

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	67,390	244,284	728,608
2020 Total Population	86,235	303,296	861,667
2020 Group Quarters	554	1,482	6,839
2026 Total Population	97,372	328,781	916,149
2026 Group Quarters	629	1,667	7,716
2031 Total Population	101,987	342,150	956,956
2026-2031 Annual Rate	0.93%	0.80%	0.88%
2026 Total Daytime Population	93,258	289,687	890,446
Workers	49,816	140,962	461,234
Residents	43,442	148,725	429,212

Household Summary			
2010 Total Households	22,135	81,961	264,658
2010 Average Household Size	3.04	2.98	2.74
2020 Total Households	28,465	102,998	312,355
2020 Average Household Size	3.01	2.93	2.74
2026 Total Households	33,126	114,630	340,394
2026 Average Household Size	2.92	2.85	2.67
2031 Total Households	35,009	120,629	359,301
2031 Average Household Size	2.90	2.82	2.64
2026-2031 Annual Rate	1.11%	1.03%	1.09%
2026 Families	25,181	84,892	233,989
2026 Average Family Size	3.33	3.28	3.18
2031 Families	26,676	89,217	246,136
2031 Average Family Size	3.29	3.23	3.14
2026-2031 Growth Rate	1.16%	1.00%	1.02%

Median Household Income			
2026	\$145,280	\$133,451	\$111,011
2031	\$166,383	\$155,282	\$128,603

Per Capita Income	3 mile	5 mile	10 mile
2026	\$63,291	\$61,099	\$55,051
2031	\$72,711	\$70,579	\$63,514

2026 Households by Income			
Household Income Base	33,126	114,630	340,395
<\$10,000	1.4%	2.3%	3.1%
\$10,000-14,999	0.8%	0.9%	1.3%
\$15,000-19,999	0.6%	0.7%	1.2%
\$20,000-24,999	1.2%	1.2%	1.8%
\$25,000-29,999	1.0%	1.2%	1.6%
\$30,000-34,999	1.2%	1.4%	1.9%
\$35,000-39,999	1.3%	1.5%	2.2%
\$40,000-44,999	2.1%	1.8%	2.7%
\$45,000-49,999	2.3%	1.9%	2.3%
\$50,000-59,999	3.5%	4.3%	5.3%
\$60,000-74,999	5.4%	7.0%	8.2%
\$75000-99999	9.6%	11.4%	12.7%
\$100,000-124,999	11.3%	10.8%	11.5%
\$125,000-149,999	9.9%	9.3%	9.1%
\$150000-199999	16.8%	16.1%	14.0%
\$200,000-249,999	12.6%	10.9%	8.6%
\$250,000-299,999	6.6%	5.9%	4.4%
\$300,000-399,999	4.7%	4.1%	3.1%
\$400,000-499,999	1.9%	1.6%	1.2%
\$500,000+	5.8%	5.6%	3.8%
Average Household Income	\$185,223	\$174,562	\$147,571

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	104	99	92
Percent of Income for Mortgage	24.2%	25.4%	27.5%
Wealth Index	151	143	121

Median Home Value			
2026	\$598,096	\$576,729	\$518,252
2031	\$680,316	\$654,458	\$624,801

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	23,645	79,267	228,163
<\$50,000	0.8%	1.1%	2.2%
\$50,000 - \$99,999	0.1%	0.1%	0.7%
\$100,000 - \$149,999	0.0%	0.2%	0.6%
\$150,000 - \$199,999	0.1%	0.3%	0.7%
\$200,000 - \$249,999	0.4%	0.7%	1.5%
\$250,000 - \$299,999	1.4%	1.7%	2.9%
\$300,000 - \$399,999	11.5%	12.1%	15.4%
\$400,000 - \$499,999	21.1%	21.8%	23.6%
\$500,000 - \$749,999	37.2%	39.5%	34.6%
\$750,000 - \$999,999	19.9%	15.2%	11.8%
\$1,000,000 - \$1,499,999	5.5%	5.6%	4.3%
\$1,500,000 - \$1,999,999	1.6%	1.1%	1.0%
\$2,000,000 +	0.5%	0.8%	0.9%
Average Home Value	\$654,062	\$633,618	\$584,137

Housing Unit Summary			
2010 Total Housing Units	23,860	88,863	296,418
Owner Occupied Housing Units	72.0%	67.5%	60.5%
Renter Occupied Housing Units	20.8%	24.8%	28.8%
Vacant Housing Units	7.2%	7.8%	10.7%
2020 Housing Units	30,104	108,320	337,029
Owner Occupied Housing Units	68.3%	65.9%	61.1%
Renter Occupied Housing Units	26.3%	29.2%	31.6%
Vacant Housing Units	5.4%	5.0%	7.3%
2026 Housing Units	35,187	120,545	365,830
Owner Occupied Housing Units	67.2%	65.8%	62.4%
Renter Occupied Housing Units	26.9%	29.3%	30.7%
Vacant Housing Units	5.9%	4.9%	7.0%
2031 Total Housing Units	37,309	127,880	388,567
Owner Occupied Housing Units	67.0%	66.0%	62.4%
Renter Occupied Housing Units	26.8%	28.4%	30.0%
Vacant Housing Units	6.2%	5.7%	7.5%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	48,633	163,424	455,262
Females	48,739	165,357	460,887

Median Age			
2010	33.0	32.6	33.8
2020	36.4	36.2	36.8
2026	37.3	37.0	37.8
2031	37.7	37.5	38.7

2026 Population by Age			
Total	97,374	328,780	916,147
0 - 4	5.7%	5.7%	5.7%
5 - 9	6.5%	6.3%	6.1%
10 - 14	7.6%	7.2%	6.8%
15 - 24	14.0%	14.3%	13.4%
25 - 34	13.2%	14.0%	14.2%
35 - 44	13.9%	13.7%	13.7%
45 - 54	15.4%	14.4%	13.1%
55 - 64	11.6%	11.6%	11.1%
65 - 74	7.0%	7.4%	8.8%
75 - 84	3.8%	4.2%	5.6%
85 +	1.1%	1.2%	1.7%
18 +	75.4%	76.2%	77.2%

2026 Population 15+ by Marital Status			
Total	78,068	265,711	745,878
Never Married	30.3%	31.6%	33.1%
Married	57.0%	56.1%	52.8%
Widowed	3.5%	3.5%	4.1%
Divorced	9.2%	8.8%	9.9%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	64,407	218,725	623,170
Less than 9th Grade	1.8%	2.1%	2.2%
9th - 12th Grade, No Diploma	2.5%	2.4%	3.2%
High School Graduate	14.4%	14.1%	15.7%
GED/Alternative Credential	2.2%	2.6%	2.8%
Some College, No Degree	16.3%	17.5%	19.2%
Associate Degree	10.5%	10.4%	10.5%
Bachelor's Degree	31.7%	31.0%	28.8%
Graduate/Professional Degree	20.6%	19.9%	17.7%

2020 Population by Race/Ethnicity			
Total	86,235	303,296	861,667
White Alone	62.7%	63.1%	64.7%
Black Alone	5.1%	4.9%	4.6%
American Indian Alone	1.2%	1.4%	2.1%
Asian Alone	12.8%	10.2%	7.0%
Pacific Islander Alone	0.2%	0.2%	0.3%
Some Other Race Alone	5.2%	7.0%	8.6%
Two or More Races	5.2%	7.0%	8.6%
Hispanic Origin	17.9%	21.1%	22.9%
Diversity Index	69.5	71.1	70.9

2026 Population by Race/Ethnicity			
Total	97,372	328,781	916,148
White Alone	60.0%	60.1%	61.9%
Black Alone	5.4%	5.3%	5.0%
American Indian Alone	1.2%	1.4%	2.1%
Asian Alone	14.7%	11.7%	8.1%
Pacific Islander Alone	0.2%	0.2%	0.3%
Some Other Race Alone	5.4%	7.5%	9.0%
Two or More Races	13.1%	13.8%	13.4%
Hispanic Origin	18.4%	21.9%	23.9%
Diversity Index	71.7	73.5	73.3

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	56,737	189,037	513,806
White Collar	76.1%	72.6%	69.8%
Management/Business/Financial	22.7%	23.1%	21.5%
Professional	30.8%	29.2%	27.2%
Sales	11.3%	9.9%	9.6%
Administrative Support	11.2%	10.3%	11.5%
Services	12.5%	13.4%	14.7%

2026 Employed Pop 16+ by Occupation			
Total	56,737	189,037	513,806
Blue Collar	11.4%	14.0%	15.4%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	2.1%	3.5%	3.9%
Installation/Maintenance/Repair	2.6%	2.5%	2.7%
Production	2.6%	2.9%	3.3%
Transportation/Material Moving	4.0%	5.0%	5.4%
White Collar	76.1%	72.6%	69.8%
Management/Business/Financial	22.7%	23.1%	21.5%
Professional	30.8%	29.2%	27.2%
Sales	11.3%	9.9%	9.6%
Administrative Support	11.2%	10.3%	11.5%
Services	12.5%	13.4%	14.7%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	56,737	189,037	513,806
Population 16+ Employed	96.3%	96.5%	96.2%
Population 16+ Unemployment rate	3.8%	3.5%	3.8%
Population 16-24 Employed	14.8%	15.1%	14.5%
Population 16-24 Unemployment rate	6.5%	6.3%	6.8%
Population 25-54 Employed	61.7%	61.6%	61.1%
Population 25-54 Unemployment rate	3.2%	3.0%	3.3%
Population 55-64 Employed	15%	15%	15%
Population 55-64 Unemployment rate	3.5%	3.0%	3.3%
Population 65+ Employed	5%	5%	6%
Population 65+ Unemployment rate	3.5%	1.9%	3.3%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	54,610	182,467	494,032
Agriculture/Mining	0.4%	0.4%	0.4%
Construction	5.0%	6.6%	7.3%
Manufacturing	13.0%	12.4%	11.1%
Wholesale Trade	2.2%	1.9%	1.9%
Retail Trade	11.1%	11.3%	11.1%
Transportation/Utilities	3.9%	4.6%	5.3%
Information	2%	2%	2%
Finance/Insurance/Real Estate	12.0%	10.9%	10.7%
Services	48.2%	47.5%	47.7%
Public Administration	2.4%	2.9%	3.0%

2026 Consumer Spending			
Apparel & Services: Total \$	\$127,533,492	\$418,262,622	\$1,051,122,668
Average Spent	\$3,849.95	\$3,648.81	\$3,087.96
Spending Potential Index	151	143	121
Education: Total \$	\$101,316,165	\$321,967,304	\$803,891,230
Average Spent	\$3,058.51	\$2,808.75	\$2,361.65
Spending Potential Index	153	140	118
Entertainment/Recreation: Total \$	\$212,189,055	\$692,497,989	\$1,740,392,488
Average Spent	\$6,405.51	\$6,041.16	\$5,112.88
Spending Potential Index	149	140	119
Food at Home: Total \$	\$371,550,943	\$1,223,837,907	\$3,135,388,177
Average Spent	\$11,216.29	\$10,676.42	\$9,211.06
Spending Potential Index	142	135	117
Food Away from Home: Total \$	\$224,386,249	\$735,890,498	\$1,844,068,117
Average Spent	\$6,773.72	\$6,419.70	\$5,417.45
Spending Potential Index	152	144	121
Health Care: Total \$	\$378,365,925	\$1,247,081,652	\$3,192,251,166
Average Spent	\$11,422.02	\$10,879.19	\$9,378.11
Spending Potential Index	142	136	117
HH Furnishings & Equipment: Total \$	\$141,364,659	\$463,186,973	\$1,167,678,764
Average Spent	\$4,267.48	\$4,040.71	\$3,430.37
Spending Potential Index	150	142	121
Personal Care Products & Services: Total \$	\$57,646,763	\$189,135,075	\$477,818,521
Average Spent	\$1,740.23	\$1,649.96	\$1,403.72
Spending Potential Index	153	145	123

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$1,349,544,803	\$4,424,183,772	\$11,307,096,832
Average Spent	\$40,739.75	\$38,595.34	\$33,217.67
Spending Potential Index	148	140	120
Support Payments/Gifts in Kind: Total \$	\$156,096,330	\$514,756,820	\$1,296,164,935
Average Spent	\$4,712.20	\$4,490.59	\$3,807.84
Spending Potential Index	155	147	125
Travel: Total \$	\$184,375,381	\$596,323,401	\$1,491,141,117
Average Spent	\$5,565.88	\$5,202.16	\$4,380.63
Spending Potential Index	152	142	120
Vehicle Maintenance & Repairs: Total \$	\$59,569,097	\$196,604,937	\$500,829,221
Average Spent	\$1,798.26	\$1,715.13	\$1,471.32
Spending Potential Index	145	138	119

Top Tapestry Segment		
3 mile	5 mile	10 mile
Professional Pride (L2): This segment is characterized by married, high-income tech households in the South and West. Learn more about this segment...	Professional Pride (L2): This segment is characterized by married, high-income tech households 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...

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.