

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	100,765	218,962	747,775
2020 Total Population	105,460	232,609	812,930
2020 Group Quarters	1,808	2,974	10,964
2026 Total Population	106,405	235,590	847,020
2026 Group Quarters	1,762	3,012	11,570
2031 Total Population	107,586	239,426	873,634
2026-2031 Annual Rate	0.22%	0.32%	0.62%
2026 Total Daytime Population	86,035	202,154	853,686
Workers	37,200	93,509	476,977
Residents	48,835	108,645	376,709

Household Summary	3 mile	5 mile	10 mile
2010 Total Households	38,895	88,281	304,702
2010 Average Household Size	2.55	2.45	2.42
2020 Total Households	40,591	94,160	335,525
2020 Average Household Size	2.55	2.44	2.39
2026 Total Households	40,886	95,717	352,394
2026 Average Household Size	2.56	2.43	2.37
2031 Total Households	41,246	97,506	365,512
2031 Average Household Size	2.57	2.42	2.36
2026-2031 Annual Rate	0.18%	0.37%	0.73%
2026 Families	27,724	60,131	199,820
2026 Average Family Size	3.06	3.02	3.07
2031 Families	27,816	60,751	204,511
2031 Average Family Size	3.08	3.02	3.07
2026-2031 Growth Rate	0.07%	0.21%	0.47%

Median Household Income	3 mile	5 mile	10 mile
2026	\$126,884	\$114,820	\$113,291
2031	\$154,182	\$137,440	\$135,623

Per Capita Income	3 mile	5 mile	10 mile
2026	\$64,607	\$62,754	\$66,807
2031	\$73,802	\$71,803	\$75,974

2026 Households by Income			
Household Income Base	40,886	95,717	352,394
<\$10,000	2.4%	3.3%	3.8%
\$10,000-14,999	1.4%	1.3%	1.9%
\$15,000-19,999	0.9%	1.3%	1.6%
\$20,000-24,999	1.5%	1.8%	1.9%
\$25,000-29,999	1.4%	1.6%	2.0%
\$30,000-34,999	1.4%	1.9%	2.1%
\$35,000-39,999	1.1%	1.7%	1.8%
\$40,000-44,999	2.1%	2.4%	2.5%
\$45,000-49,999	2.2%	2.4%	2.4%
\$50,000-59,999	3.6%	4.2%	4.5%
\$60,000-74,999	7.2%	7.4%	7.5%
\$75000-99999	12.9%	13.8%	12.3%
\$100,000-124,999	11.2%	10.6%	9.8%
\$125,000-149,999	8.6%	8.6%	8.2%
\$150000-199999	14.3%	13.3%	12.7%
\$200,000-249,999	11.2%	9.6%	8.8%
\$250,000-299,999	6.0%	5.2%	5.1%
\$300,000-399,999	6.1%	5.3%	5.8%
\$400,000-499,999	1.5%	1.4%	1.9%
\$500,000+	3.1%	2.8%	3.4%
Average Household Income	\$166,212	\$154,532	\$160,243

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	80	73	69
Percent of Income for Mortgage	30.7%	33.6%	35.6%
Wealth Index	154	137	133

Median Home Value			
2026	\$662,052	\$656,496	\$686,067
2031	\$747,452	\$745,622	\$791,721

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	31,228	65,956	210,181
<\$50,000	0.5%	1.1%	0.9%
\$50,000 - \$99,999	0.3%	0.6%	0.5%
\$100,000 - \$149,999	0.2%	0.4%	0.3%
\$150,000 - \$199,999	0.2%	0.3%	0.3%
\$200,000 - \$249,999	0.8%	1.0%	0.8%
\$250,000 - \$299,999	0.8%	1.2%	1.0%
\$300,000 - \$399,999	4.5%	5.6%	4.8%
\$400,000 - \$499,999	11.0%	11.2%	10.0%
\$500,000 - \$749,999	49.1%	45.6%	42.1%
\$750,000 - \$999,999	21.8%	21.3%	22.0%
\$1,000,000 - \$1,499,999	6.9%	7.7%	10.1%
\$1,500,000 - \$1,999,999	2.4%	2.2%	3.6%
\$2,000,000 +	1.6%	1.8%	3.4%
Average Home Value	\$732,195	\$723,172	\$791,498

Housing Unit Summary			
2010 Total Housing Units	40,298	92,452	323,069
Owner Occupied Housing Units	75.9%	68.8%	61.0%
Renter Occupied Housing Units	20.6%	26.7%	33.3%
Vacant Housing Units	3.5%	4.5%	5.7%
2020 Housing Units	41,662	97,678	354,510
Owner Occupied Housing Units	75.3%	67.4%	58.4%
Renter Occupied Housing Units	22.1%	29.0%	36.3%
Vacant Housing Units	2.6%	3.6%	5.3%
2026 Housing Units	42,560	100,875	380,239
Owner Occupied Housing Units	73.4%	65.4%	55.3%
Renter Occupied Housing Units	22.7%	29.5%	37.4%
Vacant Housing Units	3.9%	5.1%	7.3%
2031 Total Housing Units	43,677	104,286	398,538
Owner Occupied Housing Units	73.3%	65.2%	54.8%
Renter Occupied Housing Units	21.1%	28.3%	36.9%
Vacant Housing Units	5.6%	6.5%	8.3%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	53,472	117,865	427,027
Females	52,933	117,725	419,993

Median Age			
2010	39.8	39.3	37.2
2020	41.4	40.4	37.9
2026	42.3	41.6	39.1
2031	43.6	43.0	40.4

2026 Population by Age			
Total	106,406	235,590	847,021
0 - 4	4.7%	4.7%	4.8%
5 - 9	5.3%	5.1%	5.1%
10 - 14	5.9%	5.6%	5.4%
15 - 24	10.9%	11.2%	12.2%
25 - 34	12.4%	13.6%	16.0%
35 - 44	14.6%	14.9%	15.2%
45 - 54	12.8%	12.5%	12.5%
55 - 64	12.5%	12.1%	11.3%
65 - 74	11.8%	11.5%	10.0%
75 - 84	6.9%	6.7%	5.8%
85 +	2.1%	2.3%	2.0%
18 +	80.5%	81.1%	81.3%

2026 Population 15+ by Marital Status			
Total	89,499	199,405	717,784
Never Married	28.3%	30.7%	35.4%
Married	57.3%	54.0%	50.5%
Widowed	4.4%	4.6%	4.1%
Divorced	10.0%	10.7%	10.0%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	77,858	173,029	614,588
Less than 9th Grade	0.9%	1.5%	2.2%
9th - 12th Grade, No Diploma	1.9%	2.7%	3.1%
High School Graduate	14.0%	14.1%	12.3%
GED/Alternative Credential	2.9%	3.5%	3.3%
Some College, No Degree	16.3%	16.1%	13.9%
Associate Degree	8.9%	8.6%	7.0%
Bachelor's Degree	35.9%	34.0%	36.2%
Graduate/Professional Degree	19.1%	19.6%	22.0%

2020 Population by Race/Ethnicity			
Total	105,460	232,609	812,930
White Alone	80.1%	76.4%	73.1%
Black Alone	1.3%	1.5%	2.1%
American Indian Alone	0.8%	1.1%	1.3%
Asian Alone	3.8%	3.7%	3.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.4%	5.6%	7.5%
Two or More Races	3.4%	5.6%	7.5%
Hispanic Origin	14.0%	18.5%	21.3%
Diversity Index	50.2	58.0	62.9

2026 Population by Race/Ethnicity			
Total	106,405	235,590	847,021
White Alone	78.7%	74.9%	71.4%
Black Alone	1.4%	1.6%	2.3%
American Indian Alone	0.8%	1.0%	1.2%
Asian Alone	4.2%	4.1%	4.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.5%	5.9%	7.8%
Two or More Races	11.2%	12.4%	12.8%
Hispanic Origin	14.6%	19.3%	22.0%
Diversity Index	52.3	60.0	64.9

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	59,172	132,122	492,604
White Collar	73.3%	72.8%	73.5%
Management/Business/Financial	22.4%	22.5%	24.6%
Professional	31.2%	30.8%	31.2%
Sales	9.6%	9.6%	9.4%
Administrative Support	10.0%	10.0%	8.4%
Services	14.3%	14.2%	13.3%

2026 Employed Pop 16+ by Occupation			
Total	59,172	132,122	492,604
Blue Collar	12.4%	13.0%	13.2%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	3.7%	3.8%	4.3%
Installation/Maintenance/Repair	2.9%	2.7%	2.1%
Production	1.9%	2.3%	2.4%
Transportation/Material Moving	3.8%	4.2%	4.3%
White Collar	73.3%	72.8%	73.5%
Management/Business/Financial	22.4%	22.5%	24.6%
Professional	31.2%	30.8%	31.2%
Sales	9.6%	9.6%	9.4%
Administrative Support	10.0%	10.0%	8.4%
Services	14.3%	14.2%	13.3%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	59,172	132,122	492,604
Population 16+ Employed	96.8%	96.4%	96.4%
Population 16+ Unemployment rate	3.2%	3.6%	3.6%
Population 16-24 Employed	11.3%	11.2%	11.9%
Population 16-24 Unemployment rate	7.0%	7.6%	7.6%
Population 25-54 Employed	61.6%	62.3%	64.0%
Population 25-54 Unemployment rate	2.7%	3.0%	3.1%
Population 55-64 Employed	16%	15%	14%
Population 55-64 Unemployment rate	3.2%	3.2%	3.4%
Population 65+ Employed	8%	8%	7%
Population 65+ Unemployment rate	1.6%	2.3%	1.7%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	57,269	127,409	474,948
Agriculture/Mining	0.7%	0.8%	0.8%
Construction	7.0%	7.2%	7.0%
Manufacturing	6.5%	6.7%	6.5%
Wholesale Trade	1.9%	1.7%	1.8%
Retail Trade	9.3%	9.8%	8.8%
Transportation/Utilities	4.0%	4.0%	4.0%
Information	2%	2%	3%
Finance/Insurance/Real Estate	8.6%	8.0%	8.9%
Services	54.2%	54.0%	54.8%
Public Administration	5.5%	5.6%	4.5%

2026 Consumer Spending			
Apparel & Services: Total \$	\$136,507,516	\$302,040,890	\$1,183,110,926
Average Spent	\$3,338.73	\$3,155.56	\$3,357.35
Spending Potential Index	131	124	132
Education: Total \$	\$121,305,417	\$257,088,475	\$973,557,569
Average Spent	\$2,966.92	\$2,685.92	\$2,762.70
Spending Potential Index	148	134	138
Entertainment/Recreation: Total \$	\$236,622,753	\$512,593,341	\$1,936,693,383
Average Spent	\$5,787.38	\$5,355.30	\$5,495.82
Spending Potential Index	135	124	128
Food at Home: Total \$	\$413,169,556	\$916,224,684	\$3,537,861,481
Average Spent	\$10,105.40	\$9,572.23	\$10,039.51
Spending Potential Index	128	121	127
Food Away from Home: Total \$	\$240,367,603	\$529,787,337	\$2,069,313,733
Average Spent	\$5,878.97	\$5,534.93	\$5,872.16
Spending Potential Index	132	124	132
Health Care: Total \$	\$422,266,858	\$919,478,950	\$3,417,937,362
Average Spent	\$10,327.91	\$9,606.22	\$9,699.19
Spending Potential Index	129	120	121
HH Furnishings & Equipment: Total \$	\$155,845,178	\$339,310,928	\$1,282,278,086
Average Spent	\$3,811.70	\$3,544.94	\$3,638.76
Spending Potential Index	134	125	128
Personal Care Products & Services: Total \$	\$62,735,104	\$137,816,929	\$528,916,690
Average Spent	\$1,534.39	\$1,439.84	\$1,500.92
Spending Potential Index	135	126	132

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$1,526,321,570	\$3,373,228,451	\$13,075,375,374
Average Spent	\$37,331.15	\$35,241.69	\$37,104.42
Spending Potential Index	135	128	135
Support Payments/Gifts in Kind: Total \$	\$169,267,164	\$364,712,067	\$1,324,740,480
Average Spent	\$4,139.98	\$3,810.32	\$3,759.26
Spending Potential Index	136	125	123
Travel: Total \$	\$212,755,490	\$454,402,403	\$1,697,539,904
Average Spent	\$5,203.63	\$4,747.35	\$4,817.16
Spending Potential Index	142	130	132
Vehicle Maintenance & Repairs: Total \$	\$65,772,085	\$145,110,082	\$550,894,018
Average Spent	\$1,608.67	\$1,516.03	\$1,563.29
Spending Potential Index	130	122	126

Top Tapestry Segment		
3 mile	5 mile	10 mile
Savvy Suburbanites (L1): This segment is characterized by affluent New England and Mid-Atlantic suburbanites in major metropolises. Learn more about this segment...	Savvy Suburbanites (L1): This segment is characterized by affluent New England and Mid-Atlantic suburbanites in major metropolises. Learn more about this segment...	Metro Renters (D4): This segment is characterized by young, educated professionals in urban rentals. 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.