

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	142,853	258,143	808,402
2020 Total Population	157,982	296,946	960,832
2020 Group Quarters	476	648	3,641
2026 Total Population	164,119	323,026	1,049,225
2026 Group Quarters	500	683	3,826
2031 Total Population	171,129	339,060	1,104,556
2026-2031 Annual Rate	0.84%	0.97%	1.03%
2026 Total Daytime Population	150,757	319,886	1,174,846
Workers	72,217	163,118	657,907
Residents	78,540	156,768	516,939

Household Summary	3 mile	5 mile	10 mile
2010 Total Households	56,402	102,982	317,248
2010 Average Household Size	2.53	2.50	2.54
2020 Total Households	63,454	120,687	378,725
2020 Average Household Size	2.48	2.46	2.53
2026 Total Households	67,576	132,881	419,858
2026 Average Household Size	2.42	2.43	2.49
2031 Total Households	71,177	140,588	446,057
2031 Average Household Size	2.40	2.41	2.47
2026-2031 Annual Rate	1.04%	1.13%	1.22%
2026 Families	41,990	83,462	254,569
2026 Average Family Size	3.03	3.01	3.14
2031 Families	44,226	88,378	270,362
2031 Average Family Size	3.00	2.99	3.11
2026-2031 Growth Rate	1.04%	1.15%	1.21%

Median Household Income	3 mile	5 mile	10 mile
2026	\$99,962	\$103,215	\$84,888
2031	\$115,229	\$121,779	\$100,792

Per Capita Income	3 mile	5 mile	10 mile
2026	\$55,080	\$57,690	\$47,404
2031	\$62,531	\$65,461	\$54,389

2026 Households by Income			
Household Income Base	67,576	132,881	419,858
<\$10,000	4.1%	3.7%	4.9%
\$10,000-14,999	1.2%	1.2%	2.0%
\$15,000-19,999	1.7%	1.5%	2.6%
\$20,000-24,999	1.4%	1.6%	2.6%
\$25,000-29,999	1.5%	1.6%	2.5%
\$30,000-34,999	2.9%	2.6%	3.5%
\$35,000-39,999	2.4%	2.3%	3.1%
\$40,000-44,999	3.7%	3.5%	3.8%
\$45,000-49,999	3.0%	3.0%	3.2%
\$50,000-59,999	5.5%	5.6%	6.0%
\$60,000-74,999	10.0%	9.1%	9.7%
\$75000-99999	12.7%	12.5%	12.9%
\$100,000-124,999	11.5%	10.9%	10.6%
\$125,000-149,999	8.7%	8.9%	7.7%
\$150000-199999	12.8%	13.5%	11.3%
\$200,000-249,999	7.0%	7.4%	5.5%
\$250,000-299,999	3.1%	3.5%	2.6%
\$300,000-399,999	2.6%	2.8%	2.0%
\$400,000-499,999	1.2%	1.3%	1.1%
\$500,000+	3.1%	3.4%	2.4%
Average Household Income	\$133,927	\$140,146	\$118,237

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	88	88	77
Percent of Income for Mortgage	28.3%	28.4%	32.4%
Wealth Index	108	116	92

Median Home Value			
2026	\$480,867	\$497,694	\$467,685
2031	\$569,389	\$598,537	\$559,395

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	38,561	78,867	225,843
<\$50,000	0.7%	0.7%	2.6%
\$50,000 - \$99,999	0.2%	0.2%	0.8%
\$100,000 - \$149,999	0.2%	0.2%	1.0%
\$150,000 - \$199,999	0.2%	0.3%	1.6%
\$200,000 - \$249,999	1.4%	1.2%	2.6%
\$250,000 - \$299,999	2.5%	2.1%	3.6%
\$300,000 - \$399,999	18.1%	16.1%	19.5%
\$400,000 - \$499,999	33.1%	29.9%	27.1%
\$500,000 - \$749,999	32.7%	33.7%	29.6%
\$750,000 - \$999,999	7.7%	9.3%	7.3%
\$1,000,000 - \$1,499,999	2.2%	4.0%	2.5%
\$1,500,000 - \$1,999,999	0.6%	0.9%	0.7%
\$2,000,000 +	0.5%	1.3%	1.1%
Average Home Value	\$544,511	\$589,028	\$529,343

Housing Unit Summary			
2010 Total Housing Units	63,328	118,172	379,790
Owner Occupied Housing Units	55.0%	54.3%	45.1%
Renter Occupied Housing Units	34.1%	32.8%	38.5%
Vacant Housing Units	10.9%	12.9%	16.5%
2020 Housing Units	68,285	131,648	417,454
Owner Occupied Housing Units	52.6%	52.9%	46.6%
Renter Occupied Housing Units	40.3%	38.8%	44.1%
Vacant Housing Units	7.0%	8.3%	9.3%
2026 Housing Units	72,592	144,465	460,998
Owner Occupied Housing Units	53.1%	54.6%	49.0%
Renter Occupied Housing Units	40.0%	37.4%	42.1%
Vacant Housing Units	6.9%	8.0%	8.9%
2031 Total Housing Units	76,648	152,883	488,403
Owner Occupied Housing Units	53.2%	54.7%	49.3%
Renter Occupied Housing Units	39.7%	37.2%	42.0%
Vacant Housing Units	7.1%	8.0%	8.7%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	81,219	160,400	527,646
Females	82,900	162,626	521,579

Median Age			
2010	37.1	38.1	36.4
2020	40.9	41.5	38.8
2026	42.1	42.4	40.0
2031	43.3	43.5	41.2

2026 Population by Age			
Total	164,122	323,027	1,049,225
0 - 4	4.4%	4.5%	5.3%
5 - 9	4.8%	5.0%	5.5%
10 - 14	5.3%	5.4%	5.7%
15 - 24	11.6%	11.2%	11.9%
25 - 34	13.6%	13.3%	14.1%
35 - 44	14.3%	14.3%	14.9%
45 - 54	13.8%	13.5%	13.4%
55 - 64	12.8%	12.4%	11.8%
65 - 74	10.3%	11.0%	10.0%
75 - 84	6.9%	7.4%	6.1%
85 +	1.9%	1.9%	1.5%
18 +	82.1%	81.6%	80.0%

2026 Population 15+ by Marital Status			
Total	140,225	274,540	875,700
Never Married	32.6%	32.7%	37.0%
Married	50.0%	50.2%	45.9%
Widowed	5.1%	5.0%	4.7%
Divorced	12.2%	12.2%	12.5%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	121,123	238,252	750,901
Less than 9th Grade	1.9%	1.9%	4.0%
9th - 12th Grade, No Diploma	3.8%	3.6%	6.1%
High School Graduate	22.1%	20.9%	24.2%
GED/Alternative Credential	3.7%	3.7%	4.5%
Some College, No Degree	20.4%	20.2%	19.2%
Associate Degree	10.2%	10.5%	10.0%
Bachelor's Degree	25.0%	25.5%	21.5%
Graduate/Professional Degree	12.8%	13.8%	10.4%

2020 Population by Race/Ethnicity			
Total	157,982	296,946	960,832
White Alone	55.5%	56.5%	46.9%
Black Alone	7.2%	7.5%	10.8%
American Indian Alone	0.7%	0.7%	0.9%
Asian Alone	13.8%	13.3%	13.6%
Pacific Islander Alone	1.5%	1.3%	1.1%
Some Other Race Alone	7.0%	6.8%	12.1%
Two or More Races	7.0%	6.8%	12.1%
Hispanic Origin	19.5%	18.9%	26.7%
Diversity Index	75.4	74.5	82.6

2026 Population by Race/Ethnicity			
Total	164,120	323,026	1,049,227
White Alone	51.0%	51.5%	42.9%
Black Alone	7.9%	8.2%	11.3%
American Indian Alone	0.8%	0.8%	1.0%
Asian Alone	15.4%	15.2%	15.2%
Pacific Islander Alone	1.6%	1.4%	1.1%
Some Other Race Alone	8.0%	7.7%	13.0%
Two or More Races	15.5%	15.2%	15.5%
Hispanic Origin	21.8%	21.1%	28.5%
Diversity Index	78.9	78.4	84.6

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	91,700	177,599	573,426
White Collar	63.6%	64.3%	55.3%
Management/Business/Financial	18.6%	18.6%	14.8%
Professional	21.9%	22.9%	19.4%
Sales	9.7%	9.8%	9.1%
Administrative Support	13.4%	13.0%	12.1%
Services	21.7%	21.6%	27.3%

2026 Employed Pop 16+ by Occupation			
Total	91,700	177,599	573,426
Blue Collar	14.7%	14.1%	17.5%
Farming/Forestry/Fishing	0.1%	0.1%	0.2%
Construction/Extraction	3.0%	3.0%	3.9%
Installation/Maintenance/Repair	2.5%	2.0%	2.3%
Production	2.1%	2.4%	2.7%
Transportation/Material Moving	7.0%	6.6%	8.4%
White Collar	63.6%	64.3%	55.3%
Management/Business/Financial	18.6%	18.6%	14.8%
Professional	21.9%	22.9%	19.4%
Sales	9.7%	9.8%	9.1%
Administrative Support	13.4%	13.0%	12.1%
Services	21.7%	21.6%	27.3%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	91,700	177,599	573,426
Population 16+ Employed	94.8%	94.8%	94.2%
Population 16+ Unemployment rate	5.2%	5.2%	5.8%
Population 16-24 Employed	11.4%	11.1%	11.7%
Population 16-24 Unemployment rate	9.5%	9.8%	10.2%
Population 25-54 Employed	60.6%	60.7%	61.6%
Population 25-54 Unemployment rate	4.5%	4.4%	5.0%
Population 55-64 Employed	16%	16%	14%
Population 55-64 Unemployment rate	5.5%	5.2%	5.6%
Population 65+ Employed	7%	7%	7%
Population 65+ Unemployment rate	3.5%	4.5%	4.8%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	86,914	168,341	540,373
Agriculture/Mining	0.3%	0.4%	0.4%
Construction	5.4%	5.7%	6.3%
Manufacturing	3.7%	4.3%	4.0%
Wholesale Trade	1.7%	1.8%	1.5%
Retail Trade	9.0%	9.2%	10.0%
Transportation/Utilities	7.7%	7.2%	8.4%
Information	2%	2%	2%
Finance/Insurance/Real Estate	8.6%	7.4%	5.9%
Services	58.1%	58.6%	58.8%
Public Administration	3.9%	3.5%	3.2%

2026 Consumer Spending			
Apparel & Services: Total \$	\$188,409,257	\$386,739,136	\$1,056,450,456
Average Spent	\$2,788.11	\$2,910.42	\$2,516.21
Spending Potential Index	109	114	99
Education: Total \$	\$149,467,581	\$304,772,745	\$793,408,509
Average Spent	\$2,211.84	\$2,293.58	\$1,889.71
Spending Potential Index	110	114	94
Entertainment/Recreation: Total \$	\$313,693,145	\$647,088,160	\$1,714,904,421
Average Spent	\$4,642.08	\$4,869.68	\$4,084.49
Spending Potential Index	108	113	95
Food at Home: Total \$	\$566,633,594	\$1,164,014,427	\$3,191,282,527
Average Spent	\$8,385.13	\$8,759.83	\$7,600.86
Spending Potential Index	106	111	96
Food Away from Home: Total \$	\$329,244,196	\$676,956,042	\$1,840,013,783
Average Spent	\$4,872.21	\$5,094.45	\$4,382.47
Spending Potential Index	109	114	98
Health Care: Total \$	\$568,544,855	\$1,182,546,786	\$3,150,571,411
Average Spent	\$8,413.41	\$8,899.29	\$7,503.90
Spending Potential Index	105	111	94
HH Furnishings & Equipment: Total \$	\$209,115,822	\$432,324,022	\$1,149,538,037
Average Spent	\$3,094.53	\$3,253.47	\$2,737.92
Spending Potential Index	109	114	96
Personal Care Products & Services: Total \$	\$85,459,339	\$176,329,168	\$473,873,775
Average Spent	\$1,264.64	\$1,326.97	\$1,128.65
Spending Potential Index	111	116	99

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$2,062,358,271	\$4,223,541,918	\$11,435,847,174
Average Spent	\$30,519.09	\$31,784.39	\$27,237.42
Spending Potential Index	111	115	99
Support Payments/Gifts in Kind: Total \$	\$228,482,645	\$478,801,537	\$1,239,389,076
Average Spent	\$3,381.12	\$3,603.24	\$2,951.92
Spending Potential Index	111	118	97
Travel: Total \$	\$271,817,534	\$559,361,795	\$1,446,844,680
Average Spent	\$4,022.40	\$4,209.49	\$3,446.03
Spending Potential Index	110	115	94
Vehicle Maintenance & Repairs: Total \$	\$90,106,925	\$185,827,667	\$503,222,226
Average Spent	\$1,333.42	\$1,398.45	\$1,198.55
Spending Potential Index	108	113	97

Top Tapestry Segment		
3 mile	5 mile	10 mile
Modern Minds (D3): This segment is characterized by urban, educated, affluent households with commutes. Learn more about this segment...	Modern Minds (D3): This segment is characterized by urban, educated, affluent households with commutes. Learn more about this segment...	Modern Minds (D3): This segment is characterized by urban, educated, affluent households with commutes. 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.