

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	70,581	161,888	484,750
2020 Total Population	85,100	199,878	605,226
2020 Group Quarters	633	4,030	6,363
2026 Total Population	99,716	234,475	737,930
2026 Group Quarters	707	4,517	7,161
2031 Total Population	110,232	256,385	795,439
2026-2031 Annual Rate	2.03%	1.80%	1.51%
2026 Total Daytime Population	92,330	191,068	577,809
Workers	41,300	75,462	206,443
Residents	51,030	115,606	371,366

Household Summary			
2010 Total Households	24,243	51,087	149,291
2010 Average Household Size	2.90	3.09	3.21
2020 Total Households	29,912	63,736	186,457
2020 Average Household Size	2.82	3.07	3.21
2026 Total Households	35,980	76,648	233,586
2026 Average Household Size	2.75	3.00	3.13
2031 Total Households	40,088	84,786	254,776
2031 Average Household Size	2.73	2.97	3.09
2026-2031 Annual Rate	2.19%	2.04%	1.75%
2026 Families	25,624	57,616	177,987
2026 Average Family Size	3.23	3.42	3.52
2031 Families	28,528	63,567	193,882
2031 Average Family Size	3.19	3.37	3.47
2026-2031 Growth Rate	2.17%	1.99%	1.73%

Median Household Income			
2026	\$97,627	\$104,743	\$98,296
2031	\$117,519	\$123,437	\$114,262

Per Capita Income	3 mile	5 mile	10 mile
2026	\$44,161	\$41,054	\$38,115
2031	\$51,537	\$47,897	\$44,868

2026 Households by Income			
Household Income Base	35,978	76,649	233,585
<\$10,000	3.1%	2.9%	3.0%
\$10,000-14,999	1.3%	1.1%	1.3%
\$15,000-19,999	1.0%	1.0%	1.3%
\$20,000-24,999	1.6%	1.5%	1.9%
\$25,000-29,999	2.1%	1.8%	2.0%
\$30,000-34,999	2.2%	2.0%	2.3%
\$35,000-39,999	2.5%	2.0%	2.4%
\$40,000-44,999	3.0%	2.8%	3.2%
\$45,000-49,999	3.6%	2.8%	2.8%
\$50,000-59,999	7.2%	6.2%	6.3%
\$60,000-74,999	9.9%	9.2%	9.2%
\$75000-99999	13.4%	13.7%	15.1%
\$100,000-124,999	10.9%	12.6%	12.9%
\$125,000-149,999	8.9%	9.8%	9.3%
\$150000-199999	12.3%	14.2%	12.9%
\$200,000-249,999	9.5%	9.4%	7.4%
\$250,000-299,999	3.4%	3.3%	2.8%
\$300,000-399,999	2.2%	2.0%	1.8%
\$400,000-499,999	0.4%	0.4%	0.5%
\$500,000+	1.4%	1.2%	1.6%
Average Household Income	\$122,703	\$125,001	\$120,136

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	88	97	94
Percent of Income for Mortgage	28.5%	25.9%	26.6%
Wealth Index	90	94	90

Median Home Value			
2026	\$473,741	\$460,406	\$444,737
2031	\$597,538	\$579,556	\$563,137

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	20,754	50,367	157,534
<\$50,000	2.5%	1.6%	2.3%
\$50,000 - \$99,999	0.4%	0.3%	0.8%
\$100,000 - \$149,999	0.8%	0.5%	1.2%
\$150,000 - \$199,999	1.4%	1.0%	2.7%
\$200,000 - \$249,999	2.9%	3.0%	5.3%
\$250,000 - \$299,999	4.8%	4.9%	5.5%
\$300,000 - \$399,999	20.3%	22.3%	21.2%
\$400,000 - \$499,999	22.8%	27.2%	24.6%
\$500,000 - \$749,999	32.7%	29.6%	26.1%
\$750,000 - \$999,999	9.3%	7.9%	7.0%
\$1,000,000 - \$1,499,999	0.9%	1.1%	1.7%
\$1,500,000 - \$1,999,999	0.3%	0.3%	0.5%
\$2,000,000 +	0.8%	0.4%	1.2%
Average Home Value	\$518,277	\$505,266	\$499,165

Housing Unit Summary			
2010 Total Housing Units	28,626	58,950	173,929
Owner Occupied Housing Units	53.4%	59.2%	56.4%
Renter Occupied Housing Units	31.3%	27.5%	29.4%
Vacant Housing Units	15.3%	13.3%	14.2%
2020 Housing Units	33,065	68,758	201,068
Owner Occupied Housing Units	55.6%	62.6%	62.0%
Renter Occupied Housing Units	34.8%	30.1%	30.7%
Vacant Housing Units	9.3%	7.4%	7.2%
2026 Housing Units	40,424	84,509	255,987
Owner Occupied Housing Units	51.3%	59.6%	61.5%
Renter Occupied Housing Units	37.7%	31.1%	29.7%
Vacant Housing Units	11.0%	9.3%	8.8%
2031 Total Housing Units	44,047	91,586	275,698
Owner Occupied Housing Units	50.7%	59.1%	61.9%
Renter Occupied Housing Units	40.3%	33.5%	30.5%
Vacant Housing Units	9.0%	7.4%	7.6%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	49,119	114,648	364,762
Females	50,597	119,827	373,168

Median Age			
2010	32.5	30.9	29.4
2020	35.4	34.2	32.5
2026	35.7	35.2	34.0
2031	36.8	36.3	35.2

2026 Population by Age			
Total	99,717	234,476	737,929
0 - 4	6.2%	6.3%	6.8%
5 - 9	6.3%	6.5%	6.8%
10 - 14	6.8%	6.9%	7.2%
15 - 24	13.8%	14.2%	14.9%
25 - 34	16.0%	15.9%	15.7%
35 - 44	12.9%	13.7%	13.5%
45 - 54	11.6%	12.4%	12.3%
55 - 64	10.2%	10.1%	10.0%
65 - 74	9.0%	8.3%	7.8%
75 - 84	5.6%	4.9%	4.3%
85 +	1.4%	1.2%	1.1%
18 +	76.4%	75.9%	74.5%

2026 Population 15+ by Marital Status			
Total	80,477	188,361	584,151
Never Married	35.6%	35.5%	37.2%
Married	48.6%	50.5%	49.5%
Widowed	6.0%	4.8%	4.2%
Divorced	9.8%	9.2%	9.1%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	66,720	155,177	473,809
Less than 9th Grade	2.7%	3.6%	5.2%
9th - 12th Grade, No Diploma	4.5%	5.3%	7.6%
High School Graduate	22.6%	22.5%	24.6%
GED/Alternative Credential	3.0%	3.9%	4.5%
Some College, No Degree	20.1%	20.0%	20.3%
Associate Degree	15.0%	13.8%	11.9%
Bachelor's Degree	20.0%	20.0%	16.7%
Graduate/Professional Degree	12.0%	10.9%	9.1%

2020 Population by Race/Ethnicity			
Total	85,100	199,878	605,226
White Alone	49.4%	46.7%	43.2%
Black Alone	8.5%	8.9%	8.1%
American Indian Alone	1.8%	1.8%	2.1%
Asian Alone	4.4%	4.4%	3.3%
Pacific Islander Alone	0.4%	0.3%	0.3%
Some Other Race Alone	18.4%	19.6%	24.2%
Two or More Races	18.4%	19.6%	24.2%
Hispanic Origin	42.3%	44.8%	51.6%
Diversity Index	83.8	84.8	85.5

2026 Population by Race/Ethnicity			
Total	99,716	234,477	737,930
White Alone	46.3%	44.1%	41.8%
Black Alone	9.3%	9.4%	8.4%
American Indian Alone	1.8%	1.8%	2.0%
Asian Alone	5.3%	5.0%	3.8%
Pacific Islander Alone	0.4%	0.3%	0.3%
Some Other Race Alone	19.3%	20.9%	24.4%
Two or More Races	17.8%	18.6%	19.3%
Hispanic Origin	43.4%	46.2%	51.6%
Diversity Index	85.0	85.7	86.0

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	51,289	121,630	382,644
White Collar	62.3%	59.9%	55.8%
Management/Business/Financial	17.6%	16.8%	15.9%
Professional	21.1%	20.5%	17.9%
Sales	11.3%	9.9%	9.0%
Administrative Support	12.4%	12.7%	12.9%
Services	15.8%	17.0%	18.1%

2026 Employed Pop 16+ by Occupation			
Total	51,289	121,630	382,644
Blue Collar	21.9%	23.1%	26.2%
Farming/Forestry/Fishing	0.2%	0.3%	0.3%
Construction/Extraction	3.9%	4.9%	6.8%
Installation/Maintenance/Repair	3.7%	3.8%	3.9%
Production	2.6%	3.5%	4.7%
Transportation/Material Moving	11.5%	10.6%	10.6%
White Collar	62.3%	59.9%	55.8%
Management/Business/Financial	17.6%	16.8%	15.9%
Professional	21.1%	20.5%	17.9%
Sales	11.3%	9.9%	9.0%
Administrative Support	12.4%	12.7%	12.9%
Services	15.8%	17.0%	18.1%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	51,289	121,630	382,644
Population 16+ Employed	95.0%	95.6%	95.7%
Population 16+ Unemployment rate	5.0%	4.4%	4.3%
Population 16-24 Employed	14.9%	15.4%	16.1%
Population 16-24 Unemployment rate	7.0%	6.9%	7.0%
Population 25-54 Employed	61.4%	61.7%	61.7%
Population 25-54 Unemployment rate	4.5%	3.9%	3.7%
Population 55-64 Employed	14%	14%	13%
Population 55-64 Unemployment rate	4.3%	3.8%	3.7%
Population 65+ Employed	5%	5%	5%
Population 65+ Unemployment rate	6.5%	4.7%	3.9%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	48,732	116,250	366,213
Agriculture/Mining	0.4%	0.6%	0.6%
Construction	7.6%	8.4%	10.4%
Manufacturing	4.6%	6.1%	7.7%
Wholesale Trade	1.4%	1.6%	1.8%
Retail Trade	13.7%	12.8%	12.3%
Transportation/Utilities	11.3%	11.0%	9.8%
Information	1%	1%	1%
Finance/Insurance/Real Estate	9.7%	9.8%	8.8%
Services	46.2%	44.2%	43.5%
Public Administration	4.1%	4.5%	4.1%

2026 Consumer Spending			
Apparel & Services: Total \$	\$93,210,843	\$201,793,765	\$591,696,970
Average Spent	\$2,590.63	\$2,632.73	\$2,533.10
Spending Potential Index	102	103	99
Education: Total \$	\$67,082,236	\$143,981,472	\$419,666,545
Average Spent	\$1,864.43	\$1,878.48	\$1,796.63
Spending Potential Index	93	94	90
Entertainment/Recreation: Total \$	\$151,094,919	\$328,458,588	\$958,139,567
Average Spent	\$4,199.41	\$4,285.29	\$4,101.87
Spending Potential Index	98	100	95
Food at Home: Total \$	\$278,694,480	\$601,450,034	\$1,766,420,154
Average Spent	\$7,745.82	\$7,846.91	\$7,562.18
Spending Potential Index	98	100	96
Food Away from Home: Total \$	\$164,993,793	\$358,047,428	\$1,055,398,745
Average Spent	\$4,585.71	\$4,671.32	\$4,518.24
Spending Potential Index	103	105	101
Health Care: Total \$	\$285,611,124	\$622,593,748	\$1,811,021,431
Average Spent	\$7,938.05	\$8,122.77	\$7,753.12
Spending Potential Index	99	101	97
HH Furnishings & Equipment: Total \$	\$102,941,347	\$223,828,625	\$653,700,526
Average Spent	\$2,861.07	\$2,920.21	\$2,798.54
Spending Potential Index	101	103	98
Personal Care Products & Services: Total \$	\$42,231,797	\$91,470,421	\$267,520,130
Average Spent	\$1,173.76	\$1,193.38	\$1,145.27
Spending Potential Index	103	105	100

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$995,737,488	\$2,140,076,187	\$6,326,565,835
Average Spent	\$27,674.75	\$27,920.84	\$27,084.52
Spending Potential Index	100	101	98
Support Payments/Gifts in Kind: Total \$	\$113,535,738	\$249,165,202	\$711,498,394
Average Spent	\$3,155.52	\$3,250.77	\$3,045.98
Spending Potential Index	104	107	100
Travel: Total \$	\$127,526,082	\$277,003,577	\$807,053,314
Average Spent	\$3,544.36	\$3,613.97	\$3,455.06
Spending Potential Index	97	99	94
Vehicle Maintenance & Repairs: Total \$	\$44,460,560	\$96,321,237	\$282,646,179
Average Spent	\$1,235.70	\$1,256.67	\$1,210.03
Spending Potential Index	100	101	98

Top Tapestry Segment		
3 mile	5 mile	10 mile
Up and Coming Families (G2): This segment is characterized by Southern suburbanites with diverse family structures, education, and employment. 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...	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.