

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	64,843	178,343	534,159
2020 Total Population	72,118	193,489	583,469
2020 Group Quarters	1,198	2,561	4,722
2026 Total Population	80,940	206,296	600,831
2026 Group Quarters	1,350	2,883	5,312
2031 Total Population	87,291	217,833	621,741
2026-2031 Annual Rate	1.52%	1.09%	0.69%
2026 Total Daytime Population	152,162	306,199	736,884
Workers	116,892	211,603	461,767
Residents	35,270	94,596	275,117

Household Summary	3 mile	5 mile	10 mile
2010 Total Households	28,922	77,441	232,476
2010 Average Household Size	2.21	2.28	2.28
2020 Total Households	32,871	85,368	256,850
2020 Average Household Size	2.16	2.24	2.25
2026 Total Households	38,253	93,598	271,597
2026 Average Household Size	2.08	2.17	2.19
2031 Total Households	42,193	100,999	285,443
2031 Average Household Size	2.04	2.13	2.16
2026-2031 Annual Rate	1.98%	1.53%	1.00%
2026 Families	20,962	54,559	156,015
2026 Average Family Size	2.74	2.81	2.83
2031 Families	22,809	58,194	162,938
2031 Average Family Size	2.68	2.75	2.78
2026-2031 Growth Rate	1.70%	1.30%	0.87%

Median Household Income	3 mile	5 mile	10 mile
2026	\$124,656	\$127,027	\$115,735
2031	\$144,659	\$150,887	\$136,974

Per Capita Income	3 mile	5 mile	10 mile
2026	\$84,759	\$87,222	\$81,336
2031	\$98,383	\$100,692	\$94,176

2026 Households by Income			
Household Income Base	38,250	93,597	271,598
<\$10,000	3.1%	3.0%	3.4%
\$10,000-14,999	0.9%	1.2%	1.4%
\$15,000-19,999	0.6%	0.9%	1.3%
\$20,000-24,999	1.9%	1.7%	2.0%
\$25,000-29,999	1.6%	1.7%	2.0%
\$30,000-34,999	1.5%	1.6%	1.9%
\$35,000-39,999	1.6%	1.8%	1.9%
\$40,000-44,999	2.3%	2.3%	2.6%
\$45,000-49,999	2.0%	1.9%	2.4%
\$50,000-59,999	4.3%	4.2%	4.7%
\$60,000-74,999	6.9%	7.0%	7.5%
\$75000-99999	11.8%	10.8%	11.5%
\$100,000-124,999	11.5%	11.2%	10.9%
\$125,000-149,999	8.8%	8.0%	7.5%
\$150000-199999	13.7%	12.5%	12.1%
\$200,000-249,999	8.3%	9.2%	8.4%
\$250,000-299,999	5.5%	6.2%	5.3%
\$300,000-399,999	4.5%	5.0%	4.3%
\$400,000-499,999	2.2%	2.4%	1.9%
\$500,000+	7.0%	7.5%	7.2%
Average Household Income	\$179,881	\$191,864	\$179,780

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	76	77	75
Percent of Income for Mortgage	33.4%	32.8%	33.8%
Wealth Index	151	174	162

Median Home Value			
2026	\$708,661	\$708,104	\$664,342
2031	\$775,156	\$769,979	\$732,526

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	19,671	60,158	179,858
<\$50,000	0.1%	0.2%	1.4%
\$50,000 - \$99,999	0.0%	0.1%	0.7%
\$100,000 - \$149,999	0.3%	0.3%	0.6%
\$150,000 - \$199,999	0.1%	0.6%	0.7%
\$200,000 - \$249,999	0.9%	1.1%	1.5%
\$250,000 - \$299,999	1.1%	1.4%	1.9%
\$300,000 - \$399,999	4.8%	6.5%	9.1%
\$400,000 - \$499,999	12.0%	11.7%	14.1%
\$500,000 - \$749,999	36.8%	33.8%	30.6%
\$750,000 - \$999,999	26.9%	22.9%	18.9%
\$1,000,000 - \$1,499,999	11.0%	12.1%	10.8%
\$1,500,000 - \$1,999,999	3.5%	4.2%	4.4%
\$2,000,000 +	2.5%	5.1%	5.4%
Average Home Value	\$797,276	\$834,514	\$796,936

Housing Unit Summary			
2010 Total Housing Units	33,758	90,370	269,075
Owner Occupied Housing Units	52.7%	58.0%	58.4%
Renter Occupied Housing Units	32.9%	27.7%	28.0%
Vacant Housing Units	14.3%	14.3%	13.6%
2020 Housing Units	38,532	99,124	290,279
Owner Occupied Housing Units	47.1%	55.6%	57.1%
Renter Occupied Housing Units	38.2%	30.5%	31.4%
Vacant Housing Units	14.6%	13.8%	11.5%
2026 Housing Units	44,811	108,403	305,513
Owner Occupied Housing Units	43.9%	55.5%	58.9%
Renter Occupied Housing Units	41.5%	30.8%	30.0%
Vacant Housing Units	14.6%	13.7%	11.1%
2031 Total Housing Units	48,635	116,580	323,339
Owner Occupied Housing Units	42.8%	54.1%	58.9%
Renter Occupied Housing Units	43.9%	32.5%	29.4%
Vacant Housing Units	13.2%	13.4%	11.7%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	39,499	100,104	295,290
Females	41,441	106,192	305,541

Median Age			
2010	42.5	42.7	41.7
2020	44.7	46.1	44.0
2026	44.9	46.3	44.6
2031	46.0	47.1	45.7

2026 Population by Age			
Total	80,941	206,295	600,831
0 - 4	4.0%	4.0%	4.3%
5 - 9	4.6%	4.8%	4.9%
10 - 14	4.9%	5.0%	5.1%
15 - 24	10.1%	9.9%	10.5%
25 - 34	13.4%	11.8%	12.7%
35 - 44	13.2%	12.9%	13.1%
45 - 54	11.4%	11.8%	11.9%
55 - 64	13.1%	13.8%	13.5%
65 - 74	12.0%	12.5%	12.3%
75 - 84	8.8%	9.3%	8.5%
85 +	3.8%	3.6%	2.8%
18 +	83.6%	83.1%	82.5%

2026 Population 15+ by Marital Status			
Total	70,079	177,711	514,925
Never Married	32.3%	29.9%	31.6%
Married	50.6%	53.7%	51.6%
Widowed	5.9%	5.7%	5.0%
Divorced	11.3%	10.7%	11.8%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	61,881	157,231	451,970
Less than 9th Grade	0.6%	0.8%	1.5%
9th - 12th Grade, No Diploma	1.7%	2.1%	2.6%
High School Graduate	9.9%	10.1%	12.1%
GED/Alternative Credential	1.8%	1.6%	2.0%
Some College, No Degree	17.0%	15.4%	16.1%
Associate Degree	6.9%	7.0%	7.8%
Bachelor's Degree	37.8%	37.2%	34.2%
Graduate/Professional Degree	24.3%	25.8%	23.6%

2020 Population by Race/Ethnicity			
Total	72,118	193,489	583,469
White Alone	79.3%	79.3%	75.3%
Black Alone	1.9%	1.7%	2.7%
American Indian Alone	0.5%	0.6%	1.2%
Asian Alone	8.1%	7.3%	5.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.4%	2.9%	5.8%
Two or More Races	2.4%	2.9%	5.8%
Hispanic Origin	7.9%	9.2%	14.6%
Diversity Index	45.2	46.4	56.1

2026 Population by Race/Ethnicity			
Total	80,940	206,297	600,831
White Alone	76.6%	76.5%	72.9%
Black Alone	2.2%	1.9%	2.9%
American Indian Alone	0.5%	0.6%	1.3%
Asian Alone	9.5%	9.0%	6.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.6%	3.2%	6.2%
Two or More Races	8.5%	8.7%	10.2%
Hispanic Origin	8.6%	9.8%	15.4%
Diversity Index	49.0	50.4	59.3

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	47,490	117,031	342,593
White Collar	79.5%	79.9%	76.5%
Management/Business/Financial	29.3%	29.0%	27.0%
Professional	29.9%	29.8%	28.0%
Sales	11.3%	11.9%	11.6%
Administrative Support	9.0%	9.2%	9.9%
Services	11.6%	11.1%	13.1%

2026 Employed Pop 16+ by Occupation			
Total	47,490	117,031	342,593
Blue Collar	8.9%	9.0%	10.5%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	2.0%	1.9%	2.5%
Installation/Maintenance/Repair	1.5%	1.5%	1.7%
Production	1.5%	1.5%	1.7%
Transportation/Material Moving	3.7%	4.0%	4.5%
White Collar	79.5%	79.9%	76.5%
Management/Business/Financial	29.3%	29.0%	27.0%
Professional	29.9%	29.8%	28.0%
Sales	11.3%	11.9%	11.6%
Administrative Support	9.0%	9.2%	9.9%
Services	11.6%	11.1%	13.1%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	47,490	117,031	342,593
Population 16+ Employed	97.3%	96.6%	96.3%
Population 16+ Unemployment rate	2.7%	3.4%	3.7%
Population 16-24 Employed	11.1%	10.7%	11.3%
Population 16-24 Unemployment rate	5.8%	7.2%	7.5%
Population 25-54 Employed	57.1%	55.8%	56.8%
Population 25-54 Unemployment rate	2.3%	3.1%	3.3%
Population 55-64 Employed	17%	18%	18%
Population 55-64 Unemployment rate	2.7%	3.2%	3.4%
Population 65+ Employed	12%	12%	11%
Population 65+ Unemployment rate	2.0%	1.9%	2.0%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	46,201	113,032	330,016
Agriculture/Mining	0.4%	0.3%	0.3%
Construction	6.8%	5.2%	6.0%
Manufacturing	4.6%	5.4%	5.8%
Wholesale Trade	2.8%	2.3%	2.0%
Retail Trade	9.8%	10.6%	10.6%
Transportation/Utilities	4.0%	4.0%	4.7%
Information	2%	2%	2%
Finance/Insurance/Real Estate	13.2%	13.6%	13.1%
Services	55.4%	55.1%	53.4%
Public Administration	1.5%	1.7%	2.2%

2026 Consumer Spending			
Apparel & Services: Total \$	\$141,164,033	\$363,278,122	\$1,001,639,979
Average Spent	\$3,690.27	\$3,881.26	\$3,687.96
Spending Potential Index	145	152	145
Education: Total \$	\$120,555,071	\$314,436,499	\$836,019,608
Average Spent	\$3,151.52	\$3,359.44	\$3,078.16
Spending Potential Index	157	168	154
Entertainment/Recreation: Total \$	\$237,573,921	\$622,208,300	\$1,695,291,553
Average Spent	\$6,210.60	\$6,647.67	\$6,241.94
Spending Potential Index	144	154	145
Food at Home: Total \$	\$425,985,109	\$1,100,858,134	\$3,046,094,998
Average Spent	\$11,135.99	\$11,761.56	\$11,215.50
Spending Potential Index	141	149	142
Food Away from Home: Total \$	\$248,003,688	\$638,692,747	\$1,753,923,442
Average Spent	\$6,483.25	\$6,823.79	\$6,457.82
Spending Potential Index	145	153	145
Health Care: Total \$	\$424,096,296	\$1,118,536,812	\$3,073,175,220
Average Spent	\$11,086.62	\$11,950.43	\$11,315.20
Spending Potential Index	138	149	141
HH Furnishings & Equipment: Total \$	\$157,157,227	\$411,949,883	\$1,124,695,141
Average Spent	\$4,108.36	\$4,401.27	\$4,141.04
Spending Potential Index	144	155	146
Personal Care Products & Services: Total \$	\$64,383,385	\$167,201,960	\$457,579,544
Average Spent	\$1,683.09	\$1,786.38	\$1,684.77
Spending Potential Index	148	157	148

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$1,579,863,282	\$4,092,290,895	\$11,150,098,605
Average Spent	\$41,300.38	\$43,721.99	\$41,053.84
Spending Potential Index	150	159	149
Support Payments/Gifts in Kind: Total \$	\$167,585,112	\$448,699,167	\$1,222,555,055
Average Spent	\$4,380.97	\$4,793.90	\$4,501.36
Spending Potential Index	144	157	148
Travel: Total \$	\$210,535,627	\$556,950,608	\$1,490,950,086
Average Spent	\$5,503.77	\$5,950.45	\$5,489.57
Spending Potential Index	151	163	150
Vehicle Maintenance & Repairs: Total \$	\$67,082,877	\$174,943,140	\$482,557,191
Average Spent	\$1,753.66	\$1,869.09	\$1,776.74
Spending Potential Index	142	151	143

Top Tapestry Segment		
3 mile	5 mile	10 mile
Urban Chic (H4): This segment is characterized by affluent, educated families in the suburbs of coastal metropolises. Learn more about this segment...	Top Tier (L3): This segment is characterized by highly educated professionals in affluent suburbs. Learn more about this segment...	Burbs and Beyond (K8): This segment is characterized by affluent, aging population in the scenic 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.