

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	48,482	88,997	355,024
2020 Total Population	50,640	95,617	386,690
2020 Group Quarters	723	879	4,475
2026 Total Population	49,986	97,266	400,811
2026 Group Quarters	813	976	5,039
2031 Total Population	50,432	99,319	417,432
2026-2031 Annual Rate	0.18%	0.42%	0.82%
2026 Total Daytime Population	56,259	157,988	575,835
Workers	31,747	111,096	387,343
Residents	24,512	46,892	188,492

Household Summary			
2010 Total Households	21,826	40,463	155,666
2010 Average Household Size	2.21	2.19	2.26
2020 Total Households	22,722	43,190	172,621
2020 Average Household Size	2.20	2.19	2.21
2026 Total Households	22,936	44,885	184,619
2026 Average Household Size	2.14	2.15	2.14
2031 Total Households	23,403	46,332	195,793
2031 Average Household Size	2.12	2.12	2.11
2026-2031 Annual Rate	0.40%	0.64%	1.18%
2026 Families	13,619	26,438	105,131
2026 Average Family Size	2.75	2.76	2.79
2031 Families	13,847	27,181	110,514
2031 Average Family Size	2.70	2.72	2.73
2026-2031 Growth Rate	0.33%	0.56%	1.00%

Median Household Income			
2026	\$140,298	\$140,944	\$123,192
2031	\$164,992	\$166,377	\$146,255

Per Capita Income	3 mile	5 mile	10 mile
2026	\$98,498	\$99,472	\$88,400
2031	\$112,415	\$113,570	\$102,108

2026 Households by Income			
Household Income Base	22,935	44,886	184,619
<\$10,000	2.5%	2.8%	3.3%
\$10,000-14,999	1.5%	1.3%	1.3%
\$15,000-19,999	1.1%	1.0%	1.2%
\$20,000-24,999	1.4%	1.5%	1.6%
\$25,000-29,999	2.2%	2.0%	1.9%
\$30,000-34,999	1.6%	1.6%	1.7%
\$35,000-39,999	1.5%	1.3%	1.8%
\$40,000-44,999	1.7%	2.0%	2.3%
\$45,000-49,999	1.4%	1.6%	2.0%
\$50,000-59,999	4.6%	4.0%	4.5%
\$60,000-74,999	6.0%	6.1%	7.2%
\$75000-99999	10.1%	10.1%	11.1%
\$100,000-124,999	9.3%	9.6%	10.9%
\$125,000-149,999	8.1%	7.7%	7.8%
\$150000-199999	12.6%	12.5%	12.5%
\$200,000-249,999	8.9%	9.5%	8.5%
\$250,000-299,999	6.3%	6.5%	5.5%
\$300,000-399,999	7.7%	7.0%	4.8%
\$400,000-499,999	2.5%	2.7%	2.2%
\$500,000+	9.1%	9.4%	8.2%
Average Household Income	\$214,026	\$213,553	\$191,577

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	77	75	75
Percent of Income for Mortgage	33.0%	33.7%	33.8%
Wealth Index	220	212	177

Median Home Value			
2026	\$786,783	\$808,299	\$707,136
2031	\$842,848	\$856,978	\$774,462

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	16,958	31,863	122,881
<\$50,000	0.1%	0.1%	1.1%
\$50,000 - \$99,999	0.0%	0.0%	0.4%
\$100,000 - \$149,999	0.0%	0.1%	0.3%
\$150,000 - \$199,999	0.2%	0.2%	0.6%
\$200,000 - \$249,999	0.9%	0.5%	0.9%
\$250,000 - \$299,999	1.0%	0.7%	1.1%
\$300,000 - \$399,999	4.8%	4.1%	6.2%
\$400,000 - \$499,999	9.4%	9.6%	12.6%
\$500,000 - \$749,999	30.1%	28.7%	32.4%
\$750,000 - \$999,999	24.3%	26.2%	20.5%
\$1,000,000 - \$1,499,999	18.9%	19.4%	12.4%
\$1,500,000 - \$1,999,999	6.2%	6.0%	5.0%
\$2,000,000 +	4.2%	4.5%	6.5%
Average Home Value	\$903,552	\$918,481	\$856,935

Housing Unit Summary			
2010 Total Housing Units	25,334	47,629	184,114
Owner Occupied Housing Units	61.2%	59.1%	58.1%
Renter Occupied Housing Units	24.9%	25.9%	26.5%
Vacant Housing Units	13.8%	15.0%	15.5%
2020 Housing Units	25,901	50,087	200,241
Owner Occupied Housing Units	62.0%	59.4%	56.6%
Renter Occupied Housing Units	25.7%	26.9%	29.7%
Vacant Housing Units	12.6%	13.8%	13.7%
2026 Housing Units	25,888	51,463	213,358
Owner Occupied Housing Units	65.5%	61.9%	57.6%
Renter Occupied Housing Units	23.1%	25.3%	28.9%
Vacant Housing Units	11.4%	12.8%	13.5%
2031 Total Housing Units	26,794	53,806	226,936
Owner Occupied Housing Units	66.3%	62.6%	57.2%
Renter Occupied Housing Units	21.1%	23.5%	29.1%
Vacant Housing Units	12.7%	13.9%	13.7%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	23,818	46,754	196,365
Females	26,168	50,512	204,446

Median Age			
2010	46.4	45.9	43.6
2020	50.8	50.1	46.3
2026	51.8	50.8	46.7
2031	52.6	51.2	47.4

2026 Population by Age			
Total	49,987	97,266	400,812
0 - 4	3.2%	3.4%	3.9%
5 - 9	4.0%	4.0%	4.4%
10 - 14	4.8%	4.7%	4.8%
15 - 24	9.6%	9.7%	9.8%
25 - 34	9.4%	10.3%	12.8%
35 - 44	10.6%	11.0%	12.4%
45 - 54	11.8%	11.5%	11.1%
55 - 64	15.0%	14.9%	13.8%
65 - 74	14.8%	14.4%	13.3%
75 - 84	11.3%	10.9%	9.6%
85 +	4.7%	4.0%	3.6%
18 +	84.7%	84.7%	84.0%

2026 Population 15+ by Marital Status			
Total	43,940	85,493	348,380
Never Married	24.5%	25.9%	31.1%
Married	57.4%	56.8%	52.4%
Widowed	6.7%	6.1%	5.9%
Divorced	11.4%	11.2%	10.6%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	39,146	76,058	309,065
Less than 9th Grade	0.3%	0.5%	1.0%
9th - 12th Grade, No Diploma	1.3%	1.1%	2.0%
High School Graduate	7.9%	8.8%	11.0%
GED/Alternative Credential	1.5%	1.4%	1.8%
Some College, No Degree	13.4%	14.1%	15.9%
Associate Degree	7.3%	6.6%	7.2%
Bachelor's Degree	38.2%	39.1%	36.5%
Graduate/Professional Degree	30.2%	28.5%	24.7%

2020 Population by Race/Ethnicity			
Total	50,640	95,617	386,690
White Alone	81.0%	81.7%	77.8%
Black Alone	1.6%	1.5%	1.9%
American Indian Alone	0.4%	0.5%	2.4%
Asian Alone	8.0%	7.0%	5.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.6%	1.6%	3.9%
Two or More Races	1.6%	1.6%	3.9%
Hispanic Origin	6.8%	6.9%	11.2%
Diversity Index	41.7	40.8	50.5

2026 Population by Race/Ethnicity			
Total	49,987	97,265	400,810
White Alone	78.5%	79.4%	75.4%
Black Alone	1.7%	1.7%	2.1%
American Indian Alone	0.4%	0.5%	2.4%
Asian Alone	9.4%	8.3%	6.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.8%	1.8%	4.2%
Two or More Races	8.1%	8.2%	9.0%
Hispanic Origin	7.4%	7.5%	11.8%
Diversity Index	45.4	44.4	53.7

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	26,776	52,824	223,012
White Collar	84.4%	84.2%	79.0%
Management/Business/Financial	33.1%	33.6%	28.5%
Professional	31.4%	30.3%	29.2%
Sales	11.0%	11.9%	11.9%
Administrative Support	8.9%	8.3%	9.5%
Services	8.6%	8.7%	11.8%

2026 Employed Pop 16+ by Occupation			
Total	26,776	52,824	223,012
Blue Collar	7.1%	7.2%	9.3%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.2%	1.5%	2.2%
Installation/Maintenance/Repair	1.5%	1.5%	1.6%
Production	1.0%	1.0%	1.5%
Transportation/Material Moving	3.4%	3.1%	4.0%
White Collar	84.4%	84.2%	79.0%
Management/Business/Financial	33.1%	33.6%	28.5%
Professional	31.4%	30.3%	29.2%
Sales	11.0%	11.9%	11.9%
Administrative Support	8.9%	8.3%	9.5%
Services	8.6%	8.7%	11.8%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	26,776	52,824	223,012
Population 16+ Employed	96.2%	96.5%	96.3%
Population 16+ Unemployment rate	3.8%	3.5%	3.7%
Population 16-24 Employed	10.1%	10.3%	10.5%
Population 16-24 Unemployment rate	9.3%	8.0%	7.8%
Population 25-54 Employed	51.8%	53.1%	55.9%
Population 25-54 Unemployment rate	3.3%	3.1%	3.2%
Population 55-64 Employed	21%	20%	18%
Population 55-64 Unemployment rate	3.2%	3.1%	3.6%
Population 65+ Employed	14%	13%	12%
Population 65+ Unemployment rate	1.8%	2.0%	2.3%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	25,767	50,986	214,739
Agriculture/Mining	0.2%	0.2%	0.4%
Construction	2.6%	4.3%	5.7%
Manufacturing	6.2%	5.9%	5.8%
Wholesale Trade	1.9%	2.4%	2.1%
Retail Trade	8.3%	9.4%	10.0%
Transportation/Utilities	5.0%	4.0%	4.6%
Information	2%	2%	2%
Finance/Insurance/Real Estate	15.3%	15.2%	13.5%
Services	55.9%	54.7%	53.9%
Public Administration	2.2%	2.0%	2.2%

2026 Consumer Spending			
Apparel & Services: Total \$	\$97,423,985	\$190,655,151	\$721,518,385
Average Spent	\$4,247.64	\$4,247.64	\$3,908.15
Spending Potential Index	166	166	153
Education: Total \$	\$86,860,968	\$168,337,888	\$608,167,648
Average Spent	\$3,787.10	\$3,750.43	\$3,294.18
Spending Potential Index	189	187	164
Entertainment/Recreation: Total \$	\$171,343,706	\$333,240,002	\$1,228,695,968
Average Spent	\$7,470.51	\$7,424.31	\$6,655.31
Spending Potential Index	174	173	155
Food at Home: Total \$	\$298,989,725	\$581,189,913	\$2,191,020,066
Average Spent	\$13,035.83	\$12,948.42	\$11,867.79
Spending Potential Index	165	164	151
Food Away from Home: Total \$	\$171,321,184	\$335,848,126	\$1,263,388,029
Average Spent	\$7,469.53	\$7,482.41	\$6,843.22
Spending Potential Index	167	168	153
Health Care: Total \$	\$312,990,617	\$604,445,493	\$2,230,465,591
Average Spent	\$13,646.26	\$13,466.54	\$12,081.45
Spending Potential Index	170	168	151
HH Furnishings & Equipment: Total \$	\$113,296,719	\$220,803,656	\$815,605,329
Average Spent	\$4,939.69	\$4,919.32	\$4,417.78
Spending Potential Index	174	173	155
Personal Care Products & Services: Total \$	\$45,521,304	\$88,885,639	\$331,194,507
Average Spent	\$1,984.71	\$1,980.30	\$1,793.94
Spending Potential Index	174	174	157

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$1,108,661,719	\$2,170,142,452	\$8,063,689,404
Average Spent	\$48,337.19	\$48,348.95	\$43,677.46
Spending Potential Index	175	175	158
Support Payments/Gifts in Kind: Total \$	\$128,001,356	\$247,214,831	\$897,864,065
Average Spent	\$5,580.81	\$5,507.74	\$4,863.34
Spending Potential Index	183	181	160
Travel: Total \$	\$155,300,521	\$302,283,082	\$1,089,529,664
Average Spent	\$6,771.04	\$6,734.61	\$5,901.50
Spending Potential Index	185	184	161
Vehicle Maintenance & Repairs: Total \$	\$47,735,150	\$93,059,126	\$347,800,284
Average Spent	\$2,081.23	\$2,073.28	\$1,883.88
Spending Potential Index	168	167	152

Top Tapestry Segment		
3 mile	5 mile	10 mile
Top Tier (L3): This segment is characterized by highly educated professionals in affluent suburbs. Learn more about this segment...	Burbs and Beyond (K8): This segment is characterized by affluent, aging population in the scenic West. Learn more about this segment...	Burbs and Beyond (K8): This segment is characterized by affluent, aging population in the scenic 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.