

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	20,368	42,387	165,056
2020 Total Population	39,159	78,023	237,975
2020 Group Quarters	1	3,282	4,855
2026 Total Population	51,284	120,587	320,008
2026 Group Quarters	1	3,694	5,462
2031 Total Population	56,018	135,436	356,813
2026-2031 Annual Rate	1.78%	2.35%	2.20%
2026 Total Daytime Population	35,101	78,808	256,770
Workers	8,918	19,427	95,719
Residents	26,183	59,381	161,051

Household Summary	3 mile	5 mile	10 mile
2010 Total Households	6,265	12,101	52,894
2010 Average Household Size	3.25	3.21	3.03
2020 Total Households	12,155	23,361	76,067
2020 Average Household Size	3.22	3.20	3.06
2026 Total Households	16,299	37,609	104,890
2026 Average Household Size	3.15	3.11	3.00
2031 Total Households	18,013	42,716	118,090
2031 Average Household Size	3.11	3.08	2.98
2026-2031 Annual Rate	2.02%	2.58%	2.40%
2026 Families	13,387	30,674	82,025
2026 Average Family Size	3.48	3.44	3.35
2031 Families	14,774	34,803	92,356
2031 Average Family Size	3.44	3.40	3.31
2026-2031 Growth Rate	1.99%	2.56%	2.40%

Median Household Income	3 mile	5 mile	10 mile
2026	\$123,122	\$124,545	\$114,154
2031	\$137,983	\$142,763	\$133,706

Per Capita Income	3 mile	5 mile	10 mile
2026	\$45,952	\$46,415	\$45,517
2031	\$52,941	\$53,720	\$53,006

2026 Households by Income			
Household Income Base	16,302	37,607	104,891
<\$10,000	1.4%	1.6%	2.3%
\$10,000-14,999	0.4%	0.4%	0.8%
\$15,000-19,999	0.8%	0.7%	0.9%
\$20,000-24,999	0.9%	1.8%	1.6%
\$25,000-29,999	0.8%	1.0%	1.4%
\$30,000-34,999	1.2%	1.4%	1.6%
\$35,000-39,999	0.9%	1.1%	1.6%
\$40,000-44,999	1.6%	1.8%	2.3%
\$45,000-49,999	1.4%	1.8%	2.3%
\$50,000-59,999	4.3%	4.4%	5.3%
\$60,000-74,999	7.9%	7.3%	8.2%
\$75000-99999	15.1%	13.7%	13.6%
\$100,000-124,999	14.2%	13.1%	12.9%
\$125,000-149,999	12.7%	11.4%	10.4%
\$150000-199999	18.9%	17.6%	15.3%
\$200,000-249,999	7.8%	9.6%	9.7%
\$250,000-299,999	4.2%	4.8%	4.3%
\$300,000-399,999	2.2%	2.9%	2.6%
\$400,000-499,999	0.7%	0.8%	0.7%
\$500,000+	2.7%	2.6%	2.1%
Average Household Income	\$145,946	\$148,648	\$138,518

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	104	107	100
Percent of Income for Mortgage	24.4%	23.6%	25.2%
Wealth Index	122	131	115

Median Home Value			
2026	\$510,519	\$500,309	\$488,631
2031	\$610,726	\$604,554	\$602,417

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	14,000	32,429	80,908
<\$50,000	0.7%	1.2%	1.6%
\$50,000 - \$99,999	0.3%	0.8%	0.6%
\$100,000 - \$149,999	0.1%	0.2%	0.5%
\$150,000 - \$199,999	0.6%	0.6%	1.1%
\$200,000 - \$249,999	2.9%	2.3%	2.7%
\$250,000 - \$299,999	3.2%	3.4%	3.8%
\$300,000 - \$399,999	15.1%	16.6%	17.6%
\$400,000 - \$499,999	25.6%	24.9%	25.0%
\$500,000 - \$749,999	37.2%	36.1%	34.1%
\$750,000 - \$999,999	7.4%	9.3%	9.8%
\$1,000,000 - \$1,499,999	5.5%	3.6%	2.4%
\$1,500,000 - \$1,999,999	0.5%	0.3%	0.4%
\$2,000,000 +	1.0%	0.6%	0.5%
Average Home Value	\$581,401	\$559,538	\$540,624

Housing Unit Summary			
2010 Total Housing Units	7,517	14,578	62,778
Owner Occupied Housing Units	65.4%	66.7%	61.6%
Renter Occupied Housing Units	18.0%	16.3%	22.7%
Vacant Housing Units	16.7%	17.0%	15.7%
2020 Housing Units	13,471	25,648	83,347
Owner Occupied Housing Units	76.7%	78.2%	70.0%
Renter Occupied Housing Units	13.5%	12.9%	21.2%
Vacant Housing Units	10.2%	8.8%	8.8%
2026 Housing Units	18,016	41,586	117,193
Owner Occupied Housing Units	77.7%	78.0%	69.0%
Renter Occupied Housing Units	12.8%	12.5%	20.5%
Vacant Housing Units	9.5%	9.6%	10.5%
2031 Total Housing Units	19,808	46,472	129,190
Owner Occupied Housing Units	77.6%	77.6%	69.2%
Renter Occupied Housing Units	13.3%	14.3%	22.2%
Vacant Housing Units	9.1%	8.1%	8.6%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	25,363	58,457	157,543
Females	25,921	62,130	162,465

Median Age			
2010	31.2	31.5	32.1
2020	34.4	35.3	35.7
2026	35.5	36.9	36.7
2031	36.3	37.6	37.5

2026 Population by Age			
Total	51,284	120,586	320,007
0 - 4	7.1%	6.4%	6.3%
5 - 9	7.4%	6.8%	6.6%
10 - 14	7.6%	7.2%	7.1%
15 - 24	13.5%	12.9%	13.7%
25 - 34	13.6%	13.9%	14.0%
35 - 44	13.9%	14.6%	13.6%
45 - 54	12.8%	12.9%	12.7%
55 - 64	9.9%	10.4%	10.5%
65 - 74	8.6%	9.1%	9.2%
75 - 84	4.8%	5.1%	5.3%
85 +	0.9%	1.0%	1.2%
18 +	73.2%	75.3%	75.6%

2026 Population 15+ by Marital Status			
Total	39,933	96,001	256,027
Never Married	29.2%	30.1%	31.2%
Married	60.2%	57.6%	55.6%
Widowed	3.6%	4.1%	4.9%
Divorced	7.0%	8.2%	8.4%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	32,990	80,432	212,182
Less than 9th Grade	1.3%	2.0%	2.7%
9th - 12th Grade, No Diploma	4.4%	4.7%	4.9%
High School Graduate	23.2%	22.0%	21.6%
GED/Alternative Credential	3.5%	3.6%	3.6%
Some College, No Degree	22.0%	22.1%	20.9%
Associate Degree	14.2%	13.9%	14.3%
Bachelor's Degree	19.9%	20.3%	19.9%
Graduate/Professional Degree	11.4%	11.3%	12.1%

2020 Population by Race/Ethnicity			
Total	39,159	78,023	237,975
White Alone	59.1%	58.1%	55.8%
Black Alone	5.7%	6.5%	7.0%
American Indian Alone	1.4%	1.7%	1.6%
Asian Alone	2.0%	2.3%	3.1%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	15.2%	15.1%	15.7%
Two or More Races	15.2%	15.1%	15.7%
Hispanic Origin	37.0%	36.4%	37.5%
Diversity Index	78.5	79.0	80.4

2026 Population by Race/Ethnicity			
Total	51,285	120,587	320,007
White Alone	56.0%	55.9%	53.9%
Black Alone	6.1%	6.5%	7.3%
American Indian Alone	1.5%	1.7%	1.6%
Asian Alone	2.3%	2.6%	3.5%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	16.5%	16.0%	16.4%
Two or More Races	17.3%	17.0%	17.1%
Hispanic Origin	39.1%	37.9%	38.5%
Diversity Index	80.3	80.3	81.4

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	25,942	59,652	161,812
White Collar	66.3%	63.6%	61.3%
Management/Business/Financial	23.9%	21.5%	19.8%
Professional	20.4%	21.3%	20.6%
Sales	10.3%	9.2%	9.6%
Administrative Support	11.7%	11.5%	11.4%
Services	14.4%	15.0%	16.3%

2026 Employed Pop 16+ by Occupation			
Total	25,942	59,652	161,812
Blue Collar	19.3%	21.4%	22.4%
Farming/Forestry/Fishing	0.0%	0.2%	0.3%
Construction/Extraction	4.9%	5.1%	4.9%
Installation/Maintenance/Repair	3.6%	3.6%	3.9%
Production	2.7%	3.0%	3.2%
Transportation/Material Moving	8.1%	9.5%	10.1%
White Collar	66.3%	63.6%	61.3%
Management/Business/Financial	23.9%	21.5%	19.8%
Professional	20.4%	21.3%	20.6%
Sales	10.3%	9.2%	9.6%
Administrative Support	11.7%	11.5%	11.4%
Services	14.4%	15.0%	16.3%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	25,942	59,652	161,812
Population 16+ Employed	97.2%	97.0%	96.1%
Population 16+ Unemployment rate	2.8%	3.0%	3.9%
Population 16-24 Employed	14.7%	14.3%	14.8%
Population 16-24 Unemployment rate	5.3%	5.6%	6.6%
Population 25-54 Employed	63.2%	62.4%	61.5%
Population 25-54 Unemployment rate	2.4%	2.4%	3.4%
Population 55-64 Employed	14%	15%	14%
Population 55-64 Unemployment rate	2.1%	2.2%	3.2%
Population 65+ Employed	5%	6%	5%
Population 65+ Unemployment rate	1.8%	5.2%	4.2%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	25,223	57,868	155,475
Agriculture/Mining	0.1%	0.7%	0.8%
Construction	10.4%	9.9%	9.3%
Manufacturing	7.6%	7.4%	7.0%
Wholesale Trade	3.0%	2.3%	1.9%
Retail Trade	10.5%	11.2%	12.2%
Transportation/Utilities	9.3%	10.4%	9.9%
Information	1%	1%	1%
Finance/Insurance/Real Estate	9.5%	8.9%	8.5%
Services	43.3%	42.8%	44.4%
Public Administration	5.1%	5.1%	4.9%

2026 Consumer Spending			
Apparel & Services: Total \$	\$49,422,627	\$115,716,061	\$302,244,517
Average Spent	\$3,032.25	\$3,076.82	\$2,881.54
Spending Potential Index	119	121	113
Education: Total \$	\$36,066,719	\$85,737,208	\$222,663,345
Average Spent	\$2,212.82	\$2,279.70	\$2,122.83
Spending Potential Index	110	114	106
Entertainment/Recreation: Total \$	\$82,445,654	\$193,902,457	\$502,333,451
Average Spent	\$5,058.33	\$5,155.75	\$4,789.15
Spending Potential Index	118	120	111
Food at Home: Total \$	\$145,254,230	\$342,153,849	\$897,970,876
Average Spent	\$8,911.85	\$9,097.66	\$8,561.07
Spending Potential Index	113	115	109
Food Away from Home: Total \$	\$87,599,247	\$204,942,954	\$535,510,873
Average Spent	\$5,374.52	\$5,449.31	\$5,105.45
Spending Potential Index	120	122	114
Health Care: Total \$	\$154,491,629	\$364,900,513	\$946,874,423
Average Spent	\$9,478.60	\$9,702.48	\$9,027.31
Spending Potential Index	118	121	113
HH Furnishings & Equipment: Total \$	\$55,716,728	\$130,971,234	\$339,994,722
Average Spent	\$3,418.41	\$3,482.44	\$3,241.44
Spending Potential Index	120	122	114
Personal Care Products & Services: Total \$	\$22,623,903	\$52,985,799	\$137,863,197
Average Spent	\$1,388.05	\$1,408.86	\$1,314.36
Spending Potential Index	122	124	115

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$518,778,378	\$1,216,703,298	\$3,194,703,062
Average Spent	\$31,828.85	\$32,351.39	\$30,457.65
Spending Potential Index	115	117	110
Support Payments/Gifts in Kind: Total \$	\$64,711,215	\$151,683,182	\$386,846,259
Average Spent	\$3,970.26	\$4,033.16	\$3,688.11
Spending Potential Index	130	132	121
Travel: Total \$	\$70,630,006	\$166,482,090	\$429,225,645
Average Spent	\$4,333.40	\$4,426.66	\$4,092.15
Spending Potential Index	119	121	112
Vehicle Maintenance & Repairs: Total \$	\$23,564,459	\$55,359,782	\$144,538,715
Average Spent	\$1,445.76	\$1,471.98	\$1,378.00
Spending Potential Index	117	119	111

Top Tapestry Segment		
3 mile	5 mile	10 mile
Boomburbs (H2): This segment is characterized by high-earning suburban families in the South and West. Learn more about this segment...	Boomburbs (H2): This segment is characterized by high-earning suburban families in the South and West. Learn more about this segment...	Up and Coming Families (G2): This segment is characterized by Southern suburbanites with diverse family structures, education, and employment. 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.