

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	109,732	253,944	447,283
2020 Total Population	116,077	266,117	472,847
2020 Group Quarters	699	8,020	19,135
2026 Total Population	115,943	266,105	473,075
2026 Group Quarters	680	7,787	18,732
2031 Total Population	116,186	269,367	477,808
2026-2031 Annual Rate	0.04%	0.24%	0.20%
2026 Total Daytime Population	85,416	216,461	463,280
Workers	29,361	89,870	235,993
Residents	56,055	126,591	227,287

Household Summary			
2010 Total Households	36,486	84,759	153,007
2010 Average Household Size	3.00	2.91	2.82
2020 Total Households	39,289	90,846	163,759
2020 Average Household Size	2.94	2.84	2.77
2026 Total Households	40,674	93,946	168,502
2026 Average Household Size	2.83	2.75	2.70
2031 Total Households	41,415	96,285	172,318
2031 Average Household Size	2.79	2.72	2.66
2026-2031 Annual Rate	0.36%	0.49%	0.45%
2026 Families	29,142	65,045	116,970
2026 Average Family Size	3.26	3.23	3.17
2031 Families	29,619	66,651	119,377
2031 Average Family Size	3.20	3.18	3.13
2026-2031 Growth Rate	0.33%	0.49%	0.41%

Median Household Income			
2026	\$108,678	\$106,750	\$113,735
2031	\$125,180	\$123,623	\$132,275

Per Capita Income	3 mile	5 mile	10 mile
2026	\$49,329	\$49,254	\$54,775
2031	\$56,915	\$56,819	\$62,654

2026 Households by Income			
Household Income Base	40,675	93,948	168,502
<\$10,000	3.3%	3.4%	3.4%
\$10,000-14,999	1.5%	1.7%	1.6%
\$15,000-19,999	1.8%	1.9%	1.6%
\$20,000-24,999	1.6%	2.1%	2.2%
\$25,000-29,999	2.3%	2.4%	2.3%
\$30,000-34,999	1.8%	2.1%	2.0%
\$35,000-39,999	2.3%	2.5%	2.2%
\$40,000-44,999	2.7%	2.7%	2.5%
\$45,000-49,999	2.3%	2.4%	2.3%
\$50,000-59,999	4.6%	4.9%	4.5%
\$60,000-74,999	8.5%	8.2%	7.8%
\$75000-99999	12.7%	12.2%	11.1%
\$100,000-124,999	11.5%	11.3%	10.9%
\$125,000-149,999	8.4%	8.8%	7.9%
\$150000-199999	13.8%	13.0%	13.4%
\$200,000-249,999	8.0%	7.9%	9.2%
\$250,000-299,999	4.5%	4.3%	5.1%
\$300,000-399,999	5.0%	4.7%	5.3%
\$400,000-499,999	1.6%	1.5%	1.9%
\$500,000+	1.8%	2.0%	2.8%
Average Household Income	\$140,068	\$139,179	\$153,247

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	58	54	53
Percent of Income for Mortgage	41.9%	45.0%	46.7%
Wealth Index	122	116	135

Median Home Value			
2026	\$773,751	\$816,988	\$902,078
2031	\$873,025	\$917,645	\$1,038,149

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	26,212	51,893	98,291
<\$50,000	1.7%	1.5%	1.2%
\$50,000 - \$99,999	1.2%	2.0%	1.3%
\$100,000 - \$149,999	1.1%	1.0%	0.8%
\$150,000 - \$199,999	1.1%	1.0%	0.8%
\$200,000 - \$249,999	0.7%	0.7%	0.6%
\$250,000 - \$299,999	1.2%	1.0%	0.7%
\$300,000 - \$399,999	3.5%	2.8%	1.8%
\$400,000 - \$499,999	5.2%	4.9%	3.4%
\$500,000 - \$749,999	30.7%	25.6%	19.4%
\$750,000 - \$999,999	38.0%	35.7%	33.0%
\$1,000,000 - \$1,499,999	9.7%	15.8%	23.2%
\$1,500,000 - \$1,999,999	2.5%	4.3%	7.6%
\$2,000,000 +	3.5%	3.8%	6.3%
Average Home Value	\$811,717	\$870,332	\$1,002,695

Housing Unit Summary			
2010 Total Housing Units	38,471	90,419	165,493
Owner Occupied Housing Units	61.9%	52.5%	54.1%
Renter Occupied Housing Units	32.9%	41.3%	38.4%
Vacant Housing Units	5.2%	6.3%	7.5%
2020 Housing Units	40,839	95,558	174,534
Owner Occupied Housing Units	61.7%	52.3%	54.3%
Renter Occupied Housing Units	34.5%	42.8%	39.5%
Vacant Housing Units	3.8%	5.2%	6.2%
2026 Housing Units	42,604	99,691	181,253
Owner Occupied Housing Units	61.5%	52.1%	54.2%
Renter Occupied Housing Units	33.9%	42.2%	38.7%
Vacant Housing Units	4.5%	5.8%	7.0%
2031 Total Housing Units	43,609	102,669	186,001
Owner Occupied Housing Units	61.6%	51.7%	54.1%
Renter Occupied Housing Units	33.4%	42.0%	38.6%
Vacant Housing Units	5.0%	6.2%	7.4%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	57,434	134,807	241,084
Females	58,509	131,298	231,991

Median Age			
2010	34.4	32.7	33.9
2020	38.2	36.5	37.4
2026	39.3	37.8	38.5
2031	40.9	39.3	39.8

2026 Population by Age			
Total	115,943	266,105	473,075
0 - 4	5.3%	5.4%	5.2%
5 - 9	5.7%	5.6%	5.4%
10 - 14	5.8%	5.7%	5.7%
15 - 24	11.5%	13.5%	14.4%
25 - 34	15.4%	15.8%	14.6%
35 - 44	14.1%	14.0%	13.1%
45 - 54	11.7%	11.7%	11.5%
55 - 64	12.0%	11.3%	11.4%
65 - 74	11.2%	10.0%	10.4%
75 - 84	5.7%	5.4%	6.2%
85 +	2.0%	1.9%	2.2%
18 +	79.8%	79.9%	80.3%

2026 Population 15+ by Marital Status			
Total	96,449	221,798	395,869
Never Married	33.4%	36.0%	34.0%
Married	51.0%	49.6%	52.1%
Widowed	5.2%	4.5%	4.6%
Divorced	10.4%	9.8%	9.3%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	83,071	185,812	327,711
Less than 9th Grade	7.2%	7.5%	6.3%
9th - 12th Grade, No Diploma	4.9%	4.8%	3.9%
High School Graduate	18.4%	18.7%	16.4%
GED/Alternative Credential	2.1%	2.0%	2.0%
Some College, No Degree	20.3%	20.0%	19.1%
Associate Degree	9.8%	9.2%	8.9%
Bachelor's Degree	24.7%	25.2%	27.8%
Graduate/Professional Degree	12.6%	12.5%	15.5%

2020 Population by Race/Ethnicity			
Total	116,077	266,117	472,847
White Alone	47.4%	50.0%	55.6%
Black Alone	4.6%	3.7%	3.1%
American Indian Alone	1.5%	1.7%	1.5%
Asian Alone	9.0%	6.8%	7.0%
Pacific Islander Alone	1.4%	1.0%	0.8%
Some Other Race Alone	18.9%	20.2%	16.6%
Two or More Races	18.9%	20.2%	16.6%
Hispanic Origin	38.5%	40.4%	34.9%
Diversity Index	84.2	83.2	80.0

2026 Population by Race/Ethnicity			
Total	115,942	266,105	473,075
White Alone	45.3%	48.0%	53.5%
Black Alone	4.6%	3.7%	3.1%
American Indian Alone	1.5%	1.7%	1.4%
Asian Alone	9.6%	7.2%	7.4%
Pacific Islander Alone	1.4%	1.0%	0.7%
Some Other Race Alone	19.8%	21.2%	17.5%
Two or More Races	17.9%	17.3%	16.3%
Hispanic Origin	39.8%	41.9%	36.4%
Diversity Index	85.0	84.0	81.2

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	61,931	140,154	240,692
White Collar	59.0%	58.3%	62.3%
Management/Business/Financial	16.3%	16.8%	19.2%
Professional	22.6%	22.3%	24.3%
Sales	8.8%	8.8%	9.2%
Administrative Support	11.3%	10.4%	9.6%
Services	21.1%	21.1%	19.8%

2026 Employed Pop 16+ by Occupation			
Total	61,931	140,154	240,692
Blue Collar	19.8%	20.6%	17.9%
Farming/Forestry/Fishing	1.1%	1.1%	1.0%
Construction/Extraction	4.4%	5.0%	4.6%
Installation/Maintenance/Repair	2.7%	2.9%	2.5%
Production	5.2%	5.2%	4.4%
Transportation/Material Moving	6.5%	6.5%	5.3%
White Collar	59.0%	58.3%	62.3%
Management/Business/Financial	16.3%	16.8%	19.2%
Professional	22.6%	22.3%	24.3%
Sales	8.8%	8.8%	9.2%
Administrative Support	11.3%	10.4%	9.6%
Services	21.1%	21.1%	19.8%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	61,931	140,154	240,692
Population 16+ Employed	95.2%	94.7%	94.7%
Population 16+ Unemployment rate	4.8%	5.3%	5.3%
Population 16-24 Employed	10.8%	11.4%	11.7%
Population 16-24 Unemployment rate	9.1%	9.7%	9.5%
Population 25-54 Employed	60.3%	61.2%	59.9%
Population 25-54 Unemployment rate	4.3%	4.8%	4.7%
Population 55-64 Employed	15%	15%	15%
Population 55-64 Unemployment rate	4.6%	5.0%	5.0%
Population 65+ Employed	9%	7%	8%
Population 65+ Unemployment rate	2.7%	2.8%	3.9%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	58,977	132,733	227,934
Agriculture/Mining	1.6%	1.7%	1.6%
Construction	6.5%	7.2%	7.0%
Manufacturing	11.3%	11.0%	10.8%
Wholesale Trade	1.3%	1.3%	1.5%
Retail Trade	12.0%	11.5%	10.9%
Transportation/Utilities	4.3%	4.5%	4.1%
Information	2%	2%	2%
Finance/Insurance/Real Estate	5.0%	4.9%	5.7%
Services	52.0%	52.8%	52.9%
Public Administration	4.3%	3.5%	3.4%

2026 Consumer Spending			
Apparel & Services: Total \$	\$112,982,542	\$266,912,804	\$522,962,717
Average Spent	\$2,777.76	\$2,841.13	\$3,103.60
Spending Potential Index	109	111	122
Education: Total \$	\$94,165,766	\$214,614,912	\$429,311,581
Average Spent	\$2,315.13	\$2,284.45	\$2,547.81
Spending Potential Index	116	114	127
Entertainment/Recreation: Total \$	\$191,704,562	\$440,067,079	\$872,528,365
Average Spent	\$4,713.20	\$4,684.26	\$5,178.15
Spending Potential Index	110	109	120
Food at Home: Total \$	\$342,965,195	\$807,052,146	\$1,580,065,444
Average Spent	\$8,432.05	\$8,590.60	\$9,377.13
Spending Potential Index	107	109	119
Food Away from Home: Total \$	\$206,139,211	\$480,067,390	\$939,210,894
Average Spent	\$5,068.08	\$5,110.04	\$5,573.89
Spending Potential Index	114	115	125
Health Care: Total \$	\$332,940,009	\$767,210,104	\$1,530,192,551
Average Spent	\$8,185.57	\$8,166.50	\$9,081.15
Spending Potential Index	102	102	113
HH Furnishings & Equipment: Total \$	\$128,675,196	\$294,737,179	\$583,851,581
Average Spent	\$3,163.57	\$3,137.30	\$3,464.95
Spending Potential Index	111	110	122
Personal Care Products & Services: Total \$	\$52,107,120	\$120,373,826	\$237,938,600
Average Spent	\$1,281.09	\$1,281.31	\$1,412.08
Spending Potential Index	112	112	124

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$1,374,145,760	\$3,143,223,097	\$6,140,764,103
Average Spent	\$33,784.38	\$33,457.76	\$36,443.27
Spending Potential Index	123	121	132
Support Payments/Gifts in Kind: Total \$	\$124,019,908	\$283,845,545	\$579,693,482
Average Spent	\$3,049.12	\$3,021.37	\$3,440.28
Spending Potential Index	100	99	113
Travel: Total \$	\$177,199,679	\$397,987,144	\$793,255,975
Average Spent	\$4,356.58	\$4,236.34	\$4,707.69
Spending Potential Index	119	116	129
Vehicle Maintenance & Repairs: Total \$	\$54,497,541	\$126,378,634	\$248,779,813
Average Spent	\$1,339.86	\$1,345.23	\$1,476.42
Spending Potential Index	108	109	119

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.