

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	59,290	165,822	485,059
2020 Total Population	67,621	181,427	531,088
2020 Group Quarters	1,033	2,574	4,189
2026 Total Population	76,519	193,935	548,316
2026 Group Quarters	1,162	2,895	4,713
2031 Total Population	83,071	205,531	568,265
2026-2031 Annual Rate	1.66%	1.17%	0.72%
2026 Total Daytime Population	146,842	293,912	671,436
Workers	113,372	204,920	418,172
Residents	33,470	88,992	253,264

Household Summary	3 mile	5 mile	10 mile
2010 Total Households	26,392	72,242	210,302
2010 Average Household Size	2.22	2.27	2.29
2020 Total Households	30,763	80,321	232,598
2020 Average Household Size	2.16	2.23	2.27
2026 Total Households	36,200	88,255	246,519
2026 Average Household Size	2.08	2.16	2.21
2031 Total Households	40,215	95,576	259,604
2031 Average Household Size	2.04	2.12	2.17
2026-2031 Annual Rate	2.13%	1.61%	1.04%
2026 Families	19,845	51,469	144,681
2026 Average Family Size	2.76	2.80	2.82
2031 Families	21,747	55,116	151,346
2031 Average Family Size	2.69	2.73	2.77
2026-2031 Growth Rate	1.85%	1.38%	0.90%

Median Household Income	3 mile	5 mile	10 mile
2026	\$127,627	\$128,523	\$117,551
2031	\$148,634	\$152,492	\$139,632

Per Capita Income	3 mile	5 mile	10 mile
2026	\$87,883	\$88,434	\$81,792
2031	\$101,445	\$102,045	\$94,572

2026 Households by Income			
Household Income Base	36,202	88,255	246,520
<\$10,000	3.1%	3.0%	3.2%
\$10,000-14,999	1.0%	1.1%	1.3%
\$15,000-19,999	0.6%	0.8%	1.3%
\$20,000-24,999	1.9%	1.6%	2.0%
\$25,000-29,999	1.6%	1.7%	1.9%
\$30,000-34,999	1.4%	1.5%	1.8%
\$35,000-39,999	1.4%	1.8%	1.9%
\$40,000-44,999	2.1%	2.3%	2.6%
\$45,000-49,999	1.9%	1.9%	2.3%
\$50,000-59,999	4.1%	4.1%	4.7%
\$60,000-74,999	6.7%	7.0%	7.3%
\$75000-99999	11.3%	10.7%	11.4%
\$100,000-124,999	11.7%	11.2%	11.0%
\$125,000-149,999	8.6%	8.0%	7.5%
\$150000-199999	13.6%	12.3%	12.3%
\$200,000-249,999	8.7%	9.3%	8.6%
\$250,000-299,999	5.9%	6.3%	5.5%
\$300,000-399,999	4.6%	5.1%	4.3%
\$400,000-499,999	2.3%	2.5%	1.9%
\$500,000+	7.3%	7.7%	7.1%
Average Household Income	\$185,394	\$194,329	\$181,672

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	76	77	76
Percent of Income for Mortgage	33.1%	32.8%	33.3%
Wealth Index	155	176	166

Median Home Value			
2026	\$718,745	\$715,888	\$665,964
2031	\$788,300	\$777,676	\$732,694

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	18,313	55,850	166,856
<\$50,000	0.1%	0.2%	1.4%
\$50,000 - \$99,999	0.0%	0.1%	0.6%
\$100,000 - \$149,999	0.3%	0.1%	0.5%
\$150,000 - \$199,999	0.1%	0.6%	0.7%
\$200,000 - \$249,999	1.0%	0.9%	1.4%
\$250,000 - \$299,999	1.1%	1.2%	1.9%
\$300,000 - \$399,999	4.7%	5.9%	9.0%
\$400,000 - \$499,999	11.4%	11.0%	14.3%
\$500,000 - \$749,999	35.7%	34.6%	30.4%
\$750,000 - \$999,999	26.4%	23.7%	18.8%
\$1,000,000 - \$1,499,999	12.0%	12.4%	11.0%
\$1,500,000 - \$1,999,999	4.2%	4.3%	4.5%
\$2,000,000 +	2.9%	4.8%	5.6%
Average Home Value	\$817,216	\$840,710	\$801,744

Housing Unit Summary			
2010 Total Housing Units	31,229	84,235	243,583
Owner Occupied Housing Units	51.5%	57.3%	59.5%
Renter Occupied Housing Units	33.0%	28.5%	26.8%
Vacant Housing Units	15.5%	14.2%	13.7%
2020 Housing Units	36,431	93,345	263,354
Owner Occupied Housing Units	46.4%	54.8%	58.4%
Renter Occupied Housing Units	38.1%	31.3%	29.9%
Vacant Housing Units	15.6%	14.0%	11.7%
2026 Housing Units	42,747	102,288	277,933
Owner Occupied Housing Units	42.8%	54.6%	60.0%
Renter Occupied Housing Units	41.8%	31.7%	28.7%
Vacant Housing Units	15.3%	13.7%	11.3%
2031 Total Housing Units	46,590	110,178	294,523
Owner Occupied Housing Units	41.8%	53.2%	59.9%
Renter Occupied Housing Units	44.5%	33.5%	28.2%
Vacant Housing Units	13.7%	13.3%	11.9%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	37,363	94,108	269,056
Females	39,156	99,827	279,260

Median Age			
2010	41.6	42.4	42.1
2020	44.5	46.1	44.9
2026	44.7	46.3	45.4
2031	45.8	47.0	46.3

2026 Population by Age			
Total	76,519	193,936	548,317
0 - 4	4.0%	4.0%	4.2%
5 - 9	4.6%	4.7%	4.8%
10 - 14	5.0%	5.1%	5.1%
15 - 24	10.1%	9.9%	10.3%
25 - 34	13.3%	11.8%	12.3%
35 - 44	13.4%	12.9%	12.8%
45 - 54	11.7%	11.8%	11.8%
55 - 64	13.3%	13.7%	13.8%
65 - 74	11.9%	12.4%	12.7%
75 - 84	8.5%	9.3%	8.8%
85 +	3.3%	3.6%	2.9%
18 +	83.5%	83.0%	82.7%

2026 Population 15+ by Marital Status			
Total	66,135	167,014	470,663
Never Married	32.8%	29.9%	30.4%
Married	50.3%	54.0%	52.9%
Widowed	5.4%	5.6%	5.1%
Divorced	11.5%	10.5%	11.6%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	58,389	147,760	414,148
Less than 9th Grade	0.6%	0.8%	1.4%
9th - 12th Grade, No Diploma	1.6%	1.9%	2.5%
High School Graduate	9.7%	9.5%	11.9%
GED/Alternative Credential	1.7%	1.5%	2.0%
Some College, No Degree	16.3%	15.4%	16.2%
Associate Degree	6.8%	6.9%	8.1%
Bachelor's Degree	38.5%	38.0%	34.1%
Graduate/Professional Degree	25.0%	26.0%	23.8%

2020 Population by Race/Ethnicity			
Total	67,621	181,427	531,088
White Alone	79.1%	79.5%	76.1%
Black Alone	2.0%	1.8%	2.6%
American Indian Alone	0.4%	0.5%	1.0%
Asian Alone	8.3%	7.6%	5.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.4%	2.5%	5.3%
Two or More Races	2.4%	2.5%	5.3%
Hispanic Origin	7.8%	8.6%	13.7%
Diversity Index	45.3	45.6	54.6

2026 Population by Race/Ethnicity			
Total	76,518	193,934	548,315
White Alone	76.5%	76.6%	73.6%
Black Alone	2.2%	2.0%	2.8%
American Indian Alone	0.5%	0.6%	1.1%
Asian Alone	9.8%	9.3%	6.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.7%	2.8%	5.7%
Two or More Races	8.4%	8.6%	10.0%
Hispanic Origin	8.4%	9.3%	14.5%
Diversity Index	49.1	49.7	57.8

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	44,672	109,775	309,919
White Collar	80.7%	80.4%	76.7%
Management/Business/Financial	30.4%	29.6%	27.1%
Professional	29.7%	29.6%	28.0%
Sales	11.8%	12.2%	11.7%
Administrative Support	8.8%	9.1%	9.9%
Services	11.5%	11.0%	12.9%

2026 Employed Pop 16+ by Occupation			
Total	44,672	109,775	309,919
Blue Collar	7.8%	8.6%	10.4%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	2.0%	1.8%	2.5%
Installation/Maintenance/Repair	1.2%	1.4%	1.7%
Production	0.8%	1.4%	1.7%
Transportation/Material Moving	3.6%	3.9%	4.5%
White Collar	80.7%	80.4%	76.7%
Management/Business/Financial	30.4%	29.6%	27.1%
Professional	29.7%	29.6%	28.0%
Sales	11.8%	12.2%	11.7%
Administrative Support	8.8%	9.1%	9.9%
Services	11.5%	11.0%	12.9%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	44,672	109,775	309,919
Population 16+ Employed	97.5%	96.7%	96.5%
Population 16+ Unemployment rate	2.5%	3.3%	3.5%
Population 16-24 Employed	10.9%	10.7%	11.1%
Population 16-24 Unemployment rate	5.3%	6.9%	7.3%
Population 25-54 Employed	57.9%	56.1%	56.3%
Population 25-54 Unemployment rate	2.0%	2.9%	3.1%
Population 55-64 Employed	18%	18%	18%
Population 55-64 Unemployment rate	2.5%	3.1%	3.4%
Population 65+ Employed	11%	12%	11%
Population 65+ Unemployment rate	2.1%	1.8%	1.9%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	43,560	106,188	298,931
Agriculture/Mining	0.4%	0.4%	0.3%
Construction	6.7%	5.3%	5.9%
Manufacturing	4.8%	5.3%	5.9%
Wholesale Trade	2.6%	2.3%	2.0%
Retail Trade	9.4%	10.5%	10.8%
Transportation/Utilities	3.9%	4.0%	4.5%
Information	2%	2%	2%
Finance/Insurance/Real Estate	14.3%	13.7%	13.1%
Services	55.0%	55.2%	53.4%
Public Administration	1.5%	1.6%	2.1%

2026 Consumer Spending			
Apparel & Services: Total \$	\$137,684,941	\$347,067,941	\$914,561,078
Average Spent	\$3,803.45	\$3,932.56	\$3,709.90
Spending Potential Index	149	154	145
Education: Total \$	\$117,664,055	\$301,536,090	\$767,214,727
Average Spent	\$3,250.39	\$3,416.65	\$3,112.19
Spending Potential Index	162	170	155
Entertainment/Recreation: Total \$	\$231,375,644	\$593,828,706	\$1,556,211,534
Average Spent	\$6,391.59	\$6,728.56	\$6,312.74
Spending Potential Index	149	156	147
Food at Home: Total \$	\$414,673,312	\$1,050,397,637	\$2,784,242,102
Average Spent	\$11,455.06	\$11,901.85	\$11,294.23
Spending Potential Index	145	151	143
Food Away from Home: Total \$	\$241,882,386	\$610,694,831	\$1,602,583,159
Average Spent	\$6,681.83	\$6,919.66	\$6,500.85
Spending Potential Index	150	155	146
Health Care: Total \$	\$412,910,810	\$1,064,393,387	\$2,827,270,714
Average Spent	\$11,406.38	\$12,060.43	\$11,468.77
Spending Potential Index	142	150	143
HH Furnishings & Equipment: Total \$	\$153,137,945	\$392,895,818	\$1,032,665,974
Average Spent	\$4,230.33	\$4,451.83	\$4,188.99
Spending Potential Index	149	157	147
Personal Care Products & Services: Total \$	\$62,795,664	\$159,610,170	\$419,177,891
Average Spent	\$1,734.69	\$1,808.51	\$1,700.39
Spending Potential Index	152	159	149

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$1,540,005,278	\$3,907,488,150	\$10,202,313,950
Average Spent	\$42,541.58	\$44,274.98	\$41,385.51
Spending Potential Index	154	161	150
Support Payments/Gifts in Kind: Total \$	\$163,487,869	\$426,193,152	\$1,129,918,292
Average Spent	\$4,516.24	\$4,829.11	\$4,583.49
Spending Potential Index	148	159	150
Travel: Total \$	\$205,411,880	\$531,498,899	\$1,373,616,175
Average Spent	\$5,674.36	\$6,022.31	\$5,572.05
Spending Potential Index	155	165	152
Vehicle Maintenance & Repairs: Total \$	\$65,264,698	\$166,782,088	\$442,092,085
Average Spent	\$1,802.89	\$1,889.77	\$1,793.34
Spending Potential Index	146	153	145

Top Tapestry Segment		
3 mile	5 mile	10 mile
Urban Chic (H4): This segment is characterized by affluent, educated families in the suburbs of coastal metropolises. Learn more about this segment...	Top Tier (L3): This segment is characterized by highly educated professionals in affluent suburbs. Learn more about this segment...	Burbs and Beyond (K8): This segment is characterized by affluent, aging population in the scenic West. 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.