3.16
2031 Families	14,124	24,113	92,791
2031 Average Family Size	2.92	2.98	3.12
2026-2031 Growth Rate	-0.06%	0.14%	0.07%

Median Household Income	3 mile	5 mile	10 mile
2026	\$171,560	\$163,390	\$153,650
2031	\$206,129	\$194,776	\$177,119

Per Capita Income	3 mile	5 mile	10 mile
2026	\$99,310	\$92,810	\$77,512
2031	\$112,428	\$103,785	\$87,336

2026 Households by Income			
Household Income Base	19,885	34,072	126,296
<\$10,000	4.0%	4.3%	3.5%
\$10,000-14,999	0.8%	1.1%	1.1%
\$15,000-19,999	1.4%	1.6%	1.4%
\$20,000-24,999	1.2%	1.4%	1.5%
\$25,000-29,999	0.8%	0.9%	1.5%
\$30,000-34,999	1.4%	1.5%	1.5%
\$35,000-39,999	1.7%	1.8%	1.8%
\$40,000-44,999	1.2%	1.2%	1.3%
\$45,000-49,999	1.2%	1.3%	1.3%
\$50,000-59,999	3.0%	3.0%	3.1%
\$60,000-74,999	4.3%	5.0%	5.7%
\$75000-99999	7.7%	7.5%	8.0%
\$100,000-124,999	8.0%	7.8%	9.0%
\$125,000-149,999	7.1%	7.5%	7.8%
\$150000-199999	12.8%	12.6%	14.3%
\$200,000-249,999	11.1%	11.5%	11.3%
\$250,000-299,999	7.5%	7.4%	7.0%
\$300,000-399,999	9.8%	9.6%	8.2%
\$400,000-499,999	4.8%	4.4%	4.0%
\$500,000+	10.4%	8.6%	6.6%
Average Household Income	\$248,029	\$234,249	\$211,907

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	57	54	63
Percent of Income for Mortgage	42.9%	45.4%	38.8%
Wealth Index	250	230	206

Median Home Value			
2026	\$1,251,688	\$1,260,577	\$1,013,559
2031	\$1,450,286	\$1,471,528	\$1,219,692

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	15,080	24,007	92,591
<\$50,000	0.6%	0.6%	0.7%
\$50,000 - \$99,999	0.4%	0.4%	0.4%
\$100,000 - \$149,999	0.1%	0.2%	0.2%
\$150,000 - \$199,999	0.1%	0.1%	0.2%
\$200,000 - \$249,999	0.1%	0.1%	0.1%
\$250,000 - \$299,999	0.3%	0.4%	0.2%
\$300,000 - \$399,999	0.5%	0.8%	0.5%
\$400,000 - \$499,999	1.3%	1.5%	1.0%
\$500,000 - \$749,999	6.1%	6.7%	12.6%
\$750,000 - \$999,999	23.3%	22.7%	33.3%
\$1,000,000 - \$1,499,999	34.4%	31.7%	27.8%
\$1,500,000 - \$1,999,999	17.7%	18.3%	11.2%
\$2,000,000 +	15.3%	16.5%	11.8%
Average Home Value	\$1,332,989	\$1,340,298	\$1,186,808

Housing Unit Summary			
2010 Total Housing Units	20,801	35,373	130,310
Owner Occupied Housing Units	76.2%	71.1%	73.0%
Renter Occupied Housing Units	20.4%	25.1%	22.8%
Vacant Housing Units	3.3%	3.8%	4.2%
2020 Housing Units	20,732	35,504	132,165
Owner Occupied Housing Units	73.4%	68.2%	70.4%
Renter Occupied Housing Units	23.3%	28.1%	25.4%
Vacant Housing Units	3.5%	3.8%	4.3%
2026 Housing Units	20,709	35,702	132,987
Owner Occupied Housing Units	72.8%	67.2%	69.6%
Renter Occupied Housing Units	23.2%	28.2%	25.3%
Vacant Housing Units	4.0%	4.6%	5.0%
2031 Total Housing Units	20,768	36,257	134,257
Owner Occupied Housing Units	73.0%	66.5%	69.3%
Renter Occupied Housing Units	22.6%	28.5%	25.3%
Vacant Housing Units	4.5%	5.0%	5.4%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	23,971	42,057	170,812
Females	25,474	44,111	175,530

Median Age			
2010	45.1	43.3	41.3
2020	47.7	46.3	44.1
2026	48.3	46.6	44.4
2031	48.4	46.6	44.8

2026 Population by Age			
Total	49,444	86,168	346,343
0 - 4	3.7%	3.9%	4.2%
5 - 9	4.6%	4.6%	4.9%
10 - 14	5.9%	5.9%	5.8%
15 - 24	10.8%	11.3%	12.2%
25 - 34	10.8%	11.6%	12.2%
35 - 44	10.1%	10.7%	11.5%
45 - 54	12.2%	12.0%	12.1%
55 - 64	15.3%	15.2%	14.4%
65 - 74	14.0%	13.3%	12.2%
75 - 84	9.1%	8.1%	7.4%
85 +	2.9%	2.7%	2.7%
18 +	82.3%	82.1%	81.5%

2026 Population 15+ by Marital Status			
Total	42,434	73,786	294,814
Never Married	27.2%	28.5%	30.9%
Married	58.1%	56.7%	54.8%
Widowed	5.3%	5.3%	5.4%
Divorced	9.4%	9.6%	8.8%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	37,069	64,028	252,522
Less than 9th Grade	1.0%	1.3%	2.1%
9th - 12th Grade, No Diploma	1.3%	1.9%	2.7%
High School Graduate	8.1%	9.9%	12.4%
GED/Alternative Credential	1.1%	1.2%	1.6%
Some College, No Degree	15.2%	14.8%	15.8%
Associate Degree	8.7%	8.9%	9.8%
Bachelor's Degree	36.0%	35.6%	33.4%
Graduate/Professional Degree	28.6%	26.6%	22.2%

2020 Population by Race/Ethnicity			
Total	51,153	88,641	355,134
White Alone	74.6%	71.5%	67.4%
Black Alone	1.2%	1.4%	1.8%
American Indian Alone	0.3%	0.5%	0.7%
Asian Alone	10.7%	10.4%	9.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.1%	5.0%	7.7%
Two or More Races	3.1%	5.0%	7.7%
Hispanic Origin	10.4%	14.0%	19.2%
Diversity Index	52.9	59.2	66.5

2026 Population by Race/Ethnicity			
Total	49,444	86,168	346,341
White Alone	72.5%	69.1%	64.9%
Black Alone	1.3%	1.5%	1.8%
American Indian Alone	0.3%	0.5%	0.7%
Asian Alone	11.6%	11.2%	10.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.3%	5.5%	8.4%
Two or More Races	11.0%	12.1%	13.3%
Hispanic Origin	11.3%	15.4%	20.8%
Diversity Index	55.8	62.4	69.3

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	25,834	45,403	181,610
White Collar	85.4%	81.9%	75.5%
Management/Business/Financial	28.9%	27.1%	24.6%
Professional	35.7%	33.9%	32.2%
Sales	12.7%	12.1%	9.7%
Administrative Support	8.1%	8.8%	9.0%
Services	10.0%	12.2%	14.3%

2026 Employed Pop 16+ by Occupation			
Total	25,834	45,403	181,610
Blue Collar	4.6%	5.8%	10.3%
Farming/Forestry/Fishing	0.1%	0.2%	0.4%
Construction/Extraction	1.0%	1.6%	2.7%
Installation/Maintenance/Repair	0.9%	0.9%	1.6%
Production	0.9%	1.1%	2.5%
Transportation/Material Moving	1.6%	2.1%	3.1%
White Collar	85.4%	81.9%	75.5%
Management/Business/Financial	28.9%	27.1%	24.6%
Professional	35.7%	33.9%	32.2%
Sales	12.7%	12.1%	9.7%
Administrative Support	8.1%	8.8%	9.0%
Services	10.0%	12.2%	14.3%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	25,834	45,403	181,610
Population 16+ Employed	95.3%	95.2%	94.9%
Population 16+ Unemployment rate	4.6%	4.8%	5.1%
Population 16-24 Employed	8.8%	9.6%	10.6%
Population 16-24 Unemployment rate	10.1%	9.9%	10.3%
Population 25-54 Employed	51.7%	53.0%	55.3%
Population 25-54 Unemployment rate	4.0%	4.2%	4.6%
Population 55-64 Employed	20%	20%	19%
Population 55-64 Unemployment rate	4.5%	4.5%	4.7%
Population 65+ Employed	14%	13%	10%
Population 65+ Unemployment rate	3.7%	3.8%	2.7%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	24,634	43,203	172,334
Agriculture/Mining	0.2%	0.3%	0.7%
Construction	2.8%	3.3%	4.2%
Manufacturing	5.9%	6.1%	7.7%
Wholesale Trade	1.3%	1.3%	1.5%
Retail Trade	8.3%	8.7%	8.8%
Transportation/Utilities	2.3%	3.1%	3.4%
Information	5%	5%	4%
Finance/Insurance/Real Estate	14.3%	13.0%	10.4%
Services	56.0%	56.4%	55.6%
Public Administration	3.4%	3.1%	3.4%

2026 Consumer Spending			
Apparel & Services: Total \$	\$94,800,284	\$155,341,379	\$517,456,654
Average Spent	\$4,767.67	\$4,559.21	\$4,097.17
Spending Potential Index	187	179	161
Education: Total \$	\$91,315,260	\$146,297,873	\$481,260,851
Average Spent	\$4,592.40	\$4,293.79	\$3,810.58
Spending Potential Index	229	214	190
Entertainment/Recreation: Total \$	\$168,326,665	\$271,409,780	\$905,028,853
Average Spent	\$8,465.43	\$7,965.77	\$7,165.93
Spending Potential Index	197	185	167
Food at Home: Total \$	\$286,322,500	\$468,030,856	\$1,562,147,467
Average Spent	\$14,399.64	\$13,736.52	\$12,368.94
Spending Potential Index	183	174	157
Food Away from Home: Total \$	\$170,850,241	\$279,298,679	\$942,556,163
Average Spent	\$8,592.35	\$8,197.31	\$7,463.07
Spending Potential Index	193	184	167
Health Care: Total \$	\$294,089,844	\$471,190,458	\$1,557,830,322
Average Spent	\$14,790.28	\$13,829.26	\$12,334.76
Spending Potential Index	184	172	154
HH Furnishings & Equipment: Total \$	\$111,222,590	\$179,277,877	\$600,447,170
Average Spent	\$5,593.57	\$5,261.74	\$4,754.28
Spending Potential Index	197	185	167
Personal Care Products & Services: Total \$	\$44,623,257	\$72,354,537	\$241,941,121
Average Spent	\$2,244.18	\$2,123.58	\$1,915.67
Spending Potential Index	197	186	168

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$1,121,239,630	\$1,831,781,462	\$6,244,623,905
Average Spent	\$56,389.04	\$53,762.08	\$49,444.35
Spending Potential Index	205	195	179
Support Payments/Gifts in Kind: Total \$	\$117,793,667	\$186,123,521	\$602,337,910
Average Spent	\$5,924.04	\$5,462.65	\$4,769.26
Spending Potential Index	194	179	157
Travel: Total \$	\$159,076,642	\$255,285,664	\$856,010,385
Average Spent	\$8,000.23	\$7,492.54	\$6,777.81
Spending Potential Index	219	205	185
Vehicle Maintenance & Repairs: Total \$	\$45,962,481	\$74,481,166	\$249,370,494
Average Spent	\$2,311.53	\$2,185.99	\$1,974.49
Spending Potential Index	187	176	159

Top Tapestry Segment		
3 mile	5 mile	10 mile
Top Tier (L3): This segment is characterized by highly educated professionals in affluent suburbs. Learn more about this segment...	Top Tier (L3): This segment is characterized by highly educated professionals in affluent suburbs. 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.