

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	157,104	394,407	998,984
2020 Total Population	163,640	426,450	1,142,695
2020 Group Quarters	641	1,796	9,740
2026 Total Population	164,397	444,431	1,212,587
2026 Group Quarters	672	1,887	10,219
2031 Total Population	168,279	457,117	1,269,534
2026-2031 Annual Rate	0.47%	0.56%	0.92%
2026 Total Daytime Population	173,214	414,984	1,369,561
Workers	92,869	192,704	767,728
Residents	80,345	222,280	601,833

Household Summary	3 mile	5 mile	10 mile
2010 Total Households	63,997	153,990	374,634
2010 Average Household Size	2.45	2.55	2.64
2020 Total Households	67,807	168,759	436,452
2020 Average Household Size	2.40	2.52	2.60
2026 Total Households	69,587	178,473	472,265
2026 Average Household Size	2.35	2.48	2.55
2031 Total Households	72,038	185,473	499,647
2031 Average Household Size	2.33	2.45	2.52
2026-2031 Annual Rate	0.69%	0.77%	1.13%
2026 Families	41,421	110,473	291,090
2026 Average Family Size	3.01	3.11	3.21
2031 Families	42,830	114,637	307,316
2031 Average Family Size	2.98	3.08	3.18
2026-2031 Growth Rate	0.67%	0.74%	1.09%

Median Household Income	3 mile	5 mile	10 mile
2026	\$85,353	\$86,693	\$81,511
2031	\$100,817	\$102,869	\$96,354

Per Capita Income	3 mile	5 mile	10 mile
2026	\$53,805	\$51,637	\$44,927
2031	\$61,661	\$59,105	\$51,628

2026 Households by Income			
Household Income Base	69,585	178,475	472,266
<\$10,000	5.0%	4.9%	5.4%
\$10,000-14,999	1.9%	2.0%	2.5%
\$15,000-19,999	2.3%	2.3%	2.7%
\$20,000-24,999	2.6%	2.5%	2.9%
\$25,000-29,999	2.7%	2.5%	2.7%
\$30,000-34,999	3.1%	3.2%	3.5%
\$35,000-39,999	3.1%	2.9%	3.3%
\$40,000-44,999	3.6%	3.7%	3.8%
\$45,000-49,999	3.1%	3.3%	3.2%
\$50,000-59,999	5.9%	6.2%	6.2%
\$60,000-74,999	9.8%	9.5%	9.7%
\$75000-99999	14.0%	13.2%	13.0%
\$100,000-124,999	11.1%	11.1%	10.9%
\$125,000-149,999	6.7%	6.9%	7.2%
\$150000-199999	10.5%	10.2%	10.3%
\$200,000-249,999	4.5%	5.4%	4.9%
\$250,000-299,999	3.2%	3.4%	2.7%
\$300,000-399,999	2.0%	2.2%	1.8%
\$400,000-499,999	1.8%	1.7%	1.2%
\$500,000+	3.1%	2.9%	2.1%
Average Household Income	\$127,197	\$128,133	\$114,971

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	76	77	74
Percent of Income for Mortgage	32.8%	32.5%	33.6%
Wealth Index	104	106	89

Median Home Value			
2026	\$475,369	\$478,429	\$465,102
2031	\$567,387	\$577,642	\$556,909

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	37,700	101,571	247,110
<\$50,000	0.9%	1.3%	1.6%
\$50,000 - \$99,999	0.1%	0.3%	0.6%
\$100,000 - \$149,999	0.8%	0.8%	0.9%
\$150,000 - \$199,999	1.2%	1.3%	1.4%
\$200,000 - \$249,999	2.6%	2.9%	3.0%
\$250,000 - \$299,999	4.9%	4.5%	4.4%
\$300,000 - \$399,999	19.9%	20.0%	21.1%
\$400,000 - \$499,999	25.9%	24.2%	26.2%
\$500,000 - \$749,999	27.1%	26.9%	26.4%
\$750,000 - \$999,999	7.7%	9.1%	8.0%
\$1,000,000 - \$1,499,999	4.2%	4.5%	3.3%
\$1,500,000 - \$1,999,999	2.3%	2.2%	1.6%
\$2,000,000 +	2.3%	2.1%	1.5%
Average Home Value	\$590,650	\$590,957	\$553,196

Housing Unit Summary			
2010 Total Housing Units	72,171	174,241	446,607
Owner Occupied Housing Units	50.7%	51.7%	44.7%
Renter Occupied Housing Units	38.0%	36.6%	39.2%
Vacant Housing Units	11.3%	11.6%	16.1%
2020 Housing Units	72,379	180,295	475,720
Owner Occupied Housing Units	49.6%	51.2%	46.2%
Renter Occupied Housing Units	44.1%	42.4%	45.6%
Vacant Housing Units	6.4%	6.3%	8.2%
2026 Housing Units	73,677	189,192	511,975
Owner Occupied Housing Units	51.2%	53.7%	48.3%
Renter Occupied Housing Units	43.3%	40.6%	44.0%
Vacant Housing Units	5.6%	5.7%	7.8%
2031 Total Housing Units	77,179	198,565	543,274
Owner Occupied Housing Units	51.3%	53.9%	48.3%
Renter Occupied Housing Units	42.1%	39.5%	43.6%
Vacant Housing Units	6.7%	6.6%	8.0%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	81,177	219,427	609,424
Females	83,220	225,004	603,163

Median Age			
2010	39.7	38.9	35.8
2020	42.3	41.0	38.0
2026	43.2	41.9	39.1
2031	44.3	43.0	40.2

2026 Population by Age			
Total	164,397	444,431	1,212,587
0 - 4	4.4%	4.8%	5.4%
5 - 9	4.7%	5.1%	5.7%
10 - 14	5.1%	5.6%	5.9%
15 - 24	11.5%	11.8%	12.5%
25 - 34	13.1%	13.2%	14.4%
35 - 44	13.5%	13.6%	14.5%
45 - 54	12.8%	12.6%	13.0%
55 - 64	13.4%	12.8%	11.9%
65 - 74	11.6%	10.9%	9.5%
75 - 84	7.4%	7.1%	5.6%
85 +	2.3%	2.3%	1.6%
18 +	82.4%	80.9%	79.4%

2026 Population 15+ by Marital Status			
Total	140,956	375,525	1,006,796
Never Married	34.3%	35.6%	38.1%
Married	46.2%	45.3%	44.3%
Widowed	6.1%	5.9%	5.0%
Divorced	13.4%	13.2%	12.6%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	122,122	323,196	855,299
Less than 9th Grade	2.9%	3.7%	4.9%
9th - 12th Grade, No Diploma	4.8%	6.0%	6.7%
High School Graduate	21.6%	23.7%	25.2%
GED/Alternative Credential	3.7%	4.1%	4.3%
Some College, No Degree	21.3%	20.1%	19.5%
Associate Degree	10.3%	9.4%	9.9%
Bachelor's Degree	23.0%	21.0%	19.4%
Graduate/Professional Degree	12.4%	11.9%	10.1%

2020 Population by Race/Ethnicity			
Total	163,640	426,450	1,142,695
White Alone	54.3%	49.8%	43.1%
Black Alone	10.1%	10.7%	14.4%
American Indian Alone	0.8%	0.9%	1.0%
Asian Alone	11.5%	11.9%	11.6%
Pacific Islander Alone	0.8%	0.8%	0.9%
Some Other Race Alone	9.3%	12.4%	14.8%
Two or More Races	9.3%	12.4%	14.8%
Hispanic Origin	21.8%	26.1%	29.6%
Diversity Index	77.2	81.1	84.7

2026 Population by Race/Ethnicity			
Total	164,397	444,432	1,212,588
White Alone	50.0%	46.0%	39.5%
Black Alone	10.9%	11.1%	14.9%
American Indian Alone	0.8%	0.9%	1.0%
Asian Alone	12.6%	13.2%	12.9%
Pacific Islander Alone	0.8%	0.8%	0.9%
Some Other Race Alone	10.5%	13.4%	15.7%
Two or More Races	14.5%	14.6%	15.1%
Hispanic Origin	24.2%	28.2%	31.4%
Diversity Index	80.4	83.3	86.2

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	89,908	238,122	652,360
White Collar	61.6%	58.0%	54.2%
Management/Business/Financial	16.5%	15.9%	14.4%
Professional	21.6%	20.4%	18.5%
Sales	10.6%	9.8%	9.4%
Administrative Support	12.9%	12.0%	11.8%
Services	23.8%	25.6%	27.4%

2026 Employed Pop 16+ by Occupation			
Total	89,908	238,122	652,360
Blue Collar	14.7%	16.3%	18.4%
Farming/Forestry/Fishing	0.3%	0.5%	0.3%
Construction/Extraction	3.6%	4.6%	5.0%
Installation/Maintenance/Repair	1.4%	1.8%	2.1%
Production	2.0%	2.2%	2.7%
Transportation/Material Moving	7.4%	7.2%	8.2%
White Collar	61.6%	58.0%	54.2%
Management/Business/Financial	16.5%	15.9%	14.4%
Professional	21.6%	20.4%	18.5%
Sales	10.6%	9.8%	9.4%
Administrative Support	12.9%	12.0%	11.8%
Services	23.8%	25.6%	27.4%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	89,908	238,122	652,360
Population 16+ Employed	94.8%	94.7%	94.1%
Population 16+ Unemployment rate	5.2%	5.3%	5.9%
Population 16-24 Employed	11.7%	12.0%	12.2%
Population 16-24 Unemployment rate	9.3%	9.6%	10.2%
Population 25-54 Employed	57.9%	59.4%	61.3%
Population 25-54 Unemployment rate	4.6%	4.7%	5.2%
Population 55-64 Employed	17%	16%	15%
Population 55-64 Unemployment rate	4.5%	4.9%	5.5%
Population 65+ Employed	8%	7%	6%
Population 65+ Unemployment rate	4.2%	4.0%	4.9%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	85,272	225,481	613,741
Agriculture/Mining	0.4%	0.5%	0.5%
Construction	5.8%	6.9%	7.5%
Manufacturing	2.9%	3.1%	3.2%
Wholesale Trade	1.5%	1.6%	1.6%
Retail Trade	11.2%	10.4%	10.6%
Transportation/Utilities	6.4%	6.8%	7.6%
Information	2%	2%	1%
Finance/Insurance/Real Estate	7.0%	6.8%	6.0%
Services	59.8%	59.4%	58.6%
Public Administration	3.3%	2.9%	3.1%

2026 Consumer Spending			
Apparel & Services: Total \$	\$184,256,076	\$476,712,305	\$1,156,777,417
Average Spent	\$2,647.85	\$2,671.06	\$2,449.42
Spending Potential Index	104	105	96
Education: Total \$	\$147,152,317	\$371,231,093	\$864,455,038
Average Spent	\$2,114.65	\$2,080.04	\$1,830.44
Spending Potential Index	106	104	91
Entertainment/Recreation: Total \$	\$307,398,114	\$789,599,887	\$1,862,733,346
Average Spent	\$4,417.46	\$4,424.20	\$3,944.25
Spending Potential Index	103	103	92
Food at Home: Total \$	\$562,974,787	\$1,448,725,319	\$3,496,830,132
Average Spent	\$8,090.23	\$8,117.34	\$7,404.38
Spending Potential Index	103	103	94
Food Away from Home: Total \$	\$321,093,253	\$834,009,723	\$2,019,875,722
Average Spent	\$4,614.27	\$4,673.03	\$4,277.00
Spending Potential Index	103	105	96
Health Care: Total \$	\$558,469,696	\$1,446,063,147	\$3,423,677,615
Average Spent	\$8,025.49	\$8,102.42	\$7,249.48
Spending Potential Index	100	101	90
HH Furnishings & Equipment: Total \$	\$203,816,122	\$527,794,963	\$1,251,801,409
Average Spent	\$2,928.94	\$2,957.28	\$2,650.63
Spending Potential Index	103	104	93
Personal Care Products & Services: Total \$	\$83,147,242	\$215,761,917	\$516,792,160
Average Spent	\$1,194.87	\$1,208.93	\$1,094.28
Spending Potential Index	105	106	96

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$2,047,406,460	\$5,285,154,810	\$12,600,058,416
Average Spent	\$29,422.26	\$29,613.19	\$26,680.06
Spending Potential Index	107	107	97
Support Payments/Gifts in Kind: Total \$	\$217,337,580	\$566,587,668	\$1,324,673,557
Average Spent	\$3,123.25	\$3,174.64	\$2,804.94
Spending Potential Index	103	104	92
Travel: Total \$	\$266,397,683	\$683,577,781	\$1,575,760,387
Average Spent	\$3,828.27	\$3,830.15	\$3,336.60
Spending Potential Index	105	105	91
Vehicle Maintenance & Repairs: Total \$	\$88,720,264	\$229,105,748	\$549,160,157
Average Spent	\$1,274.95	\$1,283.70	\$1,162.82
Spending Potential Index	103	104	94

Top Tapestry Segment		
3 mile	5 mile	10 mile
Dreambelt (K5): This segment is characterized by middle-aged Western suburbanites with high rent and home prices. Learn more about this segment...	Dreambelt (K5): This segment is characterized by middle-aged Western suburbanites with high rent and home prices. 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.