

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	71,790	242,492	730,565
2020 Total Population	91,559	297,798	861,745
2020 Group Quarters	524	1,535	6,883
2026 Total Population	101,814	322,140	910,139
2026 Group Quarters	595	1,731	7,783
2031 Total Population	106,898	335,334	950,695
2026-2031 Annual Rate	0.98%	0.81%	0.88%
2026 Total Daytime Population	96,309	288,301	889,465
Workers	50,632	142,486	463,861
Residents	45,677	145,815	425,604

Household Summary	3 mile	5 mile	10 mile
2010 Total Households	23,497	81,863	265,353
2010 Average Household Size	3.05	2.96	2.74
2020 Total Households	30,388	101,918	312,541
2020 Average Household Size	3.00	2.91	2.74
2026 Total Households	34,526	113,265	338,442
2026 Average Household Size	2.93	2.83	2.67
2031 Total Households	36,596	119,223	357,253
2031 Average Household Size	2.90	2.80	2.64
2026-2031 Annual Rate	1.17%	1.03%	1.09%
2026 Families	26,150	83,207	231,962
2026 Average Family Size	3.35	3.27	3.18
2031 Families	27,716	87,483	244,019
2031 Average Family Size	3.31	3.22	3.14
2026-2031 Growth Rate	1.17%	1.01%	1.02%

Median Household Income	3 mile	5 mile	10 mile
2026	\$141,079	\$131,973	\$110,693
2031	\$162,139	\$153,827	\$128,241

Per Capita Income	3 mile	5 mile	10 mile
2026	\$61,834	\$61,126	\$54,999
2031	\$70,924	\$70,567	\$63,446

2026 Households by Income			
Household Income Base	34,525	113,264	338,442
<\$10,000	1.6%	2.3%	3.1%
\$10,000-14,999	0.8%	1.0%	1.3%
\$15,000-19,999	0.7%	0.7%	1.2%
\$20,000-24,999	1.3%	1.2%	1.8%
\$25,000-29,999	1.0%	1.3%	1.7%
\$30,000-34,999	1.3%	1.4%	2.0%
\$35,000-39,999	1.4%	1.5%	2.2%
\$40,000-44,999	1.9%	1.9%	2.7%
\$45,000-49,999	2.2%	2.0%	2.3%
\$50,000-59,999	3.8%	4.5%	5.3%
\$60,000-74,999	5.7%	7.2%	8.2%
\$75000-99999	10.1%	11.3%	12.7%
\$100,000-124,999	11.4%	10.7%	11.5%
\$125,000-149,999	9.9%	9.3%	9.1%
\$150000-199999	16.3%	15.9%	13.9%
\$200,000-249,999	12.0%	10.6%	8.6%
\$250,000-299,999	6.4%	5.8%	4.4%
\$300,000-399,999	4.5%	4.0%	3.1%
\$400,000-499,999	1.9%	1.7%	1.2%
\$500,000+	5.8%	5.6%	3.8%
Average Household Income	\$181,989	\$173,239	\$147,219

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	102	99	92
Percent of Income for Mortgage	24.8%	25.6%	27.5%
Wealth Index	147	142	121

Median Home Value			
2026	\$595,345	\$574,045	\$517,377
2031	\$678,383	\$652,635	\$624,352

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	23,886	77,994	226,071
<\$50,000	1.0%	1.3%	2.2%
\$50,000 - \$99,999	0.1%	0.2%	0.7%
\$100,000 - \$149,999	0.0%	0.2%	0.6%
\$150,000 - \$199,999	0.2%	0.3%	0.7%
\$200,000 - \$249,999	0.7%	0.9%	1.5%
\$250,000 - \$299,999	1.6%	1.8%	2.9%
\$300,000 - \$399,999	11.4%	12.0%	15.4%
\$400,000 - \$499,999	20.8%	21.8%	23.7%
\$500,000 - \$749,999	37.2%	39.1%	34.5%
\$750,000 - \$999,999	19.9%	15.0%	11.7%
\$1,000,000 - \$1,499,999	5.2%	5.5%	4.3%
\$1,500,000 - \$1,999,999	1.5%	1.1%	1.0%
\$2,000,000 +	0.3%	0.8%	0.9%
Average Home Value	\$646,294	\$631,147	\$584,024

Housing Unit Summary			
2010 Total Housing Units	25,355	88,937	296,580
Owner Occupied Housing Units	70.3%	67.0%	60.4%
Renter Occupied Housing Units	22.4%	25.1%	29.0%
Vacant Housing Units	7.3%	8.0%	10.5%
2020 Housing Units	32,098	107,372	336,473
Owner Occupied Housing Units	66.2%	65.3%	61.0%
Renter Occupied Housing Units	28.4%	29.6%	31.9%
Vacant Housing Units	5.2%	5.1%	7.1%
2026 Housing Units	36,594	119,266	363,048
Owner Occupied Housing Units	65.3%	65.4%	62.3%
Renter Occupied Housing Units	29.1%	29.6%	31.0%
Vacant Housing Units	5.7%	5.0%	6.8%
2031 Total Housing Units	38,947	126,526	385,627
Owner Occupied Housing Units	64.7%	65.6%	62.3%
Renter Occupied Housing Units	29.2%	28.6%	30.3%
Vacant Housing Units	6.0%	5.8%	7.4%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	50,916	160,149	452,425
Females	50,898	161,991	457,714

Median Age			
2010	32.7	32.9	33.8
2020	35.9	36.4	36.8
2026	36.8	37.2	37.8
2031	37.2	37.7	38.7

2026 Population by Age			
Total	101,815	322,140	910,141
0 - 4	5.8%	5.6%	5.7%
5 - 9	6.5%	6.2%	6.1%
10 - 14	7.6%	7.1%	6.8%
15 - 24	14.3%	14.3%	13.4%
25 - 34	13.5%	14.0%	14.2%
35 - 44	13.8%	13.6%	13.7%
45 - 54	15.2%	14.3%	13.1%
55 - 64	11.5%	11.7%	11.1%
65 - 74	6.8%	7.5%	8.8%
75 - 84	3.7%	4.3%	5.6%
85 +	1.0%	1.2%	1.7%
18 +	75.3%	76.5%	77.3%

2026 Population 15+ by Marital Status			
Total	81,536	261,195	741,689
Never Married	31.3%	31.7%	33.3%
Married	56.2%	55.8%	52.6%
Widowed	3.5%	3.6%	4.1%
Divorced	9.1%	8.9%	10.0%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	67,021	215,264	619,627
Less than 9th Grade	2.1%	2.2%	2.2%
9th - 12th Grade, No Diploma	2.7%	2.4%	3.2%
High School Graduate	14.5%	14.2%	15.6%
GED/Alternative Credential	2.3%	2.6%	2.8%
Some College, No Degree	16.2%	17.5%	19.1%
Associate Degree	10.4%	10.2%	10.5%
Bachelor's Degree	31.0%	30.8%	28.8%
Graduate/Professional Degree	20.6%	20.0%	17.8%

2020 Population by Race/Ethnicity			
Total	91,559	297,798	861,745
White Alone	60.9%	62.5%	64.5%
Black Alone	5.4%	4.9%	4.7%
American Indian Alone	1.3%	1.4%	2.1%
Asian Alone	12.8%	10.4%	7.1%
Pacific Islander Alone	0.3%	0.2%	0.3%
Some Other Race Alone	6.3%	7.2%	8.6%
Two or More Races	6.3%	7.2%	8.6%
Hispanic Origin	19.9%	21.4%	22.9%
Diversity Index	72.0	71.6	71.1

2026 Population by Race/Ethnicity			
Total	101,815	322,141	910,139
White Alone	57.9%	59.5%	61.7%
Black Alone	5.8%	5.4%	5.1%
American Indian Alone	1.3%	1.4%	2.1%
Asian Alone	14.6%	12.0%	8.2%
Pacific Islander Alone	0.3%	0.2%	0.3%
Some Other Race Alone	6.6%	7.7%	9.1%
Two or More Races	13.5%	13.8%	13.5%
Hispanic Origin	20.4%	22.2%	24.0%
Diversity Index	74.2	74.0	73.5

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	59,174	185,119	511,313
White Collar	75.0%	72.5%	69.8%
Management/Business/Financial	22.3%	22.9%	21.4%
Professional	30.6%	29.2%	27.3%
Sales	10.9%	9.9%	9.6%
Administrative Support	11.2%	10.5%	11.5%
Services	13.3%	13.4%	14.8%

2026 Employed Pop 16+ by Occupation			
Total	59,174	185,119	511,313
Blue Collar	11.7%	14.1%	15.4%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	2.6%	3.7%	4.0%
Installation/Maintenance/Repair	2.6%	2.5%	2.7%
Production	2.5%	3.0%	3.3%
Transportation/Material Moving	3.9%	4.9%	5.4%
White Collar	75.0%	72.5%	69.8%
Management/Business/Financial	22.3%	22.9%	21.4%
Professional	30.6%	29.2%	27.3%
Sales	10.9%	9.9%	9.6%
Administrative Support	11.2%	10.5%	11.5%
Services	13.3%	13.4%	14.8%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	59,174	185,119	511,313
Population 16+ Employed	96.1%	96.5%	96.1%
Population 16+ Unemployment rate	3.9%	3.5%	3.9%
Population 16-24 Employed	14.9%	15.1%	14.5%
Population 16-24 Unemployment rate	6.8%	6.2%	6.8%
Population 25-54 Employed	61.7%	61.4%	61.1%
Population 25-54 Unemployment rate	3.3%	3.0%	3.3%
Population 55-64 Employed	15%	15%	15%
Population 55-64 Unemployment rate	3.6%	3.0%	3.3%
Population 65+ Employed	5%	5%	6%
Population 65+ Unemployment rate	3.2%	2.3%	3.3%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	56,870	178,717	491,592
Agriculture/Mining	0.4%	0.4%	0.4%
Construction	5.3%	6.7%	7.3%
Manufacturing	12.8%	12.7%	11.1%
Wholesale Trade	2.1%	1.9%	1.9%
Retail Trade	10.9%	11.3%	11.1%
Transportation/Utilities	3.8%	4.6%	5.3%
Information	2%	1%	2%
Finance/Insurance/Real Estate	11.9%	10.9%	10.6%
Services	48.7%	47.3%	47.7%
Public Administration	2.3%	2.8%	3.0%

2026 Consumer Spending			
Apparel & Services: Total \$	\$130,946,190	\$410,357,925	\$1,042,926,044
Average Spent	\$3,792.68	\$3,622.99	\$3,081.55
Spending Potential Index	149	142	121
Education: Total \$	\$103,287,893	\$316,400,022	\$798,384,583
Average Spent	\$2,991.60	\$2,793.45	\$2,359.00
Spending Potential Index	149	139	118
Entertainment/Recreation: Total \$	\$216,836,441	\$678,883,066	\$1,726,066,013
Average Spent	\$6,280.38	\$5,993.76	\$5,100.03
Spending Potential Index	146	139	119
Food at Home: Total \$	\$382,051,842	\$1,202,980,071	\$3,112,079,170
Average Spent	\$11,065.63	\$10,620.93	\$9,195.31
Spending Potential Index	140	135	117
Food Away from Home: Total \$	\$230,582,936	\$721,668,723	\$1,829,468,158
Average Spent	\$6,678.53	\$6,371.51	\$5,405.56
Spending Potential Index	150	143	121
Health Care: Total \$	\$387,248,971	\$1,223,686,408	\$3,164,606,798
Average Spent	\$11,216.16	\$10,803.75	\$9,350.51
Spending Potential Index	140	135	117
HH Furnishings & Equipment: Total \$	\$144,677,170	\$454,135,113	\$1,157,892,921
Average Spent	\$4,190.38	\$4,009.49	\$3,421.24
Spending Potential Index	147	141	120
Personal Care Products & Services: Total \$	\$59,111,838	\$185,492,610	\$473,847,952
Average Spent	\$1,712.10	\$1,637.69	\$1,400.09
Spending Potential Index	150	144	123

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$1,387,181,302	\$4,346,868,869	\$11,220,433,057
Average Spent	\$40,177.87	\$38,377.86	\$33,153.19
Spending Potential Index	146	139	120
Support Payments/Gifts in Kind: Total \$	\$158,851,853	\$503,342,967	\$1,283,082,037
Average Spent	\$4,600.93	\$4,443.94	\$3,791.14
Spending Potential Index	151	146	124
Travel: Total \$	\$187,934,893	\$584,199,555	\$1,478,412,519
Average Spent	\$5,443.29	\$5,157.81	\$4,368.29
Spending Potential Index	149	141	119
Vehicle Maintenance & Repairs: Total \$	\$61,164,356	\$193,027,645	\$496,900,253
Average Spent	\$1,771.54	\$1,704.21	\$1,468.20
Spending Potential Index	143	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.