

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	26,087	105,670	486,758
2020 Total Population	46,018	140,174	560,038
2020 Group Quarters	151	983	7,740
2026 Total Population	50,284	152,300	609,364
2026 Group Quarters	168	1,114	8,696
2031 Total Population	54,262	159,555	634,456
2026-2031 Annual Rate	1.53%	0.94%	0.81%
2026 Total Daytime Population	37,830	117,080	565,332
Workers	13,792	37,220	238,790
Residents	24,038	79,860	326,542

Household Summary	3 mile	5 mile	10 mile
2010 Total Households	8,148	40,543	194,854
2010 Average Household Size	3.19	2.60	2.47
2020 Total Households	14,407	52,534	221,279
2020 Average Household Size	3.18	2.65	2.50
2026 Total Households	16,189	58,265	244,631
2026 Average Household Size	3.10	2.59	2.46
2031 Total Households	17,525	61,396	256,629
2031 Average Household Size	3.09	2.58	2.44
2026-2031 Annual Rate	1.60%	1.05%	0.96%
2026 Families	13,664	43,570	162,838
2026 Average Family Size	3.35	3.00	2.98
2031 Families	14,805	45,888	170,417
2031 Average Family Size	3.33	2.97	2.94
2026-2031 Growth Rate	1.62%	1.04%	0.91%

Median Household Income	3 mile	5 mile	10 mile
2026	\$159,555	\$129,061	\$97,268
2031	\$182,903	\$150,515	\$110,882

Per Capita Income	3 mile	5 mile	10 mile
2026	\$66,814	\$64,216	\$51,482
2031	\$76,302	\$73,673	\$59,615

2026 Households by Income			
Household Income Base	16,191	58,265	244,631
<\$10,000	1.9%	2.8%	4.0%
\$10,000-14,999	0.3%	1.1%	1.3%
\$15,000-19,999	0.7%	1.3%	1.8%
\$20,000-24,999	0.5%	1.3%	2.2%
\$25,000-29,999	0.6%	1.6%	2.2%
\$30,000-34,999	0.3%	1.3%	2.3%
\$35,000-39,999	0.6%	1.3%	2.3%
\$40,000-44,999	1.3%	2.1%	3.0%
\$45,000-49,999	1.1%	1.5%	2.8%
\$50,000-59,999	2.9%	4.7%	6.3%
\$60,000-74,999	4.7%	7.3%	9.3%
\$75000-99999	8.3%	10.0%	13.6%
\$100,000-124,999	11.3%	11.9%	12.5%
\$125,000-149,999	10.6%	9.8%	8.6%
\$150000-199999	19.1%	16.0%	12.2%
\$200,000-249,999	11.6%	9.2%	6.2%
\$250,000-299,999	10.4%	7.0%	3.9%
\$300,000-399,999	5.5%	3.9%	2.2%
\$400,000-499,999	1.6%	1.4%	0.8%
\$500,000+	6.6%	4.5%	2.5%
Average Household Income	\$205,308	\$168,271	\$127,302

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	111	100	90
Percent of Income for Mortgage	22.9%	25.2%	27.9%
Wealth Index	179	158	113

Median Home Value			
2026	\$621,347	\$552,755	\$460,614
2031	\$690,778	\$634,693	\$574,241

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	14,706	50,093	184,929
<\$50,000	0.1%	1.0%	2.4%
\$50,000 - \$99,999	0.1%	0.2%	1.1%
\$100,000 - \$149,999	0.0%	0.2%	1.3%
\$150,000 - \$199,999	0.0%	0.3%	2.4%
\$200,000 - \$249,999	0.3%	0.8%	3.5%
\$250,000 - \$299,999	0.8%	1.9%	4.6%
\$300,000 - \$399,999	9.4%	13.3%	20.2%
\$400,000 - \$499,999	19.1%	24.0%	24.1%
\$500,000 - \$749,999	41.6%	39.4%	27.7%
\$750,000 - \$999,999	18.5%	11.8%	8.0%
\$1,000,000 - \$1,499,999	7.5%	4.8%	2.6%
\$1,500,000 - \$1,999,999	1.2%	0.8%	0.8%
\$2,000,000 +	1.4%	1.5%	1.4%
Average Home Value	\$689,927	\$619,974	\$528,526

Housing Unit Summary			
2010 Total Housing Units	8,889	45,942	224,365
Owner Occupied Housing Units	78.6%	74.4%	65.3%
Renter Occupied Housing Units	13.1%	13.9%	21.5%
Vacant Housing Units	8.3%	11.8%	13.2%
2020 Housing Units	15,082	57,829	243,435
Owner Occupied Housing Units	86.0%	77.5%	67.8%
Renter Occupied Housing Units	9.5%	13.3%	23.1%
Vacant Housing Units	4.7%	9.0%	9.1%
2026 Housing Units	16,886	63,938	269,535
Owner Occupied Housing Units	87.1%	78.3%	68.6%
Renter Occupied Housing Units	8.8%	12.8%	22.1%
Vacant Housing Units	4.1%	8.9%	9.2%
2031 Total Housing Units	18,397	67,841	284,113
Owner Occupied Housing Units	85.7%	78.0%	68.9%
Renter Occupied Housing Units	9.6%	12.5%	21.4%
Vacant Housing Units	4.7%	9.5%	9.7%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	25,154	74,316	296,828
Females	25,130	77,984	312,536

Median Age			
2010	34.4	41.8	41.7
2020	37.5	44.6	44.8
2026	38.3	44.7	44.8
2031	38.1	45.2	45.5

2026 Population by Age			
Total	50,285	152,299	609,363
0 - 4	6.2%	5.0%	4.8%
5 - 9	7.2%	5.8%	5.2%
10 - 14	7.7%	6.3%	5.6%
15 - 24	13.1%	11.0%	10.7%
25 - 34	11.5%	10.3%	12.0%
35 - 44	14.6%	11.9%	11.8%
45 - 54	14.2%	11.7%	10.7%
55 - 64	12.5%	12.6%	11.8%
65 - 74	7.7%	12.4%	13.0%
75 - 84	4.0%	9.3%	10.3%
85 +	0.9%	3.0%	3.7%
18 +	74.2%	79.2%	80.9%

2026 Population 15+ by Marital Status			
Total	39,663	126,221	513,618
Never Married	25.2%	21.9%	27.3%
Married	66.2%	64.2%	55.5%
Widowed	2.5%	5.6%	6.8%
Divorced	6.1%	8.3%	10.4%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	33,075	109,483	448,235
Less than 9th Grade	1.2%	1.4%	1.9%
9th - 12th Grade, No Diploma	2.2%	2.2%	4.0%
High School Graduate	13.8%	14.8%	19.8%
GED/Alternative Credential	2.5%	2.4%	3.7%
Some College, No Degree	18.3%	19.9%	21.5%
Associate Degree	11.8%	11.5%	11.2%
Bachelor's Degree	29.0%	28.2%	23.1%
Graduate/Professional Degree	21.2%	19.7%	14.7%

2020 Population by Race/Ethnicity			
Total	46,018	140,174	560,038
White Alone	76.3%	80.0%	73.9%
Black Alone	2.3%	2.3%	3.7%
American Indian Alone	0.6%	0.6%	1.0%
Asian Alone	7.5%	5.3%	4.3%
Pacific Islander Alone	0.2%	0.1%	0.2%
Some Other Race Alone	2.9%	2.6%	6.2%
Two or More Races	2.9%	2.6%	6.2%
Hispanic Origin	12.6%	11.2%	17.9%
Diversity Index	53.3	47.8	60.1

2026 Population by Race/Ethnicity			
Total	50,284	152,299	609,364
White Alone	73.3%	77.3%	71.4%
Black Alone	2.5%	2.6%	4.1%
American Indian Alone	0.7%	0.6%	1.1%
Asian Alone	9.0%	6.4%	5.1%
Pacific Islander Alone	0.2%	0.1%	0.2%
Some Other Race Alone	3.2%	2.9%	6.7%
Two or More Races	11.2%	9.9%	11.4%
Hispanic Origin	13.6%	12.3%	19.0%
Diversity Index	57.2	51.9	63.2

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	27,420	76,051	297,806
White Collar	73.5%	74.6%	67.7%
Management/Business/Financial	24.9%	25.1%	20.9%
Professional	28.1%	28.3%	24.0%
Sales	12.0%	11.9%	10.6%
Administrative Support	8.5%	9.3%	12.3%
Services	13.6%	13.9%	15.4%

2026 Employed Pop 16+ by Occupation			
Total	27,420	76,051	297,806
Blue Collar	12.9%	11.6%	16.9%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	2.6%	2.4%	3.8%
Installation/Maintenance/Repair	3.7%	2.7%	3.3%
Production	1.9%	1.9%	3.0%
Transportation/Material Moving	4.7%	4.5%	6.7%
White Collar	73.5%	74.6%	67.7%
Management/Business/Financial	24.9%	25.1%	20.9%
Professional	28.1%	28.3%	24.0%
Sales	12.0%	11.9%	10.6%
Administrative Support	8.5%	9.3%	12.3%
Services	13.6%	13.9%	15.4%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	27,420	76,051	297,806
Population 16+ Employed	96.7%	96.3%	95.7%
Population 16+ Unemployment rate	3.3%	3.7%	4.3%
Population 16-24 Employed	13.5%	12.6%	12.6%
Population 16-24 Unemployment rate	6.5%	7.1%	8.1%
Population 25-54 Employed	62.3%	58.0%	58.0%
Population 25-54 Unemployment rate	2.9%	3.0%	3.8%
Population 55-64 Employed	16%	18%	16%
Population 55-64 Unemployment rate	3.0%	3.4%	4.0%
Population 65+ Employed	5%	8%	9%
Population 65+ Unemployment rate	1.0%	4.5%	2.8%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	26,503	73,217	284,937
Agriculture/Mining	0.3%	0.3%	0.3%
Construction	7.1%	5.9%	7.3%
Manufacturing	6.1%	6.3%	6.3%
Wholesale Trade	1.8%	2.3%	1.9%
Retail Trade	13.2%	12.3%	13.1%
Transportation/Utilities	5.0%	5.1%	5.8%
Information	1%	1%	1%
Finance/Insurance/Real Estate	12.3%	13.5%	11.8%
Services	47.9%	48.9%	48.4%
Public Administration	4.8%	4.2%	3.6%

2026 Consumer Spending			
Apparel & Services: Total \$	\$68,181,575	\$197,771,172	\$635,027,013
Average Spent	\$4,211.60	\$3,394.34	\$2,595.86
Spending Potential Index	165	133	102
Education: Total \$	\$55,068,253	\$156,642,227	\$485,650,057
Average Spent	\$3,401.58	\$2,688.44	\$1,985.24
Spending Potential Index	170	134	99
Entertainment/Recreation: Total \$	\$115,595,263	\$343,396,860	\$1,090,622,139
Average Spent	\$7,140.36	\$5,893.71	\$4,458.23
Spending Potential Index	166	137	104
Food at Home: Total \$	\$195,988,454	\$590,421,228	\$1,938,090,069
Average Spent	\$12,106.27	\$10,133.38	\$7,922.50
Spending Potential Index	154	129	101
Food Away from Home: Total \$	\$120,402,621	\$347,900,962	\$1,116,000,447
Average Spent	\$7,437.31	\$5,971.01	\$4,561.97
Spending Potential Index	167	134	102
Health Care: Total \$	\$204,735,706	\$643,676,467	\$2,091,862,101
Average Spent	\$12,646.59	\$11,047.39	\$8,551.09
Spending Potential Index	158	138	107
HH Furnishings & Equipment: Total \$	\$76,701,559	\$230,721,407	\$737,192,904
Average Spent	\$4,737.88	\$3,959.86	\$3,013.49
Spending Potential Index	167	139	106
Personal Care Products & Services: Total \$	\$31,074,070	\$93,172,345	\$298,195,176
Average Spent	\$1,919.46	\$1,599.11	\$1,218.96
Spending Potential Index	168	140	107

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$714,476,579	\$2,164,778,274	\$6,999,868,734
Average Spent	\$44,133.46	\$37,154.01	\$28,613.99
Spending Potential Index	160	135	104
Support Payments/Gifts in Kind: Total \$	\$87,185,701	\$276,530,530	\$868,802,478
Average Spent	\$5,385.49	\$4,746.08	\$3,551.48
Spending Potential Index	177	156	117
Travel: Total \$	\$101,785,238	\$305,320,385	\$949,018,324
Average Spent	\$6,287.31	\$5,240.20	\$3,879.39
Spending Potential Index	172	143	106
Vehicle Maintenance & Repairs: Total \$	\$31,747,356	\$95,633,891	\$311,992,998
Average Spent	\$1,961.04	\$1,641.36	\$1,275.36
Spending Potential Index	158	133	103

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...	The Elders (J2): This segment is characterized by retired suburban seniors in warm climates who travel seasonally. 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.