

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	67,656	151,443	249,171
2020 Total Population	72,315	160,065	262,577
2020 Group Quarters	180	1,678	2,893
2026 Total Population	72,815	163,254	271,223
2026 Group Quarters	179	1,665	2,872
2031 Total Population	73,540	166,084	279,424
2026-2031 Annual Rate	0.20%	0.34%	0.60%
2026 Total Daytime Population	74,429	165,638	300,284
Workers	34,318	75,079	146,656
Residents	40,111	90,559	153,628

Household Summary			
2010 Total Households	24,974	54,038	91,106
2010 Average Household Size	2.70	2.78	2.72
2020 Total Households	27,378	59,035	98,522
2020 Average Household Size	2.63	2.68	2.64
2026 Total Households	28,018	61,677	104,116
2026 Average Household Size	2.59	2.62	2.58
2031 Total Households	28,657	63,556	108,693
2031 Average Household Size	2.56	2.59	2.54
2026-2031 Annual Rate	0.45%	0.60%	0.86%
2026 Families	18,802	41,719	69,044
2026 Average Family Size	3.23	3.26	3.24
2031 Families	19,160	42,738	71,561
2031 Average Family Size	3.19	3.23	3.21
2026-2031 Growth Rate	0.38%	0.48%	0.72%

Median Household Income			
2026	\$85,846	\$85,847	\$85,860
2031	\$99,890	\$98,115	\$98,383

Per Capita Income	3 mile	5 mile	10 mile
2026	\$51,340	\$49,880	\$50,242
2031	\$58,075	\$56,328	\$56,524

2026 Households by Income			
Household Income Base	28,020	61,677	104,116
<\$10,000	4.5%	4.3%	4.8%
\$10,000-14,999	2.5%	2.6%	2.8%
\$15,000-19,999	2.4%	2.2%	2.5%
\$20,000-24,999	4.2%	3.7%	3.8%
\$25,000-29,999	2.3%	2.4%	2.6%
\$30,000-34,999	3.4%	2.9%	3.0%
\$35,000-39,999	3.0%	3.3%	3.0%
\$40,000-44,999	3.4%	3.5%	3.7%
\$45,000-49,999	2.6%	3.1%	3.1%
\$50,000-59,999	6.8%	6.5%	5.9%
\$60,000-74,999	9.5%	9.4%	8.9%
\$75000-99999	11.1%	12.3%	12.0%
\$100,000-124,999	9.7%	9.9%	9.7%
\$125,000-149,999	6.8%	6.9%	7.7%
\$150000-199999	10.9%	9.7%	9.9%
\$200,000-249,999	6.1%	6.5%	6.2%
\$250,000-299,999	2.4%	2.7%	2.7%
\$300,000-399,999	3.2%	3.1%	3.0%
\$400,000-499,999	2.3%	2.0%	2.0%
\$500,000+	3.0%	2.9%	2.8%
Average Household Income	\$133,415	\$131,734	\$130,349

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	53	55	56
Percent of Income for Mortgage	44.7%	42.8%	42.5%
Wealth Index	125	128	129

Median Home Value			
2026	\$652,958	\$625,059	\$620,709
2031	\$767,311	\$731,796	\$732,566

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	17,596	41,729	71,628
<\$50,000	2.2%	1.6%	1.7%
\$50,000 - \$99,999	2.0%	1.2%	1.3%
\$100,000 - \$149,999	0.8%	0.8%	1.2%
\$150,000 - \$199,999	0.9%	1.0%	1.7%
\$200,000 - \$249,999	1.7%	2.0%	3.1%
\$250,000 - \$299,999	2.8%	3.3%	4.1%
\$300,000 - \$399,999	7.0%	8.6%	8.6%
\$400,000 - \$499,999	9.9%	11.2%	10.3%
\$500,000 - \$749,999	37.2%	40.5%	37.2%
\$750,000 - \$999,999	20.9%	18.2%	18.8%
\$1,000,000 - \$1,499,999	9.6%	6.6%	6.7%
\$1,500,000 - \$1,999,999	2.1%	1.8%	2.1%
\$2,000,000 +	2.9%	3.1%	3.2%
Average Home Value	\$723,334	\$694,946	\$689,234

Housing Unit Summary			
2010 Total Housing Units	34,317	74,012	129,160
Owner Occupied Housing Units	49.5%	50.5%	49.0%
Renter Occupied Housing Units	23.3%	22.5%	21.6%
Vacant Housing Units	27.2%	27.0%	29.5%
2020 Housing Units	36,050	77,763	132,632
Owner Occupied Housing Units	47.7%	50.8%	50.4%
Renter Occupied Housing Units	28.3%	25.1%	23.9%
Vacant Housing Units	24.5%	24.0%	25.7%
2026 Housing Units	36,889	81,184	140,329
Owner Occupied Housing Units	47.7%	51.4%	51.0%
Renter Occupied Housing Units	28.3%	24.6%	23.2%
Vacant Housing Units	24.0%	24.0%	25.8%
2031 Total Housing Units	37,876	84,073	146,282
Owner Occupied Housing Units	47.7%	51.5%	51.5%
Renter Occupied Housing Units	28.0%	24.1%	22.8%
Vacant Housing Units	24.3%	24.4%	25.7%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	35,233	79,737	132,620
Females	37,582	83,517	138,603

Median Age			
2010	39.4	38.3	40.1
2020	42.1	42.4	44.3
2026	42.9	43.4	44.8
2031	43.9	44.5	46.0

2026 Population by Age			
Total	72,815	163,254	271,222
0 - 4	5.0%	4.9%	4.7%
5 - 9	5.0%	5.0%	4.8%
10 - 14	5.6%	5.6%	5.5%
15 - 24	12.8%	12.5%	12.3%
25 - 34	12.5%	12.3%	11.8%
35 - 44	11.7%	11.5%	11.0%
45 - 54	10.9%	10.8%	10.4%
55 - 64	12.8%	12.2%	12.2%
65 - 74	11.9%	12.3%	13.0%
75 - 84	9.1%	9.9%	10.6%
85 +	2.9%	3.2%	3.9%
18 +	80.5%	80.8%	81.3%

2026 Population 15+ by Marital Status			
Total	61,437	137,941	230,414
Never Married	31.4%	30.7%	30.2%
Married	52.8%	53.2%	53.4%
Widowed	6.5%	6.3%	6.7%
Divorced	9.4%	9.8%	9.8%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	52,138	117,539	197,145
Less than 9th Grade	6.2%	7.4%	8.6%
9th - 12th Grade, No Diploma	7.8%	8.2%	7.7%
High School Graduate	24.3%	23.2%	23.0%
GED/Alternative Credential	2.2%	2.4%	2.4%
Some College, No Degree	19.8%	18.4%	17.9%
Associate Degree	7.3%	8.1%	7.9%
Bachelor's Degree	20.7%	20.3%	20.0%
Graduate/Professional Degree	11.7%	12.1%	12.4%

2020 Population by Race/Ethnicity			
Total	72,315	160,065	262,577
White Alone	47.5%	46.7%	47.9%
Black Alone	2.1%	2.1%	1.8%
American Indian Alone	1.2%	1.3%	1.3%
Asian Alone	3.7%	3.1%	3.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	28.5%	29.1%	29.1%
Two or More Races	28.5%	29.1%	29.1%
Hispanic Origin	52.1%	54.5%	53.8%
Diversity Index	83.1	83.1	82.7

2026 Population by Race/Ethnicity			
Total	72,815	163,255	271,223
White Alone	44.6%	44.1%	45.2%
Black Alone	2.1%	2.1%	1.9%
American Indian Alone	1.1%	1.2%	1.2%
Asian Alone	4.1%	3.4%	3.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	30.3%	30.8%	30.6%
Two or More Races	17.7%	18.4%	17.6%
Hispanic Origin	54.7%	56.8%	56.0%
Diversity Index	83.6	83.5	83.2

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	35,006	77,860	127,459
White Collar	53.5%	51.6%	51.9%
Management/Business/Financial	15.4%	15.3%	15.1%
Professional	17.2%	17.4%	17.4%
Sales	9.8%	8.8%	9.7%
Administrative Support	11.0%	10.2%	9.6%
Services	27.8%	26.9%	27.2%

2026 Employed Pop 16+ by Occupation			
Total	35,006	77,860	127,459
Blue Collar	18.8%	21.5%	20.9%
Farming/Forestry/Fishing	0.5%	1.6%	2.6%
Construction/Extraction	5.8%	6.0%	5.8%
Installation/Maintenance/Repair	3.8%	4.6%	4.1%
Production	2.2%	2.2%	2.2%
Transportation/Material Moving	6.6%	7.1%	6.3%
White Collar	53.5%	51.6%	51.9%
Management/Business/Financial	15.4%	15.3%	15.1%
Professional	17.2%	17.4%	17.4%
Sales	9.8%	8.8%	9.7%
Administrative Support	11.0%	10.2%	9.6%
Services	27.8%	26.9%	27.2%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	35,006	77,860	127,459
Population 16+ Employed	95.4%	95.1%	94.0%
Population 16+ Unemployment rate	4.6%	4.9%	6.0%
Population 16-24 Employed	12.8%	12.8%	12.6%
Population 16-24 Unemployment rate	8.7%	8.9%	10.9%
Population 25-54 Employed	57.5%	57.0%	55.1%
Population 25-54 Unemployment rate	4.0%	4.3%	5.4%
Population 55-64 Employed	17%	16%	16%
Population 55-64 Unemployment rate	3.2%	3.7%	5.0%
Population 65+ Employed	8%	9%	10%
Population 65+ Unemployment rate	5.4%	4.3%	4.2%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	33,383	74,063	119,875
Agriculture/Mining	1.2%	2.2%	3.1%
Construction	7.7%	8.8%	8.3%
Manufacturing	3.0%	3.0%	3.3%
Wholesale Trade	1.2%	1.4%	1.5%
Retail Trade	11.7%	10.9%	11.0%
Transportation/Utilities	5.0%	5.3%	4.7%
Information	1%	1%	1%
Finance/Insurance/Real Estate	5.6%	5.4%	5.5%
Services	59.4%	58.0%	57.6%
Public Administration	4.0%	3.8%	3.8%

2026 Consumer Spending			
Apparel & Services: Total \$	\$76,634,469	\$165,952,003	\$277,522,295
Average Spent	\$2,735.19	\$2,690.66	\$2,665.51
Spending Potential Index	107	105	104
Education: Total \$	\$57,079,370	\$122,140,110	\$201,731,975
Average Spent	\$2,037.24	\$1,980.32	\$1,937.57
Spending Potential Index	102	99	97
Entertainment/Recreation: Total \$	\$128,596,941	\$280,409,030	\$468,457,882
Average Spent	\$4,589.80	\$4,546.41	\$4,499.38
Spending Potential Index	107	106	105
Food at Home: Total \$	\$237,339,583	\$511,468,578	\$855,039,348
Average Spent	\$8,470.97	\$8,292.70	\$8,212.37
Spending Potential Index	107	105	104
Food Away from Home: Total \$	\$135,736,899	\$293,400,196	\$490,219,945
Average Spent	\$4,844.63	\$4,757.04	\$4,708.40
Spending Potential Index	109	107	106
Health Care: Total \$	\$242,924,280	\$534,107,595	\$901,088,941
Average Spent	\$8,670.29	\$8,659.75	\$8,654.66
Spending Potential Index	108	108	108
HH Furnishings & Equipment: Total \$	\$87,010,942	\$190,418,749	\$319,312,144
Average Spent	\$3,105.54	\$3,087.35	\$3,066.89
Spending Potential Index	109	109	108
Personal Care Products & Services: Total \$	\$34,930,981	\$76,519,108	\$128,775,607
Average Spent	\$1,246.73	\$1,240.64	\$1,236.85
Spending Potential Index	109	109	108

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$869,387,136	\$1,887,849,965	\$3,155,028,766
Average Spent	\$31,029.59	\$30,608.65	\$30,303.02
Spending Potential Index	113	111	110
Support Payments/Gifts in Kind: Total \$	\$93,904,871	\$212,657,910	\$362,415,959
Average Spent	\$3,351.59	\$3,447.93	\$3,480.89
Spending Potential Index	110	113	114
Travel: Total \$	\$112,877,661	\$247,204,993	\$412,761,685
Average Spent	\$4,028.76	\$4,008.06	\$3,964.44
Spending Potential Index	110	110	108
Vehicle Maintenance & Repairs: Total \$	\$37,726,111	\$82,043,683	\$137,215,491
Average Spent	\$1,346.50	\$1,330.22	\$1,317.91
Spending Potential Index	109	107	106

Top Tapestry Segment		
3 mile	5 mile	10 mile
Silver and Gold (J4): This segment is characterized by warm climates with seasonal vacancies and high net worth professionals. Learn more about this segment...	Silver and Gold (J4): This segment is characterized by warm climates with seasonal vacancies and high net worth professionals. Learn more about this segment...	Silver and Gold (J4): This segment is characterized by warm climates with seasonal vacancies and high net worth professionals. 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.