

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	67,044	177,015	659,388
2020 Total Population	79,392	199,521	755,306
2020 Group Quarters	164	594	2,638
2026 Total Population	91,601	217,726	806,465
2026 Group Quarters	170	618	2,769
2031 Total Population	94,570	224,828	842,697
2026-2031 Annual Rate	0.64%	0.64%	0.88%
2026 Total Daytime Population	87,059	206,864	789,801
Workers	41,877	98,568	393,690
Residents	45,182	108,296	396,111

Household Summary			
2010 Total Households	26,973	74,176	255,438
2010 Average Household Size	2.48	2.38	2.57
2020 Total Households	32,300	84,143	294,810
2020 Average Household Size	2.45	2.36	2.55
2026 Total Households	37,151	91,975	320,163
2026 Average Household Size	2.46	2.36	2.51
2031 Total Households	38,682	95,876	337,772
2031 Average Household Size	2.44	2.34	2.49
2026-2031 Annual Rate	0.81%	0.83%	1.08%
2026 Families	25,012	57,294	199,480
2026 Average Family Size	3.01	2.96	3.14
2031 Families	26,062	59,641	210,274
2031 Average Family Size	2.98	2.94	3.11
2026-2031 Growth Rate	0.83%	0.81%	1.06%

Median Household Income			
2026	\$140,595	\$104,022	\$87,394
2031	\$167,062	\$123,942	\$103,477

Per Capita Income	3 mile	5 mile	10 mile
2026	\$80,011	\$65,857	\$49,476
2031	\$89,656	\$74,652	\$56,659

2026 Households by Income			
Household Income Base	37,150	91,976	320,162
<\$10,000	3.5%	4.3%	4.9%
\$10,000-14,999	1.1%	1.4%	1.9%
\$15,000-19,999	1.2%	1.9%	2.3%
\$20,000-24,999	1.3%	2.1%	2.6%
\$25,000-29,999	1.1%	2.2%	2.5%
\$30,000-34,999	1.6%	2.7%	3.2%
\$35,000-39,999	1.6%	2.2%	3.1%
\$40,000-44,999	1.7%	2.6%	3.5%
\$45,000-49,999	1.8%	2.8%	3.2%
\$50,000-59,999	4.2%	5.2%	6.0%
\$60,000-74,999	6.6%	8.7%	9.6%
\$75000-99999	9.7%	11.8%	13.0%
\$100,000-124,999	9.5%	10.5%	11.3%
\$125,000-149,999	7.7%	7.5%	7.5%
\$150000-199999	14.5%	11.9%	10.9%
\$200,000-249,999	10.1%	6.8%	5.3%
\$250,000-299,999	7.9%	5.3%	3.1%
\$300,000-399,999	4.9%	3.1%	2.0%
\$400,000-499,999	3.7%	2.6%	1.5%
\$500,000+	6.3%	4.3%	2.6%
Average Household Income	\$196,437	\$155,055	\$124,489

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	90	77	77
Percent of Income for Mortgage	27.8%	32.4%	32.2%
Wealth Index	177	136	100

Median Home Value			
2026	\$664,678	\$572,104	\$479,110
2031	\$728,769	\$652,724	\$578,676

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	25,481	57,240	178,226
<\$50,000	0.4%	0.6%	1.6%
\$50,000 - \$99,999	0.0%	0.1%	0.5%
\$100,000 - \$149,999	0.0%	0.3%	0.7%
\$150,000 - \$199,999	0.0%	0.4%	1.3%
\$200,000 - \$249,999	0.3%	0.9%	2.6%
\$250,000 - \$299,999	0.3%	1.9%	4.0%
\$300,000 - \$399,999	6.9%	13.8%	19.3%
\$400,000 - \$499,999	17.1%	22.2%	25.3%
\$500,000 - \$749,999	37.7%	34.0%	27.9%
\$750,000 - \$999,999	16.7%	12.2%	9.2%
\$1,000,000 - \$1,499,999	11.1%	6.6%	4.1%
\$1,500,000 - \$1,999,999	5.6%	3.6%	2.0%
\$2,000,000 +	3.7%	3.4%	1.6%
Average Home Value	\$805,306	\$698,256	\$578,651

Housing Unit Summary			
2010 Total Housing Units	30,362	83,786	293,664
Owner Occupied Housing Units	56.8%	54.9%	49.2%
Renter Occupied Housing Units	32.0%	33.6%	37.8%
Vacant Housing Units	11.2%	11.5%	13.0%
2020 Housing Units	34,772	90,493	315,695
Owner Occupied Housing Units	59.0%	55.2%	49.9%
Renter Occupied Housing Units	33.9%	37.8%	43.5%
Vacant Housing Units	7.4%	7.0%	6.6%
2026 Housing Units	39,765	98,094	341,211
Owner Occupied Housing Units	64.1%	58.4%	52.2%
Renter Occupied Housing Units	29.3%	35.4%	41.6%
Vacant Housing Units	6.6%	6.2%	6.2%
2031 Total Housing Units	41,577	103,074	361,556
Owner Occupied Housing Units	64.8%	58.5%	52.4%
Renter Occupied Housing Units	28.3%	34.5%	41.0%
Vacant Housing Units	7.0%	7.0%	6.6%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	45,377	107,079	400,997
Females	46,224	110,647	405,468

Median Age			
2010	39.6	41.5	37.3
2020	43.3	44.3	39.3
2026	43.6	44.6	40.3
2031	44.2	45.5	41.6

2026 Population by Age			
Total	91,601	217,726	806,466
0 - 4	4.6%	4.4%	5.2%
5 - 9	5.5%	5.0%	5.5%
10 - 14	6.4%	5.5%	5.8%
15 - 24	12.3%	10.9%	11.8%
25 - 34	10.0%	11.4%	13.9%
35 - 44	13.3%	13.5%	14.6%
45 - 54	14.7%	13.1%	13.0%
55 - 64	13.9%	13.2%	12.2%
65 - 74	9.9%	11.5%	10.1%
75 - 84	6.9%	8.4%	6.3%
85 +	2.0%	2.8%	1.8%
18 +	79.6%	81.8%	80.0%

2026 Population 15+ by Marital Status			
Total	76,528	185,521	673,775
Never Married	29.7%	31.2%	36.3%
Married	53.4%	49.2%	45.5%
Widowed	5.2%	6.3%	5.3%
Divorced	11.7%	13.2%	12.9%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	65,271	161,783	578,579
Less than 9th Grade	1.3%	2.1%	3.9%
9th - 12th Grade, No Diploma	2.3%	3.5%	6.0%
High School Graduate	15.4%	19.0%	23.9%
GED/Alternative Credential	2.4%	3.0%	4.0%
Some College, No Degree	17.1%	19.1%	19.6%
Associate Degree	9.3%	9.9%	9.8%
Bachelor's Degree	29.5%	26.6%	21.5%
Graduate/Professional Degree	22.7%	16.8%	11.3%

2020 Population by Race/Ethnicity			
Total	79,392	199,521	755,306
White Alone	64.1%	59.6%	47.2%
Black Alone	5.3%	8.1%	11.7%
American Indian Alone	0.4%	0.6%	0.9%
Asian Alone	14.2%	13.6%	13.1%
Pacific Islander Alone	0.4%	0.6%	0.8%
Some Other Race Alone	3.9%	5.8%	12.6%
Two or More Races	3.9%	5.8%	12.6%
Hispanic Origin	13.1%	15.8%	26.2%
Diversity Index	65.3	70.8	82.3

2026 Population by Race/Ethnicity			
Total	91,602	217,726	806,464
White Alone	59.7%	55.4%	43.4%
Black Alone	5.5%	8.5%	12.2%
American Indian Alone	0.4%	0.6%	0.9%
Asian Alone	16.9%	15.7%	14.6%
Pacific Islander Alone	0.4%	0.6%	0.9%
Some Other Race Alone	4.2%	6.4%	13.5%
Two or More Races	12.8%	12.9%	14.6%
Hispanic Origin	14.3%	17.5%	28.0%
Diversity Index	69.3	74.5	84.3

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	48,533	115,855	439,760
White Collar	76.2%	68.5%	57.3%
Management/Business/Financial	23.5%	19.9%	15.8%
Professional	33.1%	26.9%	20.1%
Sales	11.0%	10.5%	9.6%
Administrative Support	8.6%	11.3%	11.8%
Services	14.9%	19.9%	26.3%

2026 Employed Pop 16+ by Occupation			
Total	48,533	115,855	439,760
Blue Collar	8.8%	11.6%	16.5%
Farming/Forestry/Fishing	0.2%	0.2%	0.3%
Construction/Extraction	1.6%	2.3%	4.3%
Installation/Maintenance/Repair	1.3%	1.5%	1.9%
Production	1.2%	1.7%	2.3%
Transportation/Material Moving	4.6%	5.9%	7.6%
White Collar	76.2%	68.5%	57.3%
Management/Business/Financial	23.5%	19.9%	15.8%
Professional	33.1%	26.9%	20.1%
Sales	11.0%	10.5%	9.6%
Administrative Support	8.6%	11.3%	11.8%
Services	14.9%	19.9%	26.3%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	48,533	115,855	439,760
Population 16+ Employed	96.4%	95.6%	94.6%
Population 16+ Unemployment rate	3.6%	4.4%	5.4%
Population 16-24 Employed	12.4%	11.3%	11.9%
Population 16-24 Unemployment rate	7.2%	8.5%	9.7%
Population 25-54 Employed	58.7%	58.8%	61.2%
Population 25-54 Unemployment rate	3.0%	3.8%	4.8%
Population 55-64 Employed	18%	17%	15%
Population 55-64 Unemployment rate	3.2%	3.8%	5.1%
Population 65+ Employed	7%	8%	6%
Population 65+ Unemployment rate	3.0%	3.9%	3.8%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	46,789	110,759	415,863
Agriculture/Mining	0.4%	0.3%	0.5%
Construction	4.6%	4.8%	6.9%
Manufacturing	2.9%	2.9%	3.1%
Wholesale Trade	1.9%	1.5%	1.6%
Retail Trade	8.0%	9.9%	10.1%
Transportation/Utilities	5.3%	6.3%	7.4%
Information	2%	2%	1%
Finance/Insurance/Real Estate	9.1%	7.5%	6.5%
Services	61.9%	61.1%	59.6%
Public Administration	4.0%	3.8%	3.0%

2026 Consumer Spending			
Apparel & Services: Total \$	\$148,810,699	\$292,623,855	\$839,747,154
Average Spent	\$4,005.56	\$3,181.56	\$2,622.87
Spending Potential Index	157	125	103
Education: Total \$	\$124,853,243	\$237,201,022	\$639,499,462
Average Spent	\$3,360.70	\$2,578.97	\$1,997.42
Spending Potential Index	168	129	100
Entertainment/Recreation: Total \$	\$252,918,630	\$495,362,595	\$1,373,260,311
Average Spent	\$6,807.86	\$5,385.84	\$4,289.25
Spending Potential Index	158	125	100
Food at Home: Total \$	\$441,055,167	\$883,773,006	\$2,538,898,438
Average Spent	\$11,871.96	\$9,608.84	\$7,930.02
Spending Potential Index	151	122	101
Food Away from Home: Total \$	\$262,018,683	\$512,546,020	\$1,466,695,651
Average Spent	\$7,052.80	\$5,572.67	\$4,581.09
Spending Potential Index	158	125	103
Health Care: Total \$	\$450,256,125	\$900,384,857	\$2,513,351,432
Average Spent	\$12,119.62	\$9,789.45	\$7,850.22
Spending Potential Index	151	122	98
HH Furnishings & Equipment: Total \$	\$167,565,767	\$329,507,852	\$920,470,570
Average Spent	\$4,510.40	\$3,582.58	\$2,875.01
Spending Potential Index	159	126	101
Personal Care Products & Services: Total \$	\$68,057,981	\$134,056,172	\$377,977,841
Average Spent	\$1,831.93	\$1,457.53	\$1,180.58
Spending Potential Index	161	128	104

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$1,628,810,151	\$3,251,343,521	\$9,204,112,699
Average Spent	\$43,842.97	\$35,350.30	\$28,748.21
Spending Potential Index	159	128	104
Support Payments/Gifts in Kind: Total \$	\$184,299,306	\$363,441,549	\$987,609,369
Average Spent	\$4,960.82	\$3,951.53	\$3,084.71
Spending Potential Index	163	130	101
Travel: Total \$	\$224,749,698	\$436,484,168	\$1,175,238,910
Average Spent	\$6,049.63	\$4,745.68	\$3,670.75
Spending Potential Index	165	130	100
Vehicle Maintenance & Repairs: Total \$	\$70,432,167	\$140,479,434	\$401,543,775
Average Spent	\$1,895.84	\$1,527.37	\$1,254.19
Spending Potential Index	153	123	101

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...	Modern Minds (D3): This segment is characterized by urban, educated, affluent households with commutes. 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.