

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	308,649	931,125	2,837,742
2020 Total Population	314,009	959,136	2,920,207
2020 Group Quarters	5,261	22,900	92,021
2026 Total Population	313,537	953,717	2,885,137
2026 Group Quarters	5,247	22,838	92,007
2031 Total Population	317,326	965,770	2,903,907
2026-2031 Annual Rate	0.24%	0.25%	0.13%
2026 Total Daytime Population	342,032	1,149,812	3,270,446
Workers	197,866	705,085	1,858,660
Residents	144,166	444,727	1,411,786

Household Summary			
2010 Total Households	128,823	386,583	1,061,657
2010 Average Household Size	2.37	2.37	2.61
2020 Total Households	132,770	405,582	1,131,985
2020 Average Household Size	2.33	2.31	2.50
2026 Total Households	137,236	419,875	1,168,843
2026 Average Household Size	2.25	2.22	2.39
2031 Total Households	141,866	434,511	1,203,996
2031 Average Household Size	2.20	2.17	2.34
2026-2031 Annual Rate	0.67%	0.69%	0.59%
2026 Families	69,276	205,301	607,382
2026 Average Family Size	3.13	3.11	3.27
2031 Families	71,432	211,986	623,227
2031 Average Family Size	3.06	3.04	3.20
2026-2031 Growth Rate	0.61%	0.64%	0.52%

Median Household Income			
2026	\$105,585	\$97,517	\$86,722
2031	\$119,264	\$110,581	\$100,411

Per Capita Income	3 mile	5 mile	10 mile
2026	\$70,980	\$68,759	\$57,543
2031	\$81,070	\$78,535	\$65,881

2026 Households by Income			
Household Income Base	137,235	419,874	1,168,843
<\$10,000	5.2%	6.0%	6.7%
\$10,000-14,999	2.9%	3.6%	4.3%
\$15,000-19,999	1.9%	2.4%	2.7%
\$20,000-24,999	2.5%	2.8%	3.0%
\$25,000-29,999	2.1%	2.5%	2.7%
\$30,000-34,999	2.3%	2.5%	2.9%
\$35,000-39,999	2.9%	2.8%	3.0%
\$40,000-44,999	2.8%	2.8%	2.9%
\$45,000-49,999	2.3%	2.4%	2.6%
\$50,000-59,999	4.4%	4.8%	5.2%
\$60,000-74,999	7.5%	7.8%	8.2%
\$75000-99999	10.6%	10.4%	11.0%
\$100,000-124,999	10.1%	9.3%	9.2%
\$125,000-149,999	7.0%	6.6%	6.5%
\$150000-199999	11.6%	10.4%	9.7%
\$200,000-249,999	6.7%	6.7%	5.9%
\$250,000-299,999	4.2%	3.9%	3.4%
\$300,000-399,999	5.6%	5.0%	4.1%
\$400,000-499,999	2.7%	2.7%	2.3%
\$500,000+	4.9%	4.5%	3.7%
Average Household Income	\$161,552	\$155,417	\$141,235

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	31	31	31
Percent of Income for Mortgage	80.1%	80.4%	80.3%
Wealth Index	115	107	96

Median Home Value			
2026	\$1,437,408	\$1,332,377	\$1,184,130
2031	\$1,670,387	\$1,575,972	\$1,436,190

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	44,197	128,723	334,139
<\$50,000	0.3%	0.5%	0.6%
\$50,000 - \$99,999	0.1%	0.2%	0.3%
\$100,000 - \$149,999	0.3%	0.3%	0.3%
\$150,000 - \$199,999	0.1%	0.1%	0.1%
\$200,000 - \$249,999	0.1%	0.1%	0.2%
\$250,000 - \$299,999	0.0%	0.1%	0.2%
\$300,000 - \$399,999	0.4%	0.5%	1.3%
\$400,000 - \$499,999	0.9%	1.2%	2.8%
\$500,000 - \$749,999	6.1%	9.4%	15.9%
\$750,000 - \$999,999	17.4%	20.1%	20.4%
\$1,000,000 - \$1,499,999	27.6%	26.3%	21.5%
\$1,500,000 - \$1,999,999	21.4%	17.2%	13.6%
\$2,000,000 +	25.1%	23.9%	22.8%
Average Home Value	\$1,482,746	\$1,412,771	\$1,317,017

Housing Unit Summary			
2010 Total Housing Units	138,160	416,021	1,145,071
Owner Occupied Housing Units	32.2%	30.8%	29.0%
Renter Occupied Housing Units	61.0%	62.1%	63.7%
Vacant Housing Units	6.8%	7.1%	7.3%
2020 Housing Units	141,714	436,281	1,215,010
Owner Occupied Housing Units	30.8%	29.1%	27.4%
Renter Occupied Housing Units	62.8%	63.9%	65.8%
Vacant Housing Units	6.3%	7.0%	6.8%
2026 Housing Units	148,590	458,072	1,269,410
Owner Occupied Housing Units	29.7%	28.1%	26.3%
Renter Occupied Housing Units	62.6%	63.6%	65.8%
Vacant Housing Units	7.6%	8.3%	7.9%
2031 Total Housing Units	152,774	471,412	1,302,884
Owner Occupied Housing Units	29.7%	28.0%	26.3%
Renter Occupied Housing Units	63.2%	64.1%	66.2%
Vacant Housing Units	7.1%	7.8%	7.6%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	152,600	470,261	1,440,895
Females	160,937	483,456	1,444,242

Median Age			
2010	36.6	36.1	34.1
2020	37.9	37.6	36.2
2026	39.1	38.7	37.3
2031	40.4	40.0	38.6

2026 Population by Age			
Total	313,537	953,718	2,885,135
0 - 4	4.4%	4.2%	4.6%
5 - 9	4.6%	4.3%	4.6%
10 - 14	4.7%	4.4%	4.9%
15 - 24	10.7%	11.5%	13.4%
25 - 34	18.5%	18.9%	18.5%
35 - 44	16.5%	16.4%	15.9%
45 - 54	13.1%	12.9%	12.8%
55 - 64	11.3%	11.2%	10.9%
65 - 74	9.0%	9.0%	8.3%
75 - 84	5.5%	5.4%	4.7%
85 +	2.2%	2.1%	1.7%
18 +	83.4%	84.3%	82.6%

2026 Population 15+ by Marital Status			
Total	270,587	829,921	2,478,394
Never Married	46.5%	48.5%	50.7%
Married	40.6%	39.0%	37.5%
Widowed	4.3%	4.4%	4.3%
Divorced	8.6%	8.1%	7.5%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	237,210	719,860	2,091,992
Less than 9th Grade	5.1%	6.5%	10.5%
9th - 12th Grade, No Diploma	3.7%	4.6%	7.0%
High School Graduate	11.3%	13.1%	15.3%
GED/Alternative Credential	1.1%	1.3%	1.8%
Some College, No Degree	13.2%	13.6%	13.6%
Associate Degree	6.5%	6.2%	6.2%
Bachelor's Degree	35.2%	33.8%	29.4%
Graduate/Professional Degree	23.9%	20.8%	16.2%

2020 Population by Race/Ethnicity			
Total	314,009	959,136	2,920,207
White Alone	40.2%	38.3%	33.8%
Black Alone	18.4%	15.9%	13.3%
American Indian Alone	1.2%	1.3%	1.7%
Asian Alone	11.2%	13.5%	10.8%
Pacific Islander Alone	0.1%	0.1%	0.2%
Some Other Race Alone	16.7%	19.1%	27.7%
Two or More Races	16.7%	19.1%	27.7%
Hispanic Origin	27.7%	30.8%	43.1%
Diversity Index	85.0	86.2	87.9

2026 Population by Race/Ethnicity			
Total	313,537	953,716	2,885,136
White Alone	38.6%	36.9%	32.5%
Black Alone	18.1%	15.5%	12.9%
American Indian Alone	1.2%	1.3%	1.7%
Asian Alone	11.7%	14.0%	11.3%
Pacific Islander Alone	0.1%	0.1%	0.2%
Some Other Race Alone	17.4%	19.8%	28.5%
Two or More Races	12.9%	12.3%	13.0%
Hispanic Origin	28.9%	31.8%	44.0%
Diversity Index	85.7	86.7	88.2

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	184,317	554,166	1,609,661
White Collar	75.2%	72.1%	65.0%
Management/Business/Financial	22.4%	22.6%	19.1%
Professional	35.9%	32.3%	28.2%
Sales	7.5%	7.9%	8.1%
Administrative Support	9.4%	9.2%	9.5%
Services	15.8%	17.9%	19.8%

2026 Employed Pop 16+ by Occupation			
Total	184,317	554,166	1,609,661
Blue Collar	9.0%	10.1%	15.2%
Farming/Forestry/Fishing	0.1%	0.2%	0.3%
Construction/Extraction	2.5%	2.9%	3.9%
Installation/Maintenance/Repair	1.2%	1.2%	1.6%
Production	1.7%	1.9%	3.5%
Transportation/Material Moving	3.5%	3.9%	5.9%
White Collar	75.2%	72.1%	65.0%
Management/Business/Financial	22.4%	22.6%	19.1%
Professional	35.9%	32.3%	28.2%
Sales	7.5%	7.9%	8.1%
Administrative Support	9.4%	9.2%	9.5%
Services	15.8%	17.9%	19.8%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	184,317	554,166	1,609,661
Population 16+ Employed	93.6%	93.5%	93.0%
Population 16+ Unemployment rate	6.4%	6.5%	7.0%
Population 16-24 Employed	8.5%	9.0%	10.4%
Population 16-24 Unemployment rate	12.2%	12.4%	12.6%
Population 25-54 Employed	64.7%	64.8%	64.3%
Population 25-54 Unemployment rate	5.9%	5.9%	6.4%
Population 55-64 Employed	13%	13%	13%
Population 55-64 Unemployment rate	6.2%	6.3%	6.6%
Population 65+ Employed	7%	7%	6%
Population 65+ Unemployment rate	3.9%	3.4%	3.8%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	172,472	518,382	1,497,056
Agriculture/Mining	0.2%	0.3%	0.4%
Construction	3.4%	4.0%	5.0%
Manufacturing	4.1%	4.5%	6.0%
Wholesale Trade	1.5%	1.5%	1.9%
Retail Trade	7.4%	7.6%	8.5%
Transportation/Utilities	3.7%	4.1%	5.2%
Information	8%	7%	7%
Finance/Insurance/Real Estate	5.9%	6.6%	5.9%
Services	63.1%	61.3%	58.0%
Public Administration	3.0%	2.7%	2.6%

2026 Consumer Spending			
Apparel & Services: Total \$	\$480,679,225	\$1,424,423,832	\$3,622,010,757
Average Spent	\$3,502.57	\$3,392.49	\$3,098.80
Spending Potential Index	137	133	121
Education: Total \$	\$382,132,919	\$1,126,776,884	\$2,799,464,739
Average Spent	\$2,784.49	\$2,683.60	\$2,395.07
Spending Potential Index	139	134	120
Entertainment/Recreation: Total \$	\$738,693,852	\$2,171,013,035	\$5,476,847,413
Average Spent	\$5,382.65	\$5,170.62	\$4,685.70
Spending Potential Index	125	120	109
Food at Home: Total \$	\$1,413,578,284	\$4,186,174,262	\$10,684,453,653
Average Spent	\$10,300.35	\$9,970.05	\$9,141.05
Spending Potential Index	131	127	116
Food Away from Home: Total \$	\$832,439,691	\$2,463,060,307	\$6,281,339,404
Average Spent	\$6,065.75	\$5,866.18	\$5,373.98
Spending Potential Index	136	131	120
Health Care: Total \$	\$1,252,598,078	\$3,679,450,940	\$9,274,484,295
Average Spent	\$9,127.33	\$8,763.21	\$7,934.76
Spending Potential Index	114	109	99
HH Furnishings & Equipment: Total \$	\$486,622,782	\$1,431,092,880	\$3,626,349,280
Average Spent	\$3,545.88	\$3,408.38	\$3,102.51
Spending Potential Index	125	120	109
Personal Care Products & Services: Total \$	\$205,423,956	\$605,634,326	\$1,534,604,656
Average Spent	\$1,496.87	\$1,442.42	\$1,312.93
Spending Potential Index	131	126	115

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$5,354,562,466	\$15,792,316,001	\$40,347,676,982
Average Spent	\$39,017.19	\$37,611.95	\$34,519.33
Spending Potential Index	142	136	125
Support Payments/Gifts in Kind: Total \$	\$456,988,239	\$1,332,291,007	\$3,307,664,407
Average Spent	\$3,329.94	\$3,173.07	\$2,829.86
Spending Potential Index	109	104	93
Travel: Total \$	\$663,652,054	\$1,938,686,955	\$4,846,575,789
Average Spent	\$4,835.85	\$4,617.30	\$4,146.47
Spending Potential Index	132	126	113
Vehicle Maintenance & Repairs: Total \$	\$206,760,957	\$609,623,099	\$1,562,125,593
Average Spent	\$1,506.61	\$1,451.92	\$1,336.47
Spending Potential Index	122	117	108

Top Tapestry Segment		
3 mile	5 mile	10 mile
Trendsetters (D2): This segment is characterized by urban, educated, young professionals with commutes. Learn more about this segment...	Laptops and Lattes (D5): This segment is characterized by young, educated professionals in major metropolises. Learn more about this segment...	Family Extensions (F2): This segment is characterized by metro multigenerational renters on the West Coast. 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.