

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	214,701	410,312	1,041,197
2020 Total Population	229,551	433,438	1,086,419
2020 Group Quarters	2,564	4,909	13,940
2026 Total Population	228,772	430,256	1,072,176
2026 Group Quarters	2,556	4,890	13,871
2031 Total Population	229,210	430,043	1,072,137
2026-2031 Annual Rate	0.04%	-0.01%	0.00%
2026 Total Daytime Population	228,451	457,541	1,060,822
Workers	115,605	243,236	522,701
Residents	112,846	214,305	538,121

Household Summary	3 mile	5 mile	10 mile
2010 Total Households	74,288	143,900	356,348
2010 Average Household Size	2.86	2.82	2.89
2020 Total Households	80,725	153,789	377,932
2020 Average Household Size	2.81	2.79	2.84
2026 Total Households	83,614	158,128	386,000
2026 Average Household Size	2.71	2.69	2.74
2031 Total Households	85,523	161,149	393,351
2031 Average Household Size	2.65	2.64	2.69
2026-2031 Annual Rate	0.45%	0.38%	0.38%
2026 Families	55,781	106,055	262,759
2026 Average Family Size	3.28	3.26	3.30
2031 Families	56,927	107,968	267,463
2031 Average Family Size	3.21	3.19	3.23
2026-2031 Growth Rate	0.41%	0.36%	0.36%

Median Household Income	3 mile	5 mile	10 mile
2026	\$104,976	\$107,292	\$107,050
2031	\$120,877	\$124,843	\$124,354

Per Capita Income	3 mile	5 mile	10 mile
2026	\$53,415	\$57,207	\$57,029
2031	\$62,075	\$66,537	\$65,887

2026 Households by Income			
Household Income Base	83,615	158,126	386,002
<\$10,000	4.4%	4.4%	4.6%
\$10,000-14,999	2.6%	2.6%	2.7%
\$15,000-19,999	2.5%	2.2%	2.1%
\$20,000-24,999	2.9%	2.7%	2.6%
\$25,000-29,999	1.9%	1.9%	2.1%
\$30,000-34,999	2.4%	2.4%	2.3%
\$35,000-39,999	2.5%	2.4%	2.5%
\$40,000-44,999	2.5%	2.5%	2.6%
\$45,000-49,999	2.3%	2.4%	2.3%
\$50,000-59,999	5.3%	5.2%	5.1%
\$60,000-74,999	7.3%	7.4%	7.5%
\$75000-99999	10.9%	10.5%	10.3%
\$100,000-124,999	10.1%	10.1%	9.9%
\$125,000-149,999	7.9%	7.7%	7.6%
\$150000-199999	11.8%	11.6%	11.3%
\$200,000-249,999	7.8%	7.9%	7.8%
\$250,000-299,999	4.7%	4.7%	4.8%
\$300,000-399,999	4.7%	5.0%	5.1%
\$400,000-499,999	2.8%	2.8%	2.7%
\$500,000+	2.6%	3.7%	3.9%
Average Household Income	\$145,542	\$155,437	\$157,750

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	49	49	48
Percent of Income for Mortgage	49.5%	50.4%	51.3%
Wealth Index	119	132	133

Median Home Value			
2026	\$884,141	\$919,070	\$932,724
2031	\$991,999	\$1,060,233	\$1,094,839

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	40,730	81,733	200,105
<\$50,000	0.9%	0.9%	0.8%
\$50,000 - \$99,999	0.6%	0.6%	0.7%
\$100,000 - \$149,999	0.5%	0.4%	0.3%
\$150,000 - \$199,999	0.3%	0.2%	0.1%
\$200,000 - \$249,999	0.2%	0.2%	0.2%
\$250,000 - \$299,999	0.2%	0.2%	0.2%
\$300,000 - \$399,999	1.1%	1.0%	1.0%
\$400,000 - \$499,999	2.5%	2.3%	2.1%
\$500,000 - \$749,999	24.2%	20.7%	19.7%
\$750,000 - \$999,999	36.2%	35.0%	34.0%
\$1,000,000 - \$1,499,999	21.6%	22.1%	21.4%
\$1,500,000 - \$1,999,999	6.3%	8.4%	8.5%
\$2,000,000 +	5.4%	8.2%	10.9%
Average Home Value	\$986,728	\$1,058,343	\$1,098,169

Housing Unit Summary			
2010 Total Housing Units	79,260	152,973	376,298
Owner Occupied Housing Units	52.1%	54.1%	53.1%
Renter Occupied Housing Units	41.6%	40.0%	41.6%
Vacant Housing Units	6.3%	5.9%	5.3%
2020 Housing Units	84,240	160,475	392,680
Owner Occupied Housing Units	47.9%	50.5%	50.6%
Renter Occupied Housing Units	47.9%	45.3%	45.7%
Vacant Housing Units	4.2%	4.2%	3.8%
2026 Housing Units	88,446	167,156	405,846
Owner Occupied Housing Units	46.1%	48.9%	49.3%
Renter Occupied Housing Units	48.5%	45.7%	45.8%
Vacant Housing Units	5.5%	5.4%	4.9%
2031 Total Housing Units	90,138	169,880	412,734
Owner Occupied Housing Units	46.0%	49.0%	49.3%
Renter Occupied Housing Units	48.8%	45.8%	46.0%
Vacant Housing Units	5.1%	5.1%	4.7%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	114,021	213,128	531,785
Females	114,751	217,128	540,391

Median Age			
2010	37.0	38.0	37.0
2020	39.1	40.0	39.5
2026	40.0	40.9	40.4
2031	41.0	42.0	41.4

2026 Population by Age			
Total	228,771	430,257	1,072,177
0 - 4	4.8%	4.7%	4.7%
5 - 9	5.2%	5.1%	5.2%
10 - 14	5.5%	5.4%	5.6%
15 - 24	11.6%	11.3%	11.9%
25 - 34	15.7%	15.2%	15.1%
35 - 44	14.5%	14.2%	14.1%
45 - 54	13.0%	12.9%	13.0%
55 - 64	12.3%	12.5%	12.4%
65 - 74	9.8%	10.4%	10.2%
75 - 84	5.5%	6.0%	5.8%
85 +	2.2%	2.4%	2.1%
18 +	81.0%	81.4%	81.0%

2026 Population 15+ by Marital Status			
Total	193,251	365,055	906,696
Never Married	36.7%	35.7%	37.9%
Married	49.9%	50.7%	49.0%
Widowed	4.5%	5.0%	4.8%
Divorced	8.9%	8.7%	8.3%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	166,821	316,482	779,017
Less than 9th Grade	7.6%	6.7%	7.3%
9th - 12th Grade, No Diploma	5.4%	5.2%	5.6%
High School Graduate	17.6%	16.7%	17.3%
GED/Alternative Credential	2.0%	2.0%	1.9%
Some College, No Degree	15.0%	15.2%	15.0%
Associate Degree	8.6%	8.5%	8.1%
Bachelor's Degree	28.8%	29.4%	29.1%
Graduate/Professional Degree	15.0%	16.3%	15.7%

2020 Population by Race/Ethnicity			
Total	229,551	433,438	1,086,419
White Alone	44.2%	47.3%	46.0%
Black Alone	5.0%	4.7%	4.2%
American Indian Alone	1.3%	1.2%	1.2%
Asian Alone	14.4%	13.5%	13.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	21.8%	20.3%	22.4%
Two or More Races	21.8%	20.3%	22.4%
Hispanic Origin	36.9%	34.8%	37.9%
Diversity Index	84.8	83.5	84.2

2026 Population by Race/Ethnicity			
Total	228,773	430,256	1,072,175
White Alone	42.5%	45.4%	43.9%
Black Alone	5.0%	4.7%	4.1%
American Indian Alone	1.3%	1.2%	1.2%
Asian Alone	14.9%	13.9%	13.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	22.5%	21.1%	23.4%
Two or More Races	13.7%	13.5%	13.6%
Hispanic Origin	37.9%	36.0%	39.2%
Diversity Index	85.5	84.3	85.0

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	126,540	234,926	582,514
White Collar	65.2%	66.8%	65.4%
Management/Business/Financial	19.0%	19.6%	18.7%
Professional	28.1%	28.7%	27.7%
Sales	8.2%	8.6%	8.7%
Administrative Support	9.9%	10.0%	10.3%
Services	19.3%	18.6%	18.8%

2026 Employed Pop 16+ by Occupation			
Total	126,540	234,926	582,514
Blue Collar	15.6%	14.6%	15.8%
Farming/Forestry/Fishing	0.3%	0.3%	0.3%
Construction/Extraction	4.6%	3.9%	4.8%
Installation/Maintenance/Repair	2.4%	2.3%	2.3%
Production	3.6%	3.4%	3.5%
Transportation/Material Moving	4.7%	4.7%	5.0%
White Collar	65.2%	66.8%	65.4%
Management/Business/Financial	19.0%	19.6%	18.7%
Professional	28.1%	28.7%	27.7%
Sales	8.2%	8.6%	8.7%
Administrative Support	9.9%	10.0%	10.3%
Services	19.3%	18.6%	18.8%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	126,540	234,926	582,514
Population 16+ Employed	93.7%	94.0%	93.7%
Population 16+ Unemployment rate	6.3%	6.0%	6.3%
Population 16-24 Employed	9.6%	9.2%	9.8%
Population 16-24 Unemployment rate	10.7%	10.8%	11.2%
Population 25-54 Employed	61.4%	61.0%	60.8%
Population 25-54 Unemployment rate	5.8%	5.6%	5.8%
Population 55-64 Employed	15%	15%	15%
Population 55-64 Unemployment rate	6.4%	6.2%	6.1%
Population 65+ Employed	8%	8%	8%
Population 65+ Unemployment rate	4.1%	3.0%	3.4%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	118,562	220,773	546,001
Agriculture/Mining	0.7%	0.6%	0.5%
Construction	6.5%	6.0%	6.7%
Manufacturing	6.7%	6.6%	6.7%
Wholesale Trade	1.7%	1.7%	1.6%
Retail Trade	10.3%	9.8%	9.3%
Transportation/Utilities	3.8%	4.2%	4.6%
Information	5%	5%	5%
Finance/Insurance/Real Estate	7.8%	8.1%	7.5%
Services	56.1%	56.1%	55.7%
Public Administration	1.9%	2.2%	2.6%

2026 Consumer Spending			
Apparel & Services: Total \$	\$249,814,942	\$500,687,932	\$1,245,924,687
Average Spent	\$2,987.72	\$3,166.35	\$3,227.78
Spending Potential Index	117	124	126
Education: Total \$	\$207,031,262	\$421,313,130	\$1,042,413,913
Average Spent	\$2,476.04	\$2,664.38	\$2,700.55
Spending Potential Index	124	133	135
Entertainment/Recreation: Total \$	\$404,742,324	\$818,636,101	\$2,026,446,839
Average Spent	\$4,840.60	\$5,177.05	\$5,249.86
Spending Potential Index	112	120	122
Food at Home: Total \$	\$749,970,076	\$1,502,286,242	\$3,736,593,714
Average Spent	\$8,969.43	\$9,500.44	\$9,680.29
Spending Potential Index	114	121	123
Food Away from Home: Total \$	\$448,409,143	\$901,783,909	\$2,239,456,696
Average Spent	\$5,362.85	\$5,702.87	\$5,801.70
Spending Potential Index	120	128	130
Health Care: Total \$	\$686,725,371	\$1,385,437,596	\$3,435,275,541
Average Spent	\$8,213.04	\$8,761.49	\$8,899.68
Spending Potential Index	102	109	111
HH Furnishings & Equipment: Total \$	\$269,644,804	\$544,422,565	\$1,349,169,064
Average Spent	\$3,224.88	\$3,442.92	\$3,495.26
Spending Potential Index	113	121	123
Personal Care Products & Services: Total \$	\$111,295,747	\$224,180,867	\$555,516,705
Average Spent	\$1,331.07	\$1,417.72	\$1,439.16
Spending Potential Index	117	124	126

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$2,965,808,917	\$5,961,200,122	\$14,745,920,311
Average Spent	\$35,470.24	\$37,698.57	\$38,201.87
Spending Potential Index	129	137	139
Support Payments/Gifts in Kind: Total \$	\$248,573,504	\$504,322,545	\$1,249,585,560
Average Spent	\$2,972.87	\$3,189.33	\$3,237.27
Spending Potential Index	98	105	106
Travel: Total \$	\$372,743,571	\$757,642,172	\$1,868,086,973
Average Spent	\$4,457.91	\$4,791.32	\$4,839.60
Spending Potential Index	122	131	132
Vehicle Maintenance & Repairs: Total \$	\$114,655,858	\$230,723,095	\$572,639,897
Average Spent	\$1,371.25	\$1,459.09	\$1,483.52
Spending Potential Index	111	118	120

Top Tapestry Segment		
3 mile	5 mile	10 mile
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...	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.