

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	88,781	185,488	326,418
2020 Total Population	94,310	197,999	351,849
2020 Group Quarters	972	6,785	7,600
2026 Total Population	97,530	198,849	359,157
2026 Group Quarters	968	6,763	7,578
2031 Total Population	96,090	196,361	357,131
2026-2031 Annual Rate	-0.30%	-0.25%	-0.11%
2026 Total Daytime Population	120,273	200,001	321,386
Workers	70,363	102,827	143,024
Residents	49,910	97,174	178,362

Household Summary			
2010 Total Households	31,615	59,579	103,649
2010 Average Household Size	2.79	2.97	3.06
2020 Total Households	33,657	65,050	113,990
2020 Average Household Size	2.77	2.94	3.02
2026 Total Households	35,795	67,483	120,453
2026 Average Household Size	2.70	2.85	2.92
2031 Total Households	35,886	67,808	122,022
2031 Average Household Size	2.65	2.80	2.86
2026-2031 Annual Rate	0.05%	0.10%	0.26%
2026 Families	26,040	50,881	92,252
2026 Average Family Size	3.15	3.27	3.32
2031 Families	26,107	51,128	93,479
2031 Average Family Size	3.09	3.21	3.25
2026-2031 Growth Rate	0.05%	0.10%	0.26%

Median Household Income			
2026	\$138,554	\$142,523	\$137,678
2031	\$159,438	\$163,566	\$159,323

Per Capita Income	3 mile	5 mile	10 mile
2026	\$64,841	\$60,421	\$58,326
2031	\$73,824	\$68,819	\$66,808

2026 Households by Income			
Household Income Base	35,796	67,483	120,452
<\$10,000	3.2%	2.9%	3.1%
\$10,000-14,999	1.2%	1.1%	1.4%
\$15,000-19,999	1.3%	1.4%	1.4%
\$20,000-24,999	1.6%	1.5%	1.5%
\$25,000-29,999	1.8%	1.7%	1.7%
\$30,000-34,999	1.5%	1.6%	1.6%
\$35,000-39,999	1.6%	1.9%	1.8%
\$40,000-44,999	2.0%	1.9%	1.9%
\$45,000-49,999	2.0%	1.8%	1.7%
\$50,000-59,999	3.0%	3.3%	3.6%
\$60,000-74,999	5.4%	5.3%	5.9%
\$75000-99999	9.1%	9.1%	9.3%
\$100,000-124,999	11.1%	10.3%	10.5%
\$125,000-149,999	9.0%	8.4%	8.7%
\$150000-199999	13.7%	14.4%	14.0%
\$200,000-249,999	12.4%	12.7%	12.2%
\$250,000-299,999	7.8%	8.0%	7.7%
\$300,000-399,999	6.3%	6.5%	6.3%
\$400,000-499,999	2.6%	2.6%	2.6%
\$500,000+	3.6%	3.6%	3.3%
Average Household Income	\$175,811	\$177,409	\$173,521

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	69	71	68
Percent of Income for Mortgage	35.7%	34.2%	36.1%
Wealth Index	160	161	158

Median Home Value			
2026	\$839,807	\$828,493	\$844,480
2031	\$945,743	\$929,864	\$958,111

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	24,542	48,817	87,012
<\$50,000	0.4%	0.7%	0.8%
\$50,000 - \$99,999	0.6%	1.0%	1.2%
\$100,000 - \$149,999	0.4%	0.8%	0.9%
\$150,000 - \$199,999	0.6%	0.8%	0.7%
\$200,000 - \$249,999	0.2%	0.3%	0.4%
\$250,000 - \$299,999	0.2%	0.3%	0.3%
\$300,000 - \$399,999	1.1%	1.4%	1.7%
\$400,000 - \$499,999	3.3%	3.0%	3.4%
\$500,000 - \$749,999	27.8%	28.6%	25.7%
\$750,000 - \$999,999	43.0%	42.0%	39.3%
\$1,000,000 - \$1,499,999	14.6%	15.3%	17.7%
\$1,500,000 - \$1,999,999	4.4%	3.4%	4.1%
\$2,000,000 +	3.5%	2.5%	3.8%
Average Home Value	\$908,814	\$875,358	\$908,395

Housing Unit Summary			
2010 Total Housing Units	32,867	62,026	108,613
Owner Occupied Housing Units	65.2%	69.5%	69.9%
Renter Occupied Housing Units	31.0%	26.5%	25.5%
Vacant Housing Units	3.8%	3.9%	4.6%
2020 Housing Units	34,563	66,622	116,862
Owner Occupied Housing Units	65.2%	69.9%	70.0%
Renter Occupied Housing Units	32.2%	27.7%	27.5%
Vacant Housing Units	2.5%	2.4%	2.5%
2026 Housing Units	36,995	69,635	124,634
Owner Occupied Housing Units	66.3%	70.1%	69.8%
Renter Occupied Housing Units	30.4%	26.8%	26.8%
Vacant Housing Units	3.2%	3.1%	3.4%
2031 Total Housing Units	37,192	70,155	126,496
Owner Occupied Housing Units	66.5%	70.2%	69.8%
Renter Occupied Housing Units	30.0%	26.4%	26.7%
Vacant Housing Units	3.5%	3.3%	3.5%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	47,904	101,090	181,170
Females	49,626	97,759	177,987

Median Age			
2010	37.0	35.5	35.6
2020	40.2	38.9	38.8
2026	41.0	39.6	39.6
2031	41.7	40.1	40.2

2026 Population by Age			
Total	97,529	198,850	359,156
0 - 4	4.7%	4.8%	5.0%
5 - 9	5.3%	5.3%	5.6%
10 - 14	6.3%	6.1%	6.2%
15 - 24	13.2%	13.4%	12.9%
25 - 34	13.1%	14.5%	14.3%
35 - 44	12.8%	13.3%	13.3%
45 - 54	13.2%	13.1%	13.1%
55 - 64	13.6%	13.2%	12.9%
65 - 74	9.8%	9.4%	9.7%
75 - 84	5.6%	4.9%	5.0%
85 +	1.8%	1.5%	1.6%
18 +	79.7%	79.8%	79.2%

2026 Population 15+ by Marital Status			
Total	81,639	166,604	298,793
Never Married	30.1%	32.1%	33.0%
Married	56.0%	55.9%	55.2%
Widowed	5.4%	4.5%	4.6%
Divorced	8.6%	7.5%	7.3%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	68,802	140,019	252,305
Less than 9th Grade	2.1%	2.8%	4.0%
9th - 12th Grade, No Diploma	2.6%	4.5%	4.8%
High School Graduate	13.9%	14.6%	16.0%
GED/Alternative Credential	1.2%	2.0%	2.3%
Some College, No Degree	17.7%	18.4%	17.9%
Associate Degree	10.8%	10.3%	10.2%
Bachelor's Degree	33.4%	31.4%	29.9%
Graduate/Professional Degree	18.3%	16.0%	15.1%

2020 Population by Race/Ethnicity			
Total	94,310	197,999	351,849
White Alone	55.4%	52.1%	48.2%
Black Alone	3.2%	4.1%	4.3%
American Indian Alone	0.8%	0.9%	1.1%
Asian Alone	15.9%	13.7%	13.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	10.1%	14.4%	17.3%
Two or More Races	10.1%	14.4%	17.3%
Hispanic Origin	25.1%	30.7%	35.2%
Diversity Index	77.2	80.8	83.3

2026 Population by Race/Ethnicity			
Total	97,531	198,848	359,157
White Alone	53.4%	50.1%	46.2%
Black Alone	3.2%	4.0%	4.3%
American Indian Alone	0.9%	0.9%	1.1%
Asian Alone	16.9%	14.5%	14.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	10.5%	15.0%	17.8%
Two or More Races	15.1%	15.2%	15.7%
Hispanic Origin	25.8%	31.7%	36.0%
Diversity Index	78.5	81.9	84.2

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	51,270	102,998	188,168
White Collar	73.3%	70.8%	69.3%
Management/Business/Financial	22.9%	21.3%	20.0%
Professional	31.7%	29.8%	28.8%
Sales	9.1%	9.4%	9.9%
Administrative Support	9.7%	10.3%	10.7%
Services	15.7%	16.9%	16.6%

2026 Employed Pop 16+ by Occupation			
Total	51,270	102,998	188,168
Blue Collar	11.0%	12.2%	14.1%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	2.3%	2.5%	3.2%
Installation/Maintenance/Repair	2.3%	2.6%	2.7%
Production	2.4%	2.8%	3.4%
Transportation/Material Moving	3.9%	4.2%	4.6%
White Collar	73.3%	70.8%	69.3%
Management/Business/Financial	22.9%	21.3%	20.0%
Professional	31.7%	29.8%	28.8%
Sales	9.1%	9.4%	9.9%
Administrative Support	9.7%	10.3%	10.7%
Services	15.7%	16.9%	16.6%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	51,270	102,998	188,168
Population 16+ Employed	94.7%	95.1%	95.0%
Population 16+ Unemployment rate	5.3%	4.9%	5.0%
Population 16-24 Employed	10.8%	11.1%	11.0%
Population 16-24 Unemployment rate	9.5%	8.6%	8.7%
Population 25-54 Employed	59.7%	60.4%	60.7%
Population 25-54 Unemployment rate	4.7%	4.4%	4.5%
Population 55-64 Employed	18%	17%	17%
Population 55-64 Unemployment rate	4.7%	4.5%	4.5%
Population 65+ Employed	7%	6%	7%
Population 65+ Unemployment rate	5.5%	4.0%	4.3%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	48,539	97,966	178,828
Agriculture/Mining	0.3%	0.3%	0.3%
Construction	4.3%	4.4%	5.3%
Manufacturing	7.9%	7.9%	8.5%
Wholesale Trade	1.7%	1.7%	1.8%
Retail Trade	8.6%	9.0%	9.6%
Transportation/Utilities	5.2%	4.9%	4.8%
Information	5%	5%	5%
Finance/Insurance/Real Estate	7.2%	7.0%	7.1%
Services	54.5%	53.8%	52.5%
Public Administration	5.1%	6.0%	5.3%

2026 Consumer Spending			
Apparel & Services: Total \$	\$124,936,333	\$237,779,771	\$415,160,934
Average Spent	\$3,490.33	\$3,523.55	\$3,446.66
Spending Potential Index	137	138	135
Education: Total \$	\$108,069,420	\$204,975,044	\$355,916,205
Average Spent	\$3,019.12	\$3,037.43	\$2,954.81
Spending Potential Index	151	152	147
Entertainment/Recreation: Total \$	\$212,953,987	\$404,655,491	\$703,396,429
Average Spent	\$5,949.27	\$5,996.41	\$5,839.59
Spending Potential Index	138	139	136
Food at Home: Total \$	\$372,699,918	\$708,109,022	\$1,240,208,899
Average Spent	\$10,412.07	\$10,493.15	\$10,296.21
Spending Potential Index	132	133	131
Food Away from Home: Total \$	\$226,249,152	\$431,215,848	\$755,148,976
Average Spent	\$6,320.69	\$6,389.99	\$6,269.24
Spending Potential Index	142	143	140
Health Care: Total \$	\$366,398,363	\$695,261,265	\$1,206,842,422
Average Spent	\$10,236.02	\$10,302.76	\$10,019.20
Spending Potential Index	128	128	125
HH Furnishings & Equipment: Total \$	\$141,599,386	\$269,412,032	\$469,679,050
Average Spent	\$3,955.84	\$3,992.29	\$3,899.27
Spending Potential Index	139	140	137
Personal Care Products & Services: Total \$	\$57,570,747	\$109,461,489	\$190,548,035
Average Spent	\$1,608.35	\$1,622.06	\$1,581.93
Spending Potential Index	141	142	139

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$1,470,669,314	\$2,797,891,462	\$4,926,847,228
Average Spent	\$41,085.89	\$41,460.69	\$40,902.65
Spending Potential Index	149	150	148
Support Payments/Gifts in Kind: Total \$	\$141,625,699	\$268,176,896	\$458,437,328
Average Spent	\$3,956.58	\$3,973.99	\$3,805.94
Spending Potential Index	130	130	125
Travel: Total \$	\$197,286,419	\$374,575,509	\$651,314,352
Average Spent	\$5,511.56	\$5,550.66	\$5,407.21
Spending Potential Index	151	152	148
Vehicle Maintenance & Repairs: Total \$	\$59,157,434	\$112,452,862	\$196,738,986
Average Spent	\$1,652.67	\$1,666.39	\$1,633.33
Spending Potential Index	133	135	132

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.