

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	371,186	910,746	3,048,947
2020 Total Population	374,582	910,186	3,114,500
2020 Group Quarters	8,120	18,365	97,214
2026 Total Population	373,131	908,917	3,080,344
2026 Group Quarters	8,083	18,301	97,184
2031 Total Population	378,896	922,597	3,098,921
2026-2031 Annual Rate	0.31%	0.30%	0.12%
2026 Total Daytime Population	428,333	1,030,536	3,420,883
Workers	273,364	617,957	1,919,044
Residents	154,969	412,579	1,501,839

Household Summary	3 mile	5 mile	10 mile
2010 Total Households	177,344	383,161	1,139,964
2010 Average Household Size	2.05	2.34	2.61
2020 Total Households	185,977	402,417	1,215,732
2020 Average Household Size	1.97	2.22	2.48
2026 Total Households	193,463	419,693	1,257,555
2026 Average Household Size	1.89	2.12	2.37
2031 Total Households	200,780	435,962	1,294,637
2031 Average Household Size	1.85	2.07	2.32
2026-2031 Annual Rate	0.75%	0.76%	0.58%
2026 Families	72,550	188,795	661,576
2026 Average Family Size	2.89	3.06	3.22
2031 Families	75,206	195,896	678,549
2031 Average Family Size	2.82	2.98	3.15
2026-2031 Growth Rate	0.72%	0.74%	0.51%

Median Household Income	3 mile	5 mile	10 mile
2026	\$85,858	\$81,820	\$87,110
2031	\$97,182	\$92,695	\$101,012

Per Capita Income	3 mile	5 mile	10 mile
2026	\$75,734	\$63,927	\$57,525
2031	\$85,747	\$72,769	\$66,165

2026 Households by Income			
Household Income Base	193,463	419,696	1,257,555
<\$10,000	6.5%	6.6%	6.4%
\$10,000-14,999	4.6%	4.6%	4.4%
\$15,000-19,999	2.8%	2.7%	2.7%
\$20,000-24,999	3.0%	3.1%	3.0%
\$25,000-29,999	2.6%	2.9%	2.7%
\$30,000-34,999	2.6%	3.0%	2.8%
\$35,000-39,999	3.1%	3.3%	3.0%
\$40,000-44,999	3.0%	3.2%	2.9%
\$45,000-49,999	2.6%	2.8%	2.6%
\$50,000-59,999	5.6%	5.7%	5.2%
\$60,000-74,999	8.3%	8.5%	8.2%
\$75000-99999	10.8%	10.9%	11.0%
\$100,000-124,999	9.3%	9.1%	9.2%
\$125,000-149,999	6.2%	6.1%	6.5%
\$150000-199999	8.9%	8.9%	9.8%
\$200,000-249,999	5.9%	5.7%	6.0%
\$250,000-299,999	3.2%	3.0%	3.4%
\$300,000-399,999	4.4%	4.2%	4.2%
\$400,000-499,999	2.1%	2.0%	2.3%
\$500,000+	4.6%	3.8%	3.6%
Average Household Income	\$145,630	\$137,946	\$140,080

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	22	23	31
Percent of Income for Mortgage	100.0%	100.0%	79.3%
Wealth Index	92	90	96

Median Home Value			
2026	\$1,612,385	\$1,476,918	\$1,174,253
2031	\$1,882,108	\$1,770,417	\$1,398,941

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	38,023	91,038	368,174
<\$50,000	0.5%	0.5%	0.5%
\$50,000 - \$99,999	0.0%	0.1%	0.3%
\$100,000 - \$149,999	0.2%	0.2%	0.2%
\$150,000 - \$199,999	0.1%	0.1%	0.1%
\$200,000 - \$249,999	0.1%	0.1%	0.1%
\$250,000 - \$299,999	0.0%	0.1%	0.1%
\$300,000 - \$399,999	0.5%	0.5%	0.9%
\$400,000 - \$499,999	0.7%	0.8%	2.1%
\$500,000 - \$749,999	5.9%	6.8%	14.0%
\$750,000 - \$999,999	13.0%	16.6%	22.7%
\$1,000,000 - \$1,499,999	24.7%	25.5%	25.5%
\$1,500,000 - \$1,999,999	20.0%	17.6%	13.6%
\$2,000,000 +	34.5%	31.2%	19.8%
Average Home Value	\$1,590,339	\$1,522,556	\$1,302,001

Housing Unit Summary			
2010 Total Housing Units	192,862	415,586	1,225,751
Owner Occupied Housing Units	20.1%	21.9%	29.9%
Renter Occupied Housing Units	71.9%	70.3%	63.1%
Vacant Housing Units	8.0%	7.8%	7.0%
2020 Housing Units	201,987	434,321	1,299,569
Owner Occupied Housing Units	18.6%	20.7%	28.0%
Renter Occupied Housing Units	73.5%	72.0%	65.5%
Vacant Housing Units	7.9%	7.3%	6.5%
2026 Housing Units	212,384	458,740	1,360,916
Owner Occupied Housing Units	17.9%	19.8%	27.1%
Renter Occupied Housing Units	73.2%	71.6%	65.4%
Vacant Housing Units	8.9%	8.5%	7.6%
2031 Total Housing Units	219,586	474,139	1,395,857
Owner Occupied Housing Units	17.8%	19.7%	27.0%
Renter Occupied Housing Units	73.6%	72.2%	65.7%
Vacant Housing Units	8.6%	8.1%	7.3%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	190,827	459,719	1,538,790
Females	182,304	449,198	1,541,554

Median Age			
2010	36.9	35.8	34.8
2020	38.0	37.5	36.8
2026	39.1	38.8	38.0
2031	40.3	40.1	39.4

2026 Population by Age			
Total	373,131	908,918	3,080,343
0 - 4	3.4%	3.9%	4.4%
5 - 9	3.2%	3.9%	4.5%
10 - 14	3.2%	4.1%	4.8%
15 - 24	9.7%	11.0%	12.8%
25 - 34	22.1%	19.8%	18.3%
35 - 44	18.8%	17.6%	16.2%
45 - 54	13.6%	13.5%	13.0%
55 - 64	11.0%	11.0%	11.0%
65 - 74	8.5%	8.7%	8.6%
75 - 84	5.1%	5.0%	4.9%
85 +	2.0%	2.0%	1.9%
18 +	88.2%	85.3%	83.2%

2026 Population 15+ by Marital Status			
Total	336,853	800,209	2,659,785
Never Married	53.2%	51.8%	49.4%
Married	34.9%	36.7%	38.8%
Widowed	3.9%	4.1%	4.5%
Divorced	8.0%	7.5%	7.4%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	300,628	700,499	2,264,832
Less than 9th Grade	5.1%	8.9%	9.9%
9th - 12th Grade, No Diploma	3.7%	5.2%	6.5%
High School Graduate	11.4%	14.0%	15.3%
GED/Alternative Credential	1.4%	1.5%	1.7%
Some College, No Degree	12.8%	12.7%	13.4%
Associate Degree	6.3%	6.0%	6.5%
Bachelor's Degree	40.1%	34.7%	30.3%
Graduate/Professional Degree	19.2%	17.1%	16.4%

2020 Population by Race/Ethnicity			
Total	374,582	910,186	3,114,500
White Alone	51.2%	40.2%	38.1%
Black Alone	5.7%	7.8%	9.9%
American Indian Alone	1.0%	1.7%	1.6%
Asian Alone	16.1%	15.3%	11.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	15.0%	23.3%	25.9%
Two or More Races	15.0%	23.3%	25.9%
Hispanic Origin	25.4%	36.3%	41.4%
Diversity Index	79.7	86.0	87.0

2026 Population by Race/Ethnicity			
Total	373,131	908,917	3,080,345
White Alone	49.4%	38.5%	36.7%
Black Alone	5.7%	7.7%	9.6%
American Indian Alone	1.1%	1.7%	1.6%
Asian Alone	16.5%	15.8%	12.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	15.8%	24.2%	26.6%
Two or More Races	11.5%	12.0%	13.0%
Hispanic Origin	26.5%	37.5%	42.3%
Diversity Index	80.9	86.6	87.4

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	240,003	544,441	1,725,859
White Collar	74.6%	67.4%	66.1%
Management/Business/Financial	23.4%	19.9%	19.0%
Professional	34.3%	30.8%	29.4%
Sales	8.2%	8.2%	8.1%
Administrative Support	8.7%	8.5%	9.5%
Services	16.7%	20.5%	19.4%

2026 Employed Pop 16+ by Occupation			
Total	240,003	544,441	1,725,859
Blue Collar	8.6%	12.1%	14.6%
Farming/Forestry/Fishing	0.2%	0.3%	0.3%
Construction/Extraction	2.2%	3.7%	4.1%
Installation/Maintenance/Repair	1.1%	1.2%	1.7%
Production	1.8%	2.5%	3.2%
Transportation/Material Moving	3.3%	4.4%	5.3%
White Collar	74.6%	67.4%	66.1%
Management/Business/Financial	23.4%	19.9%	19.0%
Professional	34.3%	30.8%	29.4%
Sales	8.2%	8.2%	8.1%
Administrative Support	8.7%	8.5%	9.5%
Services	16.7%	20.5%	19.4%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	240,003	544,441	1,725,859
Population 16+ Employed	92.3%	92.8%	93.0%
Population 16+ Unemployment rate	7.7%	7.2%	7.0%
Population 16-24 Employed	7.1%	8.5%	9.8%
Population 16-24 Unemployment rate	14.5%	12.6%	12.6%
Population 25-54 Employed	67.3%	65.8%	64.6%
Population 25-54 Unemployment rate	7.2%	6.8%	6.4%
Population 55-64 Employed	12%	12%	13%
Population 55-64 Unemployment rate	7.3%	6.9%	6.7%
Population 65+ Employed	6%	6%	6%
Population 65+ Unemployment rate	5.1%	4.0%	3.8%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	221,633	505,312	1,605,245
Agriculture/Mining	0.3%	0.3%	0.3%
Construction	3.3%	4.7%	5.2%
Manufacturing	3.7%	4.3%	5.5%
Wholesale Trade	1.6%	1.6%	1.7%
Retail Trade	8.1%	8.5%	8.5%
Transportation/Utilities	3.3%	3.6%	4.7%
Information	10%	9%	7%
Finance/Insurance/Real Estate	6.9%	6.0%	5.9%
Services	61.0%	60.4%	58.3%
Public Administration	1.9%	2.0%	2.6%

2026 Consumer Spending			
Apparel & Services: Total \$	\$629,271,201	\$1,290,517,384	\$3,850,600,034
Average Spent	\$3,252.67	\$3,074.91	\$3,061.97
Spending Potential Index	127	121	120
Education: Total \$	\$477,800,472	\$982,752,454	\$2,993,127,266
Average Spent	\$2,469.73	\$2,341.60	\$2,380.12
Spending Potential Index	123	117	119
Entertainment/Recreation: Total \$	\$933,944,545	\$1,916,301,058	\$5,842,281,598
Average Spent	\$4,827.51	\$4,565.96	\$4,645.75
Spending Potential Index	112	106	108
Food at Home: Total \$	\$1,829,675,114	\$3,789,310,699	\$11,375,853,320
Average Spent	\$9,457.49	\$9,028.77	\$9,046.01
Spending Potential Index	120	115	115
Food Away from Home: Total \$	\$1,087,443,266	\$2,218,488,936	\$6,691,369,585
Average Spent	\$5,620.94	\$5,285.98	\$5,320.94
Spending Potential Index	126	118	119
Health Care: Total \$	\$1,573,410,661	\$3,252,136,014	\$9,883,555,418
Average Spent	\$8,132.88	\$7,748.85	\$7,859.34
Spending Potential Index	101	97	98
HH Furnishings & Equipment: Total \$	\$615,364,961	\$1,265,300,745	\$3,865,547,486
Average Spent	\$3,180.79	\$3,014.82	\$3,073.86
Spending Potential Index	112	106	108
Personal Care Products & Services: Total \$	\$265,899,377	\$542,078,200	\$1,634,891,222
Average Spent	\$1,374.42	\$1,291.61	\$1,300.06
Spending Potential Index	121	113	114

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$6,854,629,731	\$14,163,364,397	\$43,111,580,328
Average Spent	\$35,431.22	\$33,746.96	\$34,282.06
Spending Potential Index	129	122	124
Support Payments/Gifts in Kind: Total \$	\$563,386,917	\$1,162,805,670	\$3,523,391,079
Average Spent	\$2,912.12	\$2,770.61	\$2,801.78
Spending Potential Index	96	91	92
Travel: Total \$	\$813,402,387	\$1,686,954,778	\$5,195,768,168
Average Spent	\$4,204.43	\$4,019.50	\$4,131.64
Spending Potential Index	115	110	113
Vehicle Maintenance & Repairs: Total \$	\$265,484,551	\$544,389,123	\$1,660,936,408
Average Spent	\$1,372.28	\$1,297.11	\$1,320.77
Spending Potential Index	111	105	107

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...	Trendsetters (D2): This segment is characterized by urban, educated, young professionals with commutes. Learn more about this segment...	Trendsetters (D2): This segment is characterized by urban, educated, young professionals 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.