

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	24,594	82,196	406,683
2020 Total Population	45,718	136,756	555,409
2020 Group Quarters	377	1,027	3,083
2026 Total Population	63,380	186,804	665,812
2026 Group Quarters	424	1,159	3,443
2031 Total Population	69,929	200,235	716,890
2026-2031 Annual Rate	1.99%	1.40%	1.49%
2026 Total Daytime Population	52,815	142,110	542,978
Workers	21,145	49,250	211,986
Residents	31,670	92,860	330,992

Household Summary	3 mile	5 mile	10 mile
2010 Total Households	7,288	25,664	135,590
2010 Average Household Size	3.37	3.19	2.99
2020 Total Households	13,208	42,143	183,321
2020 Average Household Size	3.43	3.22	3.01
2026 Total Households	18,752	59,379	225,076
2026 Average Household Size	3.36	3.13	2.94
2031 Total Households	20,924	64,270	244,708
2031 Average Household Size	3.32	3.10	2.92
2026-2031 Annual Rate	2.22%	1.60%	1.69%
2026 Families	16,405	49,725	175,068
2026 Average Family Size	3.59	3.40	3.31
2031 Families	18,320	53,797	190,061
2031 Average Family Size	3.55	3.36	3.27
2026-2031 Growth Rate	2.23%	1.59%	1.66%

Median Household Income	3 mile	5 mile	10 mile
2026	\$159,705	\$152,689	\$126,629
2031	\$181,388	\$170,976	\$148,329

Per Capita Income	3 mile	5 mile	10 mile
2026	\$59,882	\$60,317	\$55,376
2031	\$69,044	\$69,696	\$63,815

2026 Households by Income			
Household Income Base	18,749	59,379	225,077
<\$10,000	1.9%	2.0%	2.5%
\$10,000-14,999	0.7%	0.6%	0.9%
\$15,000-19,999	0.5%	0.5%	0.7%
\$20,000-24,999	0.5%	0.9%	1.3%
\$25,000-29,999	0.7%	0.9%	1.2%
\$30,000-34,999	0.5%	0.9%	1.6%
\$35,000-39,999	0.9%	1.1%	1.7%
\$40,000-44,999	1.1%	1.2%	1.9%
\$45,000-49,999	0.8%	1.0%	1.8%
\$50,000-59,999	2.9%	3.0%	4.3%
\$60,000-74,999	4.9%	5.5%	7.0%
\$75000-99999	9.1%	10.2%	12.3%
\$100,000-124,999	10.7%	11.2%	12.1%
\$125,000-149,999	9.6%	9.6%	9.4%
\$150000-199999	20.3%	19.8%	16.8%
\$200,000-249,999	13.6%	12.5%	10.0%
\$250,000-299,999	7.9%	6.8%	5.1%
\$300,000-399,999	5.8%	5.2%	3.7%
\$400,000-499,999	1.4%	1.3%	1.1%
\$500,000+	6.2%	6.1%	4.6%
Average Household Income	\$201,149	\$189,804	\$163,204

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	111	110	102
Percent of Income for Mortgage	22.9%	23.1%	24.6%
Wealth Index	173	162	137

Median Home Value			
2026	\$621,538	\$599,864	\$530,541
2031	\$689,986	\$666,250	\$625,178

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	16,135	49,221	177,246
<\$50,000	0.6%	0.3%	1.8%
\$50,000 - \$99,999	0.0%	0.1%	1.0%
\$100,000 - \$149,999	0.0%	0.1%	0.8%
\$150,000 - \$199,999	0.0%	0.1%	0.8%
\$200,000 - \$249,999	0.3%	0.4%	1.5%
\$250,000 - \$299,999	0.8%	1.2%	2.8%
\$300,000 - \$399,999	7.3%	9.8%	14.7%
\$400,000 - \$499,999	18.6%	20.0%	22.2%
\$500,000 - \$749,999	45.9%	45.1%	35.9%
\$750,000 - \$999,999	20.8%	17.6%	12.7%
\$1,000,000 - \$1,499,999	4.6%	4.0%	4.2%
\$1,500,000 - \$1,999,999	0.6%	0.7%	0.9%
\$2,000,000 +	0.5%	0.7%	0.7%
Average Home Value	\$659,282	\$641,201	\$585,909

Housing Unit Summary			
2010 Total Housing Units	8,103	28,702	157,424
Owner Occupied Housing Units	70.8%	69.2%	67.3%
Renter Occupied Housing Units	19.2%	20.2%	18.8%
Vacant Housing Units	10.1%	10.6%	13.9%
2020 Housing Units	13,974	44,834	201,843
Owner Occupied Housing Units	82.2%	79.4%	71.8%
Renter Occupied Housing Units	12.3%	14.6%	19.0%
Vacant Housing Units	5.9%	6.2%	9.2%
2026 Housing Units	20,218	63,451	246,629
Owner Occupied Housing Units	79.8%	77.6%	71.9%
Renter Occupied Housing Units	12.9%	16.0%	19.4%
Vacant Housing Units	7.3%	6.4%	8.7%
2031 Total Housing Units	22,414	68,896	269,216
Owner Occupied Housing Units	79.3%	77.5%	71.2%
Renter Occupied Housing Units	14.1%	15.8%	19.7%
Vacant Housing Units	6.6%	6.7%	9.1%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	31,847	93,386	330,361
Females	31,533	93,418	335,451

Median Age			
2010	29.6	30.3	32.3
2020	33.9	34.7	36.3
2026	35.3	35.8	37.0
2031	35.1	35.8	37.3

2026 Population by Age			
Total	63,379	186,803	665,811
0 - 4	6.2%	6.6%	6.3%
5 - 9	7.6%	7.6%	6.9%
10 - 14	9.1%	8.7%	7.7%
15 - 24	15.6%	14.6%	13.9%
25 - 34	11.0%	11.4%	12.6%
35 - 44	14.1%	14.4%	13.7%
45 - 54	15.6%	14.7%	13.6%
55 - 64	10.1%	10.0%	10.6%
65 - 74	6.7%	7.5%	8.2%
75 - 84	3.8%	4.4%	5.3%
85 +	0.8%	0.8%	1.4%
18 +	71.5%	72.1%	74.3%

2026 Population 15+ by Marital Status			
Total	48,811	144,046	526,279
Never Married	28.6%	27.9%	28.8%
Married	61.9%	61.2%	58.2%
Widowed	3.2%	3.1%	4.0%
Divorced	6.2%	7.8%	9.0%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	38,952	116,852	433,669
Less than 9th Grade	0.8%	0.7%	1.3%
9th - 12th Grade, No Diploma	1.6%	2.1%	2.8%
High School Graduate	14.2%	14.0%	16.9%
GED/Alternative Credential	2.9%	3.0%	3.0%
Some College, No Degree	20.6%	19.5%	19.9%
Associate Degree	11.1%	11.8%	11.3%
Bachelor's Degree	32.3%	31.5%	28.6%
Graduate/Professional Degree	16.6%	17.5%	16.1%

2020 Population by Race/Ethnicity			
Total	45,718	136,756	555,409
White Alone	76.3%	74.5%	72.2%
Black Alone	3.4%	3.7%	3.8%
American Indian Alone	1.0%	1.0%	1.1%
Asian Alone	2.6%	3.7%	5.2%
Pacific Islander Alone	0.2%	0.2%	0.3%
Some Other Race Alone	4.4%	4.8%	5.6%
Two or More Races	4.4%	4.8%	5.6%
Hispanic Origin	16.9%	17.3%	18.2%
Diversity Index	56.8	58.9	61.9

2026 Population by Race/Ethnicity			
Total	63,380	186,803	665,812
White Alone	74.2%	72.3%	69.4%
Black Alone	3.6%	4.1%	4.3%
American Indian Alone	1.1%	1.0%	1.1%
Asian Alone	3.1%	4.3%	5.9%
Pacific Islander Alone	0.2%	0.2%	0.3%
Some Other Race Alone	4.5%	5.1%	6.2%
Two or More Races	13.3%	13.0%	12.8%
Hispanic Origin	18.1%	18.3%	19.8%
Diversity Index	59.7	61.8	65.4

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	33,470	98,396	351,411
White Collar	71.9%	72.4%	70.7%
Management/Business/Financial	24.5%	25.9%	24.3%
Professional	25.7%	26.2%	25.6%
Sales	10.3%	10.1%	10.0%
Administrative Support	11.3%	10.1%	10.7%
Services	14.6%	14.0%	14.6%

2026 Employed Pop 16+ by Occupation			
Total	33,470	98,396	351,411
Blue Collar	13.5%	13.7%	14.8%
Farming/Forestry/Fishing	0.1%	0.2%	0.1%
Construction/Extraction	3.1%	2.7%	3.1%
Installation/Maintenance/Repair	2.5%	3.1%	3.0%
Production	2.4%	2.6%	2.9%
Transportation/Material Moving	5.5%	5.0%	5.6%
White Collar	71.9%	72.4%	70.7%
Management/Business/Financial	24.5%	25.9%	24.3%
Professional	25.7%	26.2%	25.6%
Sales	10.3%	10.1%	10.0%
Administrative Support	11.3%	10.1%	10.7%
Services	14.6%	14.0%	14.6%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	33,470	98,396	351,411
Population 16+ Employed	95.8%	96.6%	96.5%
Population 16+ Unemployment rate	4.2%	3.4%	3.5%
Population 16-24 Employed	16.5%	15.7%	15.3%
Population 16-24 Unemployment rate	6.9%	6.8%	6.4%
Population 25-54 Employed	62.2%	63.3%	62.1%
Population 25-54 Unemployment rate	3.7%	2.6%	2.9%
Population 55-64 Employed	14%	14%	14%
Population 55-64 Unemployment rate	3.6%	3.0%	3.2%
Population 65+ Employed	3%	4%	5%
Population 65+ Unemployment rate	2.3%	4.0%	2.9%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	32,059	95,015	338,959
Agriculture/Mining	0.3%	0.5%	0.6%
Construction	8.9%	7.5%	7.1%
Manufacturing	7.7%	8.3%	9.7%
Wholesale Trade	1.9%	1.9%	1.9%
Retail Trade	9.4%	10.0%	11.3%
Transportation/Utilities	5.4%	5.3%	5.7%
Information	1%	2%	2%
Finance/Insurance/Real Estate	11.3%	11.3%	10.5%
Services	49.6%	50.1%	48.3%
Public Administration	3.9%	3.5%	3.4%

2026 Consumer Spending			
Apparel & Services: Total \$	\$77,659,772	\$232,415,924	\$761,073,496
Average Spent	\$4,141.41	\$3,914.11	\$3,381.41
Spending Potential Index	162	153	133
Education: Total \$	\$62,125,574	\$182,530,825	\$574,074,428
Average Spent	\$3,313.01	\$3,074.00	\$2,550.58
Spending Potential Index	165	153	127
Entertainment/Recreation: Total \$	\$130,550,571	\$391,865,794	\$1,280,588,717
Average Spent	\$6,961.95	\$6,599.40	\$5,689.58
Spending Potential Index	162	153	132
Food at Home: Total \$	\$222,200,509	\$670,901,597	\$2,243,747,413
Average Spent	\$11,849.43	\$11,298.63	\$9,968.84
Spending Potential Index	150	143	126
Food Away from Home: Total \$	\$137,286,694	\$410,342,649	\$1,340,787,462
Average Spent	\$7,321.18	\$6,910.57	\$5,957.04
Spending Potential Index	164	155	133
Health Care: Total \$	\$230,792,441	\$701,606,825	\$2,360,394,151
Average Spent	\$12,307.62	\$11,815.74	\$10,487.10
Spending Potential Index	153	147	131
HH Furnishings & Equipment: Total \$	\$86,836,788	\$261,090,311	\$858,216,295
Average Spent	\$4,630.80	\$4,397.01	\$3,813.01
Spending Potential Index	163	155	134
Personal Care Products & Services: Total \$	\$35,356,208	\$106,111,990	\$347,890,878
Average Spent	\$1,885.46	\$1,787.03	\$1,545.66
Spending Potential Index	165	157	136

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$813,317,990	\$2,440,015,248	\$8,035,969,565
Average Spent	\$43,372.33	\$41,092.23	\$35,703.36
Spending Potential Index	157	149	130
Support Payments/Gifts in Kind: Total \$	\$98,196,589	\$298,761,449	\$987,202,728
Average Spent	\$5,236.59	\$5,031.43	\$4,386.09
Spending Potential Index	172	165	144
Travel: Total \$	\$114,814,975	\$342,421,421	\$1,101,778,291
Average Spent	\$6,122.81	\$5,766.71	\$4,895.14
Spending Potential Index	167	158	134
Vehicle Maintenance & Repairs: Total \$	\$35,937,587	\$108,828,207	\$362,934,736
Average Spent	\$1,916.47	\$1,832.77	\$1,612.50
Spending Potential Index	155	148	130

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...	Boomburbs (H2): This segment is characterized by high-earning suburban families 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.