

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	57,517	112,786	364,644
2020 Total Population	62,844	128,117	436,999
2020 Group Quarters	388	464	1,200
2026 Total Population	64,147	129,408	475,843
2026 Group Quarters	386	460	1,174
2031 Total Population	67,537	135,575	496,469
2026-2031 Annual Rate	1.04%	0.94%	0.85%
2026 Total Daytime Population	50,110	112,140	421,239
Workers	15,593	44,905	166,588
Residents	34,517	67,235	254,651

Household Summary			
2010 Total Households	18,536	35,759	117,302
2010 Average Household Size	3.09	3.14	3.09
2020 Total Households	20,304	40,733	140,053
2020 Average Household Size	3.08	3.13	3.11
2026 Total Households	21,270	42,194	154,828
2026 Average Household Size	3.00	3.06	3.07
2031 Total Households	22,653	44,834	163,290
2031 Average Household Size	2.96	3.01	3.03
2026-2031 Annual Rate	1.27%	1.22%	1.07%
2026 Families	16,393	32,590	118,778
2026 Average Family Size	3.34	3.43	3.45
2031 Families	17,431	34,486	125,016
2031 Average Family Size	3.29	3.39	3.42
2026-2031 Growth Rate	1.24%	1.14%	1.03%

Median Household Income			
2026	\$116,233	\$116,422	\$111,943
2031	\$129,998	\$129,757	\$126,302

Per Capita Income	3 mile	5 mile	10 mile
2026	\$46,911	\$47,055	\$45,219
2031	\$52,462	\$52,681	\$50,993

2026 Households by Income			
Household Income Base	21,271	42,194	154,828
<\$10,000	3.3%	2.8%	3.1%
\$10,000-14,999	1.1%	1.3%	1.5%
\$15,000-19,999	1.8%	1.5%	1.6%
\$20,000-24,999	1.5%	1.5%	1.7%
\$25,000-29,999	1.7%	1.5%	1.7%
\$30,000-34,999	1.4%	1.7%	1.7%
\$35,000-39,999	1.7%	1.6%	2.0%
\$40,000-44,999	2.4%	2.4%	2.5%
\$45,000-49,999	2.2%	1.9%	2.0%
\$50,000-59,999	5.0%	4.5%	4.8%
\$60,000-74,999	8.6%	8.6%	8.8%
\$75000-99999	10.6%	11.6%	12.1%
\$100,000-124,999	12.3%	12.7%	12.2%
\$125,000-149,999	9.1%	9.4%	9.3%
\$150000-199999	15.8%	14.9%	14.8%
\$200,000-249,999	10.3%	10.5%	9.7%
\$250,000-299,999	4.6%	4.8%	4.3%
\$300,000-399,999	4.2%	4.3%	3.5%
\$400,000-499,999	1.2%	1.4%	1.5%
\$500,000+	1.0%	1.1%	1.3%
Average Household Income	\$140,970	\$143,327	\$138,602

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	73	73	72
Percent of Income for Mortgage	32.6%	32.4%	33.1%
Wealth Index	124	121	115

Median Home Value			
2026	\$643,807	\$640,806	\$629,845
2031	\$705,050	\$704,462	\$703,517

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	16,080	30,068	111,989
<\$50,000	0.3%	0.5%	0.8%
\$50,000 - \$99,999	0.3%	0.6%	0.7%
\$100,000 - \$149,999	0.0%	0.3%	0.5%
\$150,000 - \$199,999	0.1%	0.1%	0.4%
\$200,000 - \$249,999	0.2%	0.3%	0.8%
\$250,000 - \$299,999	0.5%	0.6%	1.3%
\$300,000 - \$399,999	3.1%	3.3%	4.9%
\$400,000 - \$499,999	11.2%	11.7%	12.1%
\$500,000 - \$749,999	59.6%	58.0%	55.1%
\$750,000 - \$999,999	17.2%	17.1%	17.7%
\$1,000,000 - \$1,499,999	5.5%	4.9%	3.3%
\$1,500,000 - \$1,999,999	1.4%	1.3%	0.9%
\$2,000,000 +	0.6%	1.4%	1.6%
Average Home Value	\$692,989	\$695,032	\$671,019

Housing Unit Summary			
2010 Total Housing Units	19,876	38,605	128,199
Owner Occupied Housing Units	70.9%	67.1%	64.7%
Renter Occupied Housing Units	22.3%	25.5%	26.8%
Vacant Housing Units	6.7%	7.4%	8.5%
2020 Housing Units	21,092	42,316	146,371
Owner Occupied Housing Units	72.1%	68.2%	67.7%
Renter Occupied Housing Units	24.2%	28.1%	28.0%
Vacant Housing Units	3.7%	3.8%	4.3%
2026 Housing Units	22,426	44,788	163,500
Owner Occupied Housing Units	71.7%	67.1%	68.5%
Renter Occupied Housing Units	23.1%	27.1%	26.2%
Vacant Housing Units	5.2%	5.8%	5.3%
2031 Total Housing Units	23,522	46,583	170,760
Owner Occupied Housing Units	70.7%	66.7%	68.6%
Renter Occupied Housing Units	25.6%	29.5%	27.1%
Vacant Housing Units	3.7%	3.8%	4.4%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	31,625	63,984	235,383
Females	32,522	65,424	240,460

Median Age			
2010	36.7	34.4	34.1
2020	39.1	36.9	36.9
2026	39.5	37.6	37.8
2031	39.7	38.4	38.6

2026 Population by Age			
Total	64,148	129,406	475,843
0 - 4	5.3%	5.7%	5.8%
5 - 9	5.6%	5.9%	6.2%
10 - 14	6.4%	6.8%	6.9%
15 - 24	12.3%	13.1%	13.2%
25 - 34	14.8%	14.9%	14.2%
35 - 44	12.7%	13.6%	13.8%
45 - 54	10.7%	11.5%	12.3%
55 - 64	12.5%	11.8%	11.5%
65 - 74	10.7%	9.6%	9.5%
75 - 84	5.9%	4.9%	5.2%
85 +	2.5%	1.8%	1.7%
18 +	78.8%	77.5%	76.8%

2026 Population 15+ by Marital Status			
Total	53,026	105,536	385,551
Never Married	31.3%	33.1%	31.4%
Married	55.6%	54.3%	55.0%
Widowed	5.4%	4.3%	4.5%
Divorced	7.8%	8.2%	9.1%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	45,114	88,583	323,022
Less than 9th Grade	3.0%	3.7%	4.3%
9th - 12th Grade, No Diploma	4.7%	4.6%	5.1%
High School Graduate	22.1%	21.8%	21.0%
GED/Alternative Credential	3.3%	3.4%	3.3%
Some College, No Degree	22.1%	23.1%	22.8%
Associate Degree	10.7%	11.0%	11.6%
Bachelor's Degree	22.4%	21.4%	21.6%
Graduate/Professional Degree	11.7%	11.0%	10.3%

2020 Population by Race/Ethnicity			
Total	62,844	128,117	436,999
White Alone	58.0%	54.3%	51.4%
Black Alone	4.4%	5.0%	6.0%
American Indian Alone	1.2%	1.3%	1.3%
Asian Alone	6.9%	7.5%	8.6%
Pacific Islander Alone	0.6%	0.5%	0.5%
Some Other Race Alone	12.5%	14.3%	15.3%
Two or More Races	12.5%	14.3%	15.3%
Hispanic Origin	31.3%	34.4%	35.8%
Diversity Index	78.0	80.6	82.3

2026 Population by Race/Ethnicity			
Total	64,146	129,408	475,844
White Alone	53.9%	50.2%	47.2%
Black Alone	4.6%	5.2%	6.2%
American Indian Alone	1.2%	1.2%	1.3%
Asian Alone	7.6%	8.3%	9.6%
Pacific Islander Alone	0.6%	0.5%	0.5%
Some Other Race Alone	14.2%	16.0%	16.9%
Two or More Races	17.9%	18.6%	18.3%
Hispanic Origin	34.7%	37.9%	39.0%
Diversity Index	80.8	82.9	84.4

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	31,898	66,851	236,824
White Collar	66.2%	63.2%	62.5%
Management/Business/Financial	19.0%	17.6%	16.9%
Professional	25.9%	24.9%	23.9%
Sales	10.8%	9.3%	9.9%
Administrative Support	10.5%	11.3%	11.9%
Services	17.4%	18.7%	19.0%

2026 Employed Pop 16+ by Occupation			
Total	31,898	66,851	236,824
Blue Collar	16.4%	18.1%	18.5%
Farming/Forestry/Fishing	0.6%	0.6%	0.6%
Construction/Extraction	5.6%	4.9%	4.6%
Installation/Maintenance/Repair	2.8%	3.1%	3.3%
Production	3.0%	3.5%	3.3%
Transportation/Material Moving	4.5%	6.0%	6.6%
White Collar	66.2%	63.2%	62.5%
Management/Business/Financial	19.0%	17.6%	16.9%
Professional	25.9%	24.9%	23.9%
Sales	10.8%	9.3%	9.9%
Administrative Support	10.5%	11.3%	11.9%
Services	17.4%	18.7%	19.0%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	31,898	66,851	236,824
Population 16+ Employed	93.7%	94.0%	93.8%
Population 16+ Unemployment rate	6.3%	6.0%	6.2%
Population 16-24 Employed	11.3%	12.3%	12.4%
Population 16-24 Unemployment rate	12.5%	11.3%	11.7%
Population 25-54 Employed	57.9%	59.6%	60.7%
Population 25-54 Unemployment rate	5.9%	5.5%	5.4%
Population 55-64 Employed	16%	15%	15%
Population 55-64 Unemployment rate	5.2%	5.4%	5.5%
Population 65+ Employed	8%	7%	6%
Population 65+ Unemployment rate	1.9%	1.6%	3.8%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	29,896	62,834	222,163
Agriculture/Mining	0.8%	0.8%	0.8%
Construction	9.8%	9.4%	8.0%
Manufacturing	6.5%	7.0%	7.6%
Wholesale Trade	1.9%	1.8%	1.9%
Retail Trade	11.9%	11.3%	12.0%
Transportation/Utilities	4.6%	5.6%	6.2%
Information	1%	1%	2%
Finance/Insurance/Real Estate	5.4%	5.7%	5.8%
Services	52.1%	50.9%	50.6%
Public Administration	6.4%	6.3%	5.6%

2026 Consumer Spending			
Apparel & Services: Total \$	\$59,989,232	\$122,589,733	\$434,780,605
Average Spent	\$2,820.37	\$2,905.38	\$2,808.15
Spending Potential Index	111	114	110
Education: Total \$	\$49,370,175	\$98,232,515	\$343,212,190
Average Spent	\$2,321.12	\$2,328.12	\$2,216.73
Spending Potential Index	116	116	111
Entertainment/Recreation: Total \$	\$103,193,469	\$207,203,561	\$736,250,798
Average Spent	\$4,851.60	\$4,910.74	\$4,755.28
Spending Potential Index	113	114	111
Food at Home: Total \$	\$179,370,592	\$364,923,930	\$1,300,069,781
Average Spent	\$8,433.03	\$8,648.72	\$8,396.86
Spending Potential Index	107	110	107
Food Away from Home: Total \$	\$107,135,098	\$218,926,493	\$777,008,585
Average Spent	\$5,036.91	\$5,188.57	\$5,018.53
Spending Potential Index	113	116	112
Health Care: Total \$	\$185,564,925	\$370,661,676	\$1,318,700,472
Average Spent	\$8,724.26	\$8,784.70	\$8,517.20
Spending Potential Index	109	110	106
HH Furnishings & Equipment: Total \$	\$69,270,447	\$139,059,953	\$494,047,719
Average Spent	\$3,256.72	\$3,295.73	\$3,190.95
Spending Potential Index	115	116	112
Personal Care Products & Services: Total \$	\$27,869,585	\$56,246,490	\$199,368,139
Average Spent	\$1,310.28	\$1,333.04	\$1,287.67
Spending Potential Index	115	117	113

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$685,001,032	\$1,385,679,167	\$4,933,822,898
Average Spent	\$32,205.03	\$32,840.67	\$31,866.48
Spending Potential Index	117	119	116
Support Payments/Gifts in Kind: Total \$	\$75,334,476	\$148,494,590	\$527,788,366
Average Spent	\$3,541.82	\$3,519.33	\$3,408.87
Spending Potential Index	116	116	112
Travel: Total \$	\$93,114,948	\$185,187,711	\$657,830,120
Average Spent	\$4,377.76	\$4,388.96	\$4,248.78
Spending Potential Index	120	120	116
Vehicle Maintenance & Repairs: Total \$	\$28,962,215	\$58,641,212	\$209,075,054
Average Spent	\$1,361.65	\$1,389.80	\$1,350.37
Spending Potential Index	110	112	109

Top Tapestry Segment		
3 mile	5 mile	10 mile
Professional Pride (L2): This segment is characterized by married, high-income tech households in the South and West. Learn more about this segment...	Professional Pride (L2): This segment is characterized by married, high-income tech households in the South and West. Learn more about this segment...	Boomburbs (H2): This segment is characterized by high-earning suburban families in the South and West. 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.