

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	81,644	180,828	644,216
2020 Total Population	93,029	200,333	701,072
2020 Group Quarters	2,571	4,105	9,800
2026 Total Population	94,838	203,023	705,932
2026 Group Quarters	2,504	4,021	9,598
2031 Total Population	97,811	206,395	713,671
2026-2031 Annual Rate	0.62%	0.33%	0.22%
2026 Total Daytime Population	93,342	216,471	698,685
Workers	45,676	114,432	343,637
Residents	47,666	102,039	355,048

Household Summary			
2010 Total Households	27,005	62,175	224,361
2010 Average Household Size	2.99	2.87	2.84
2020 Total Households	30,327	68,072	242,994
2020 Average Household Size	2.98	2.88	2.84
2026 Total Households	31,745	70,674	250,288
2026 Average Household Size	2.91	2.82	2.78
2031 Total Households	33,270	72,771	255,840
2031 Average Household Size	2.86	2.78	2.75
2026-2031 Annual Rate	0.94%	0.59%	0.44%
2026 Families	23,106	50,510	179,468
2026 Average Family Size	3.36	3.30	3.25
2031 Families	24,144	51,949	183,248
2031 Average Family Size	3.32	3.26	3.21
2026-2031 Growth Rate	0.88%	0.56%	0.42%

Median Household Income			
2026	\$119,490	\$116,232	\$131,904
2031	\$141,049	\$136,718	\$155,407

Per Capita Income	3 mile	5 mile	10 mile
2026	\$51,871	\$54,648	\$63,740
2031	\$59,346	\$62,433	\$72,191

2026 Households by Income			
Household Income Base	31,743	70,674	250,286
<\$10,000	4.7%	4.4%	3.5%
\$10,000-14,999	1.5%	1.7%	1.5%
\$15,000-19,999	1.8%	1.7%	1.5%
\$20,000-24,999	2.0%	2.3%	1.8%
\$25,000-29,999	2.2%	2.1%	1.9%
\$30,000-34,999	2.0%	1.9%	1.8%
\$35,000-39,999	2.1%	2.1%	1.9%
\$40,000-44,999	2.4%	2.4%	2.0%
\$45,000-49,999	2.7%	2.4%	2.1%
\$50,000-59,999	4.3%	4.5%	3.9%
\$60,000-74,999	6.6%	7.2%	6.5%
\$75000-99999	9.5%	10.1%	9.4%
\$100,000-124,999	10.0%	10.3%	9.9%
\$125,000-149,999	7.5%	7.5%	7.4%
\$150000-199999	13.6%	13.2%	13.7%
\$200,000-249,999	12.7%	11.2%	11.3%
\$250,000-299,999	6.1%	5.6%	6.2%
\$300,000-399,999	3.2%	4.0%	6.3%
\$400,000-499,999	2.2%	2.2%	3.3%
\$500,000+	2.9%	3.2%	4.2%
Average Household Income	\$154,321	\$155,990	\$179,113

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	56	54	57
Percent of Income for Mortgage	43.8%	45.5%	43.4%
Wealth Index	130	135	164

Median Home Value			
2026	\$890,329	\$898,487	\$972,864
2031	\$1,011,749	\$1,036,199	\$1,187,475

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	20,119	43,113	160,002
<\$50,000	0.4%	1.0%	0.8%
\$50,000 - \$99,999	1.0%	1.1%	1.1%
\$100,000 - \$149,999	1.1%	1.3%	0.7%
\$150,000 - \$199,999	1.3%	1.2%	0.7%
\$200,000 - \$249,999	1.5%	1.2%	0.6%
\$250,000 - \$299,999	1.9%	1.5%	0.7%
\$300,000 - \$399,999	2.0%	1.8%	1.4%
\$400,000 - \$499,999	3.6%	3.6%	2.9%
\$500,000 - \$749,999	17.1%	18.1%	15.4%
\$750,000 - \$999,999	35.7%	32.5%	28.8%
\$1,000,000 - \$1,499,999	23.1%	22.8%	24.9%
\$1,500,000 - \$1,999,999	6.5%	7.2%	10.7%
\$2,000,000 +	4.7%	6.9%	11.3%
Average Home Value	\$964,393	\$995,674	\$1,124,560

Housing Unit Summary			
2010 Total Housing Units	28,424	65,773	238,300
Owner Occupied Housing Units	60.6%	57.2%	60.1%
Renter Occupied Housing Units	34.4%	37.4%	34.1%
Vacant Housing Units	5.0%	5.5%	5.8%
2020 Housing Units	31,642	71,131	254,451
Owner Occupied Housing Units	59.5%	57.3%	60.6%
Renter Occupied Housing Units	36.3%	38.4%	34.9%
Vacant Housing Units	4.5%	4.3%	4.5%
2026 Housing Units	33,350	74,330	264,204
Owner Occupied Housing Units	60.3%	58.0%	60.6%
Renter Occupied Housing Units	34.9%	37.1%	34.2%
Vacant Housing Units	4.8%	4.9%	5.3%
2031 Total Housing Units	35,093	76,892	270,887
Owner Occupied Housing Units	60.0%	58.1%	60.3%
Renter Occupied Housing Units	34.8%	36.6%	34.2%
Vacant Housing Units	5.2%	5.4%	5.6%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	46,566	100,133	349,376
Females	48,272	102,890	356,556

Median Age			
2010	33.9	35.2	36.8
2020	36.4	37.8	39.6
2026	37.4	38.9	40.7
2031	38.1	39.8	41.6

2026 Population by Age			
Total	94,838	203,024	705,932
0 - 4	5.5%	5.5%	5.2%
5 - 9	6.1%	6.0%	5.7%
10 - 14	6.6%	6.4%	6.4%
15 - 24	14.5%	13.2%	12.4%
25 - 34	14.2%	13.9%	13.0%
35 - 44	12.8%	13.2%	13.0%
45 - 54	12.6%	12.5%	12.7%
55 - 64	11.1%	11.6%	12.1%
65 - 74	8.8%	9.7%	10.6%
75 - 84	5.5%	5.9%	6.4%
85 +	2.1%	2.2%	2.4%
18 +	77.7%	78.2%	78.8%

2026 Population 15+ by Marital Status			
Total	77,517	166,819	583,900
Never Married	32.8%	33.0%	31.0%
Married	53.8%	53.1%	55.3%
Widowed	5.0%	4.9%	4.7%
Divorced	8.4%	9.0%	9.0%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	63,746	139,939	496,061
Less than 9th Grade	6.9%	7.2%	5.9%
9th - 12th Grade, No Diploma	4.0%	4.1%	3.5%
High School Graduate	15.4%	15.6%	14.3%
GED/Alternative Credential	2.0%	2.1%	2.0%
Some College, No Degree	17.3%	17.9%	16.3%
Associate Degree	9.3%	9.1%	8.7%
Bachelor's Degree	29.0%	28.0%	30.4%
Graduate/Professional Degree	16.1%	16.0%	18.9%

2020 Population by Race/Ethnicity			
Total	93,029	200,333	701,072
White Alone	51.1%	52.9%	56.0%
Black Alone	2.3%	2.3%	2.0%
American Indian Alone	1.2%	1.2%	1.2%
Asian Alone	10.8%	9.6%	9.7%
Pacific Islander Alone	0.3%	0.3%	0.4%
Some Other Race Alone	18.5%	18.1%	15.9%
Two or More Races	18.5%	18.1%	15.9%
Hispanic Origin	36.6%	35.8%	32.3%
Diversity Index	82.2	81.2	79.1

2026 Population by Race/Ethnicity			
Total	94,838	203,022	705,930
White Alone	49.1%	50.8%	53.9%
Black Alone	2.3%	2.3%	2.0%
American Indian Alone	1.2%	1.2%	1.2%
Asian Alone	11.6%	10.2%	10.3%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	19.2%	18.9%	16.7%
Two or More Races	16.4%	16.4%	15.7%
Hispanic Origin	37.6%	37.0%	33.5%
Diversity Index	83.1	82.3	80.4

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	50,013	106,627	370,476
White Collar	66.0%	64.6%	66.9%
Management/Business/Financial	21.4%	20.7%	21.3%
Professional	25.0%	25.5%	27.7%
Sales	9.2%	8.9%	8.8%
Administrative Support	10.4%	9.5%	9.0%
Services	18.0%	18.6%	17.4%

2026 Employed Pop 16+ by Occupation			
Total	50,013	106,627	370,476
Blue Collar	15.9%	16.7%	15.8%
Farming/Forestry/Fishing	0.6%	0.8%	0.9%
Construction/Extraction	4.3%	4.7%	4.3%
Installation/Maintenance/Repair	2.5%	2.7%	2.3%
Production	3.7%	3.9%	3.6%
Transportation/Material Moving	4.8%	4.8%	4.6%
White Collar	66.0%	64.6%	66.9%
Management/Business/Financial	21.4%	20.7%	21.3%
Professional	25.0%	25.5%	27.7%
Sales	9.2%	8.9%	8.8%
Administrative Support	10.4%	9.5%	9.0%
Services	18.0%	18.6%	17.4%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	50,013	106,627	370,476
Population 16+ Employed	95.6%	95.9%	95.4%
Population 16+ Unemployment rate	4.4%	4.1%	4.6%
Population 16-24 Employed	14.1%	13.0%	12.1%
Population 16-24 Unemployment rate	7.3%	7.4%	8.4%
Population 25-54 Employed	60.9%	60.9%	59.8%
Population 25-54 Unemployment rate	3.9%	3.6%	4.0%
Population 55-64 Employed	14%	15%	16%
Population 55-64 Unemployment rate	4.1%	3.7%	4.2%
Population 65+ Employed	6%	7%	7%
Population 65+ Unemployment rate	2.4%	3.0%	3.4%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	47,832	102,239	353,564
Agriculture/Mining	1.0%	1.0%	1.3%
Construction	7.3%	7.4%	6.8%
Manufacturing	10.3%	11.1%	11.2%
Wholesale Trade	1.5%	1.6%	1.5%
Retail Trade	9.4%	9.4%	9.6%
Transportation/Utilities	5.1%	4.0%	3.8%
Information	2%	2%	2%
Finance/Insurance/Real Estate	6.3%	5.8%	6.3%
Services	53.9%	54.8%	54.6%
Public Administration	2.7%	2.8%	2.9%

2026 Consumer Spending			
Apparel & Services: Total \$	\$99,998,989	\$223,935,304	\$897,256,432
Average Spent	\$3,150.07	\$3,168.57	\$3,584.90
Spending Potential Index	123	124	140
Education: Total \$	\$80,353,736	\$182,836,837	\$759,350,128
Average Spent	\$2,531.22	\$2,587.05	\$3,033.91
Spending Potential Index	126	129	151
Entertainment/Recreation: Total \$	\$166,015,091	\$374,930,410	\$1,520,486,038
Average Spent	\$5,229.65	\$5,305.07	\$6,074.95
Spending Potential Index	122	123	141
Food at Home: Total \$	\$301,229,001	\$678,752,713	\$2,710,649,347
Average Spent	\$9,489.02	\$9,603.99	\$10,830.12
Spending Potential Index	120	122	137
Food Away from Home: Total \$	\$179,034,332	\$400,055,093	\$1,611,769,064
Average Spent	\$5,639.76	\$5,660.57	\$6,439.66
Spending Potential Index	126	127	144
Health Care: Total \$	\$294,977,110	\$666,536,329	\$2,674,141,299
Average Spent	\$9,292.08	\$9,431.14	\$10,684.26
Spending Potential Index	116	118	133
HH Furnishings & Equipment: Total \$	\$111,352,367	\$250,664,684	\$1,015,660,545
Average Spent	\$3,507.71	\$3,546.77	\$4,057.97
Spending Potential Index	123	125	143
Personal Care Products & Services: Total \$	\$45,682,373	\$102,156,340	\$412,004,925
Average Spent	\$1,439.04	\$1,445.46	\$1,646.12
Spending Potential Index	126	127	144

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$1,151,632,492	\$2,581,841,801	\$10,513,262,873
Average Spent	\$36,277.60	\$36,531.71	\$42,004.66
Spending Potential Index	132	133	152
Support Payments/Gifts in Kind: Total \$	\$113,236,738	\$255,549,604	\$1,030,853,646
Average Spent	\$3,567.07	\$3,615.89	\$4,118.67
Spending Potential Index	117	119	135
Travel: Total \$	\$148,883,811	\$336,668,545	\$1,390,626,207
Average Spent	\$4,689.99	\$4,763.68	\$5,556.10
Spending Potential Index	128	130	152
Vehicle Maintenance & Repairs: Total \$	\$47,435,882	\$106,973,483	\$429,313,472
Average Spent	\$1,494.28	\$1,513.62	\$1,715.28
Spending Potential Index	121	122	138

Top Tapestry Segment		
3 mile	5 mile	10 mile
Professional Pride (L2): This segment is characterized by married, high-income tech households in the South and West. 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.