

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	183,042	416,472	1,212,178
2020 Total Population	191,392	438,500	1,365,491
2020 Group Quarters	1,145	1,881	11,206
2026 Total Population	193,685	443,250	1,464,967
2026 Group Quarters	1,220	1,975	11,777
2031 Total Population	199,125	456,508	1,533,453
2026-2031 Annual Rate	0.56%	0.59%	0.92%
2026 Total Daytime Population	165,348	422,978	1,590,120
Workers	66,351	193,762	845,682
Residents	98,997	229,216	744,438

Household Summary	3 mile	5 mile	10 mile
2010 Total Households	67,438	154,328	440,428
2010 Average Household Size	2.70	2.68	2.72
2020 Total Households	71,924	166,006	507,863
2020 Average Household Size	2.65	2.63	2.67
2026 Total Households	74,195	171,577	555,316
2026 Average Household Size	2.59	2.57	2.62
2031 Total Households	77,167	178,447	587,189
2031 Average Household Size	2.56	2.55	2.59
2026-2031 Annual Rate	0.79%	0.79%	1.12%
2026 Families	45,463	108,198	349,277
2026 Average Family Size	3.27	3.22	3.28
2031 Families	47,222	112,464	368,768
2031 Average Family Size	3.24	3.19	3.25
2026-2031 Growth Rate	0.76%	0.78%	1.09%

Median Household Income	3 mile	5 mile	10 mile
2026	\$72,336	\$78,314	\$79,339
2031	\$82,916	\$91,409	\$93,210

Per Capita Income	3 mile	5 mile	10 mile
2026	\$36,118	\$41,939	\$41,961
2031	\$41,962	\$48,271	\$48,278

2026 Households by Income			
Household Income Base	74,194	171,576	555,314
<\$10,000	5.9%	5.6%	5.6%
\$10,000-14,999	2.7%	2.5%	2.7%
\$15,000-19,999	2.9%	2.6%	2.8%
\$20,000-24,999	3.5%	3.0%	3.0%
\$25,000-29,999	3.0%	2.9%	2.9%
\$30,000-34,999	3.9%	3.5%	3.6%
\$35,000-39,999	3.9%	3.4%	3.4%
\$40,000-44,999	4.7%	4.1%	3.9%
\$45,000-49,999	3.7%	3.4%	3.4%
\$50,000-59,999	7.6%	6.7%	6.3%
\$60,000-74,999	9.7%	9.8%	9.7%
\$75000-99999	15.6%	14.0%	13.1%
\$100,000-124,999	10.9%	11.0%	10.9%
\$125,000-149,999	6.4%	7.2%	7.2%
\$150000-199999	8.3%	9.4%	9.8%
\$200,000-249,999	3.1%	4.4%	4.7%
\$250,000-299,999	1.3%	2.1%	2.5%
\$300,000-399,999	0.9%	1.5%	1.7%
\$400,000-499,999	0.7%	1.1%	1.1%
\$500,000+	1.3%	1.7%	1.8%
Average Household Income	\$94,165	\$108,265	\$110,355

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	77	75	75
Percent of Income for Mortgage	32.0%	32.9%	33.3%
Wealth Index	69	86	85

Median Home Value			
2026	\$394,081	\$438,370	\$449,069
2031	\$470,581	\$511,776	\$530,541

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	37,820	95,460	294,627
<\$50,000	1.9%	1.4%	2.9%
\$50,000 - \$99,999	0.7%	0.4%	0.7%
\$100,000 - \$149,999	1.4%	0.9%	1.1%
\$150,000 - \$199,999	2.6%	1.6%	1.8%
\$200,000 - \$249,999	6.0%	4.2%	3.6%
\$250,000 - \$299,999	9.1%	6.1%	4.8%
\$300,000 - \$399,999	30.0%	25.4%	22.3%
\$400,000 - \$499,999	25.1%	25.8%	26.0%
\$500,000 - \$749,999	16.2%	21.8%	24.3%
\$750,000 - \$999,999	4.3%	6.3%	6.9%
\$1,000,000 - \$1,499,999	1.0%	2.8%	2.8%
\$1,500,000 - \$1,999,999	0.8%	1.4%	1.3%
\$2,000,000 +	0.9%	1.9%	1.4%
Average Home Value	\$448,299	\$528,288	\$523,770

Housing Unit Summary			
2010 Total Housing Units	76,434	174,991	521,534
Owner Occupied Housing Units	48.2%	51.9%	45.1%
Renter Occupied Housing Units	40.0%	36.3%	39.3%
Vacant Housing Units	11.8%	11.8%	15.6%
2020 Housing Units	76,180	176,238	551,333
Owner Occupied Housing Units	47.0%	51.0%	46.4%
Renter Occupied Housing Units	47.4%	43.2%	45.7%
Vacant Housing Units	5.6%	5.8%	7.9%
2026 Housing Units	78,363	181,066	599,331
Owner Occupied Housing Units	48.3%	52.7%	49.2%
Renter Occupied Housing Units	46.4%	42.0%	43.5%
Vacant Housing Units	5.3%	5.2%	7.3%
2031 Total Housing Units	82,129	190,087	636,303
Owner Occupied Housing Units	48.6%	52.8%	49.3%
Renter Occupied Housing Units	45.4%	41.0%	43.0%
Vacant Housing Units	6.0%	6.1%	7.7%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	95,517	219,044	735,570
Females	98,168	224,206	729,397

Median Age			
2010	35.8	37.3	35.0
2020	37.6	39.3	37.2
2026	38.8	40.3	38.2
2031	40.0	41.4	39.3

2026 Population by Age			
Total	193,683	443,250	1,464,967
0 - 4	5.5%	5.2%	5.7%
5 - 9	5.6%	5.4%	5.8%
10 - 14	5.9%	5.8%	6.1%
15 - 24	13.0%	12.4%	13.1%
25 - 34	14.8%	14.0%	14.7%
35 - 44	13.6%	13.3%	14.1%
45 - 54	12.0%	12.0%	12.6%
55 - 64	11.8%	12.4%	11.6%
65 - 74	10.2%	10.7%	9.3%
75 - 84	6.0%	6.7%	5.5%
85 +	1.8%	2.0%	1.5%
18 +	79.2%	79.8%	78.5%

2026 Population 15+ by Marital Status			
Total	160,838	370,494	1,206,298
Never Married	40.7%	37.9%	38.5%
Married	40.3%	43.6%	44.3%
Widowed	5.6%	5.9%	4.9%
Divorced	13.4%	12.7%	12.2%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	135,703	315,693	1,014,987
Less than 9th Grade	5.4%	5.2%	5.9%
9th - 12th Grade, No Diploma	8.9%	7.8%	7.7%
High School Graduate	29.7%	27.4%	26.0%
GED/Alternative Credential	4.7%	4.5%	4.5%
Some College, No Degree	20.8%	20.4%	19.4%
Associate Degree	9.0%	9.4%	9.6%
Bachelor's Degree	14.8%	16.4%	17.6%
Graduate/Professional Degree	6.6%	8.8%	9.2%

2020 Population by Race/Ethnicity			
Total	191,392	438,500	1,365,491
White Alone	41.4%	43.9%	40.9%
Black Alone	14.4%	14.8%	14.9%
American Indian Alone	1.3%	1.1%	1.1%
Asian Alone	6.3%	7.5%	9.4%
Pacific Islander Alone	0.9%	0.8%	0.8%
Some Other Race Alone	19.9%	17.3%	17.9%
Two or More Races	19.9%	17.3%	17.9%
Hispanic Origin	38.0%	33.3%	34.3%
Diversity Index	86.2	84.9	86.1

2026 Population by Race/Ethnicity			
Total	193,684	443,251	1,464,968
White Alone	37.3%	39.9%	37.6%
Black Alone	15.0%	15.4%	15.6%
American Indian Alone	1.3%	1.1%	1.1%
Asian Alone	6.7%	8.1%	10.4%
Pacific Islander Alone	0.9%	0.8%	0.8%
Some Other Race Alone	22.0%	19.0%	18.8%
Two or More Races	16.8%	15.6%	15.7%
Hispanic Origin	41.3%	36.2%	35.8%
Diversity Index	87.5	86.5	87.2

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	102,769	232,525	768,869
White Collar	48.5%	51.8%	51.7%
Management/Business/Financial	11.8%	13.0%	13.3%
Professional	14.6%	16.6%	17.2%
Sales	8.9%	9.3%	9.2%
Administrative Support	13.2%	12.9%	12.1%
Services	29.5%	27.9%	28.2%

2026 Employed Pop 16+ by Occupation			
Total	102,769	232,525	768,869
Blue Collar	22.0%	20.3%	20.1%
Farming/Forestry/Fishing	0.9%	0.5%	0.3%
Construction/Extraction	7.3%	6.3%	5.8%
Installation/Maintenance/Repair	2.1%	2.5%	2.2%
Production	3.1%	2.9%	3.0%
Transportation/Material Moving	8.7%	8.2%	8.7%
White Collar	48.5%	51.8%	51.7%
Management/Business/Financial	11.8%	13.0%	13.3%
Professional	14.6%	16.6%	17.2%
Sales	8.9%	9.3%	9.2%
Administrative Support	13.2%	12.9%	12.1%
Services	29.5%	27.9%	28.2%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	102,769	232,525	768,869
Population 16+ Employed	93.9%	93.5%	93.9%
Population 16+ Unemployment rate	6.1%	6.5%	6.1%
Population 16-24 Employed	13.3%	12.3%	12.9%
Population 16-24 Unemployment rate	10.1%	11.0%	10.3%
Population 25-54 Employed	59.9%	59.0%	61.1%
Population 25-54 Unemployment rate	5.3%	5.8%	5.3%
Population 55-64 Employed	14%	15%	14%
Population 55-64 Unemployment rate	5.7%	5.9%	5.6%
Population 65+ Employed	6%	7%	6%
Population 65+ Unemployment rate	5.9%	4.6%	5.2%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	96,472	217,503	722,312
Agriculture/Mining	0.7%	0.6%	0.4%
Construction	9.9%	8.9%	8.3%
Manufacturing	3.0%	3.2%	3.3%
Wholesale Trade	1.5%	1.8%	1.7%
Retail Trade	10.3%	10.6%	10.8%
Transportation/Utilities	7.4%	7.3%	7.7%
Information	2%	1%	1%
Finance/Insurance/Real Estate	5.9%	6.1%	5.8%
Services	57.2%	57.0%	57.3%
Public Administration	2.4%	3.3%	3.4%

2026 Consumer Spending			
Apparel & Services: Total \$	\$148,537,141	\$389,540,480	\$1,310,231,605
Average Spent	\$2,001.98	\$2,270.35	\$2,359.43
Spending Potential Index	78	89	92
Education: Total \$	\$110,158,547	\$297,823,594	\$968,307,183
Average Spent	\$1,484.72	\$1,735.80	\$1,743.70
Spending Potential Index	74	87	87
Entertainment/Recreation: Total \$	\$239,932,404	\$639,496,754	\$2,099,741,618
Average Spent	\$3,233.81	\$3,727.17	\$3,781.17
Spending Potential Index	75	87	88
Food at Home: Total \$	\$455,069,649	\$1,192,763,338	\$3,963,649,830
Average Spent	\$6,133.43	\$6,951.77	\$7,137.65
Spending Potential Index	78	88	91
Food Away from Home: Total \$	\$259,122,836	\$681,027,173	\$2,287,768,177
Average Spent	\$3,492.46	\$3,969.22	\$4,119.76
Spending Potential Index	78	89	92
Health Care: Total \$	\$445,685,903	\$1,183,321,694	\$3,871,183,401
Average Spent	\$6,006.95	\$6,896.74	\$6,971.14
Spending Potential Index	75	86	87
HH Furnishings & Equipment: Total \$	\$161,160,422	\$428,962,026	\$1,413,254,399
Average Spent	\$2,172.12	\$2,500.11	\$2,544.96
Spending Potential Index	76	88	89
Personal Care Products & Services: Total \$	\$66,217,850	\$175,212,119	\$583,873,410
Average Spent	\$892.48	\$1,021.19	\$1,051.43
Spending Potential Index	78	90	92

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$1,634,530,086	\$4,320,351,484	\$14,240,088,900
Average Spent	\$22,030.19	\$25,180.25	\$25,643.22
Spending Potential Index	80	91	93
Support Payments/Gifts in Kind: Total \$	\$168,125,596	\$454,157,112	\$1,488,891,483
Average Spent	\$2,266.00	\$2,646.96	\$2,681.16
Spending Potential Index	74	87	88
Travel: Total \$	\$202,968,080	\$549,094,006	\$1,770,626,599
Average Spent	\$2,735.60	\$3,200.28	\$3,188.50
Spending Potential Index	75	88	87
Vehicle Maintenance & Repairs: Total \$	\$71,350,916	\$187,820,772	\$621,322,506
Average Spent	\$961.67	\$1,094.67	\$1,118.86
Spending Potential Index	78	88	90

Top Tapestry Segment		
3 mile	5 mile	10 mile
Dreambelt (K5): This segment is characterized by middle-aged Western suburbanites with high rent and home prices. Learn more about this segment...	Dreambelt (K5): This segment is characterized by middle-aged Western suburbanites with high rent and home prices. Learn more about this segment...	Modern Minds (D3): This segment is characterized by urban, educated, affluent households with commutes. 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.