

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	76,312	140,566	210,123
2020 Total Population	87,566	163,905	251,220
2020 Group Quarters	938	1,452	2,067
2026 Total Population	92,352	172,311	282,640
2026 Group Quarters	930	1,437	2,066
2031 Total Population	94,634	176,673	292,275
2026-2031 Annual Rate	0.49%	0.50%	0.67%
2026 Total Daytime Population	84,216	146,919	223,974
Workers	27,250	41,843	56,643
Residents	56,966	105,076	167,331

Household Summary	3 mile	5 mile	10 mile
2010 Total Households	28,359	48,573	71,130
2010 Average Household Size	2.67	2.88	2.93
2020 Total Households	31,285	53,983	80,996
2020 Average Household Size	2.77	3.01	3.08
2026 Total Households	33,044	57,216	91,476
2026 Average Household Size	2.77	2.99	3.07
2031 Total Households	34,077	59,031	95,177
2031 Average Household Size	2.75	2.97	3.05
2026-2031 Annual Rate	0.62%	0.63%	0.80%
2026 Families	21,244	39,388	65,638
2026 Average Family Size	3.47	3.62	3.62
2031 Families	21,851	40,543	68,214
2031 Average Family Size	3.45	3.60	3.60
2026-2031 Growth Rate	0.57%	0.58%	0.77%

Median Household Income	3 mile	5 mile	10 mile
2026	\$61,055	\$67,716	\$78,296
2031	\$67,586	\$76,475	\$89,258

Per Capita Income	3 mile	5 mile	10 mile
2026	\$30,148	\$29,599	\$33,103
2031	\$33,858	\$33,411	\$37,606

2026 Households by Income			
Household Income Base	33,044	57,217	91,476
<\$10,000	5.6%	5.4%	4.6%
\$10,000-14,999	3.7%	3.5%	2.8%
\$15,000-19,999	4.7%	3.8%	3.1%
\$20,000-24,999	4.5%	4.1%	3.5%
\$25,000-29,999	4.6%	3.6%	3.0%
\$30,000-34,999	4.0%	3.4%	2.9%
\$35,000-39,999	4.0%	3.7%	3.2%
\$40,000-44,999	5.3%	5.3%	4.5%
\$45,000-49,999	5.1%	4.4%	3.7%
\$50,000-59,999	7.6%	7.1%	6.6%
\$60,000-74,999	9.8%	9.9%	9.9%
\$75000-99999	11.9%	12.8%	12.4%
\$100,000-124,999	8.2%	9.5%	10.3%
\$125,000-149,999	6.0%	7.1%	8.0%
\$150000-199999	7.3%	8.3%	10.3%
\$200,000-249,999	3.8%	4.1%	5.5%
\$250,000-299,999	2.4%	2.4%	2.9%
\$300,000-399,999	0.7%	0.8%	1.4%
\$400,000-499,999	0.5%	0.5%	0.7%
\$500,000+	0.3%	0.3%	0.6%
Average Household Income	\$83,893	\$88,617	\$101,734

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	63	64	63
Percent of Income for Mortgage	37.3%	36.9%	37.3%
Wealth Index	64	66	79

Median Home Value			
2026	\$387,534	\$424,970	\$496,673
2031	\$528,242	\$561,305	\$617,731

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	20,585	36,567	64,956
<\$50,000	11.3%	9.2%	6.9%
\$50,000 - \$99,999	7.9%	5.8%	4.5%
\$100,000 - \$149,999	4.3%	3.3%	3.0%
\$150,000 - \$199,999	5.0%	3.7%	3.0%
\$200,000 - \$249,999	5.7%	5.0%	3.8%
\$250,000 - \$299,999	4.9%	5.6%	4.2%
\$300,000 - \$399,999	12.6%	13.5%	10.4%
\$400,000 - \$499,999	13.4%	15.7%	14.8%
\$500,000 - \$749,999	25.7%	27.9%	35.6%
\$750,000 - \$999,999	4.8%	5.9%	9.2%
\$1,000,000 - \$1,499,999	1.7%	1.8%	2.1%
\$1,500,000 - \$1,999,999	1.0%	0.9%	0.8%
\$2,000,000 +	1.9%	1.7%	1.8%
Average Home Value	\$435,348	\$463,288	\$519,939

Housing Unit Summary			
2010 Total Housing Units	33,264	56,140	81,564
Owner Occupied Housing Units	53.8%	55.0%	59.4%
Renter Occupied Housing Units	31.5%	31.5%	27.8%
Vacant Housing Units	14.7%	13.5%	12.8%
2020 Housing Units	33,790	57,632	86,337
Owner Occupied Housing Units	56.0%	58.1%	63.4%
Renter Occupied Housing Units	36.5%	35.6%	30.4%
Vacant Housing Units	7.5%	6.4%	6.2%
2026 Housing Units	35,579	60,890	97,165
Owner Occupied Housing Units	57.9%	60.1%	66.8%
Renter Occupied Housing Units	35.0%	33.9%	27.3%
Vacant Housing Units	7.1%	6.0%	5.9%
2031 Total Housing Units	36,809	63,034	101,376
Owner Occupied Housing Units	58.4%	60.6%	67.4%
Renter Occupied Housing Units	34.2%	33.1%	26.5%
Vacant Housing Units	7.4%	6.4%	6.1%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	44,771	84,434	139,131
Females	47,581	87,877	143,509

Median Age			
2010	37.4	34.9	35.4
2020	39.4	36.5	36.9
2026	40.2	37.5	37.5
2031	41.5	38.7	38.6

2026 Population by Age			
Total	92,353	172,309	282,642
0 - 4	5.9%	6.3%	6.2%
5 - 9	5.8%	6.2%	6.3%
10 - 14	6.5%	7.0%	7.0%
15 - 24	12.8%	13.8%	13.6%
25 - 34	12.9%	13.5%	13.6%
35 - 44	11.4%	12.2%	12.8%
45 - 54	10.1%	10.7%	11.4%
55 - 64	11.2%	10.8%	10.9%
65 - 74	12.2%	10.7%	10.4%
75 - 84	8.3%	6.6%	6.2%
85 +	3.2%	2.4%	2.1%
18 +	77.8%	76.2%	76.2%

2026 Population 15+ by Marital Status			
Total	75,555	138,712	227,508
Never Married	34.8%	38.1%	35.9%
Married	45.6%	45.1%	48.7%
Widowed	7.5%	6.2%	5.9%
Divorced	12.2%	10.6%	9.6%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	63,773	114,858	189,201
Less than 9th Grade	7.0%	7.5%	7.1%
9th - 12th Grade, No Diploma	10.1%	10.1%	9.3%
High School Graduate	28.3%	28.4%	27.6%
GED/Alternative Credential	4.3%	4.5%	4.1%
Some College, No Degree	23.7%	23.5%	23.3%
Associate Degree	9.3%	9.7%	9.9%
Bachelor's Degree	12.3%	11.3%	12.7%
Graduate/Professional Degree	4.9%	5.1%	5.9%

2020 Population by Race/Ethnicity			
Total	87,566	163,905	251,220
White Alone	44.0%	41.8%	43.9%
Black Alone	9.9%	8.8%	7.8%
American Indian Alone	2.1%	2.3%	2.3%
Asian Alone	3.6%	3.3%	3.9%
Pacific Islander Alone	0.4%	0.4%	0.4%
Some Other Race Alone	24.3%	27.3%	25.6%
Two or More Races	24.3%	27.3%	25.6%
Hispanic Origin	47.3%	51.7%	49.4%
Diversity Index	85.5	85.8	85.4

2026 Population by Race/Ethnicity			
Total	92,353	172,312	282,640
White Alone	40.3%	38.3%	40.2%
Black Alone	9.9%	8.8%	7.8%
American Indian Alone	2.0%	2.2%	2.1%
Asian Alone	4.0%	3.6%	4.5%
Pacific Islander Alone	0.4%	0.4%	0.5%
Some Other Race Alone	26.8%	29.8%	27.7%
Two or More Races	16.6%	16.9%	17.2%
Hispanic Origin	50.9%	55.2%	52.7%
Diversity Index	86.3	86.2	86.1

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	38,424	73,888	125,768
White Collar	47.4%	46.4%	49.2%
Management/Business/Financial	9.8%	10.1%	11.5%
Professional	16.2%	15.8%	17.4%
Sales	10.7%	10.1%	9.9%
Administrative Support	10.7%	10.3%	10.4%
Services	23.9%	24.5%	23.4%

2026 Employed Pop 16+ by Occupation			
Total	38,424	73,888	125,768
Blue Collar	28.6%	29.1%	27.4%
Farming/Forestry/Fishing	0.6%	0.8%	0.9%
Construction/Extraction	8.5%	8.1%	7.4%
Installation/Maintenance/Repair	4.1%	4.3%	4.2%
Production	4.4%	4.5%	3.9%
Transportation/Material Moving	11.0%	11.5%	11.1%
White Collar	47.4%	46.4%	49.2%
Management/Business/Financial	9.8%	10.1%	11.5%
Professional	16.2%	15.8%	17.4%
Sales	10.7%	10.1%	9.9%
Administrative Support	10.7%	10.3%	10.4%
Services	23.9%	24.5%	23.4%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	38,424	73,888	125,768
Population 16+ Employed	93.6%	92.5%	93.1%
Population 16+ Unemployment rate	6.4%	7.5%	6.9%
Population 16-24 Employed	14.4%	14.5%	13.8%
Population 16-24 Unemployment rate	9.5%	11.1%	11.1%
Population 25-54 Employed	58.3%	58.5%	60.0%
Population 25-54 Unemployment rate	5.7%	6.9%	6.1%
Population 55-64 Employed	15%	14%	14%
Population 55-64 Unemployment rate	6.8%	7.3%	6.5%
Population 65+ Employed	6%	5%	5%
Population 65+ Unemployment rate	3.9%	3.7%	5.7%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	35,970	68,379	117,060
Agriculture/Mining	1.0%	1.3%	1.5%
Construction	9.5%	9.8%	9.8%
Manufacturing	6.7%	6.5%	6.4%
Wholesale Trade	1.6%	1.8%	1.7%
Retail Trade	13.6%	13.7%	13.2%
Transportation/Utilities	9.3%	9.3%	8.9%
Information	2%	2%	2%
Finance/Insurance/Real Estate	4.4%	4.0%	4.1%
Services	46.7%	47.0%	47.7%
Public Administration	5.3%	5.0%	5.1%

2026 Consumer Spending			
Apparel & Services: Total \$	\$58,048,448	\$106,161,380	\$192,792,824
Average Spent	\$1,756.70	\$1,855.45	\$2,107.58
Spending Potential Index	69	73	83
Education: Total \$	\$39,240,746	\$74,194,546	\$137,744,355
Average Spent	\$1,187.53	\$1,296.74	\$1,505.80
Spending Potential Index	59	65	75
Entertainment/Recreation: Total \$	\$96,876,915	\$175,023,979	\$321,052,247
Average Spent	\$2,931.76	\$3,059.00	\$3,509.69
Spending Potential Index	68	71	82
Food at Home: Total \$	\$183,104,115	\$329,883,719	\$594,717,361
Average Spent	\$5,541.22	\$5,765.59	\$6,501.35
Spending Potential Index	70	73	82
Food Away from Home: Total \$	\$101,479,436	\$186,962,538	\$341,739,269
Average Spent	\$3,071.04	\$3,267.66	\$3,735.84
Spending Potential Index	69	73	84
Health Care: Total \$	\$191,376,722	\$336,514,231	\$609,012,915
Average Spent	\$5,791.57	\$5,881.47	\$6,657.63
Spending Potential Index	72	73	83
HH Furnishings & Equipment: Total \$	\$65,881,424	\$119,060,623	\$218,179,662
Average Spent	\$1,993.75	\$2,080.90	\$2,385.10
Spending Potential Index	70	73	84
Personal Care Products & Services: Total \$	\$26,448,126	\$47,933,198	\$87,450,808
Average Spent	\$800.39	\$837.76	\$956.00
Spending Potential Index	70	73	84

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$638,514,794	\$1,178,767,792	\$2,144,561,008
Average Spent	\$19,323.17	\$20,602.07	\$23,443.97
Spending Potential Index	70	75	85
Support Payments/Gifts in Kind: Total \$	\$73,624,610	\$127,289,939	\$234,483,417
Average Spent	\$2,228.08	\$2,224.73	\$2,563.33
Spending Potential Index	73	73	84
Travel: Total \$	\$80,913,295	\$148,272,034	\$274,802,827
Average Spent	\$2,448.65	\$2,591.44	\$3,004.10
Spending Potential Index	67	71	82
Vehicle Maintenance & Repairs: Total \$	\$28,974,910	\$52,115,116	\$94,623,179
Average Spent	\$876.86	\$910.85	\$1,034.40
Spending Potential Index	71	74	84

Top Tapestry Segment		
3 mile	5 mile	10 mile
Senior Escapes (J1): This segment is characterized by suburban areas with seasonal homes and retired military seniors. Learn more about this segment...	Generational Ties (G3): This segment is characterized by large, multigenerational families in the suburban West. Learn more about this segment...	Generational Ties (G3): This segment is characterized by large, multigenerational families in the suburban West. 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.