

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	119,888	297,016	726,906
2020 Total Population	144,214	358,802	842,334
2020 Group Quarters	1,155	2,513	8,041
2026 Total Population	155,497	384,365	893,859
2026 Group Quarters	1,383	2,779	8,470
2031 Total Population	162,279	401,025	928,601
2026-2031 Annual Rate	0.86%	0.85%	0.77%
2026 Total Daytime Population	130,336	319,716	823,096
Workers	56,554	136,021	401,082
Residents	73,782	183,695	422,014

Household Summary	3 mile	5 mile	10 mile
2010 Total Households	45,981	116,041	292,042
2010 Average Household Size	2.59	2.54	2.47
2020 Total Households	55,070	136,746	330,587
2020 Average Household Size	2.60	2.61	2.52
2026 Total Households	59,841	147,053	352,350
2026 Average Household Size	2.58	2.59	2.51
2031 Total Households	62,830	153,882	366,866
2031 Average Household Size	2.56	2.59	2.51
2026-2031 Annual Rate	0.98%	0.91%	0.81%
2026 Families	38,398	96,623	220,503
2026 Average Family Size	3.15	3.15	3.11
2031 Families	40,025	100,532	228,541
2031 Average Family Size	3.15	3.15	3.12
2026-2031 Growth Rate	0.83%	0.80%	0.72%

Median Household Income	3 mile	5 mile	10 mile
2026	\$117,128	\$126,452	\$126,920
2031	\$138,567	\$153,660	\$155,155

Per Capita Income	3 mile	5 mile	10 mile
2026	\$60,260	\$65,508	\$70,767
2031	\$69,354	\$74,960	\$80,928

2026 Households by Income			
Household Income Base	59,841	147,054	352,352
<\$10,000	4.3%	3.5%	3.3%
\$10,000-14,999	1.8%	1.6%	1.7%
\$15,000-19,999	1.5%	1.5%	1.6%
\$20,000-24,999	1.6%	1.4%	1.5%
\$25,000-29,999	1.4%	1.6%	1.7%
\$30,000-34,999	1.7%	1.6%	1.6%
\$35,000-39,999	1.7%	1.6%	1.5%
\$40,000-44,999	2.5%	2.5%	2.4%
\$45,000-49,999	2.1%	2.1%	2.2%
\$50,000-59,999	4.6%	4.5%	4.5%
\$60,000-74,999	8.1%	7.1%	6.9%
\$75000-99999	11.2%	10.7%	11.0%
\$100,000-124,999	10.4%	9.7%	9.5%
\$125,000-149,999	7.9%	7.2%	6.9%
\$150000-199999	13.2%	13.3%	12.4%
\$200,000-249,999	8.6%	9.8%	9.6%
\$250,000-299,999	5.6%	6.7%	6.6%
\$300,000-399,999	5.8%	6.9%	7.3%
\$400,000-499,999	3.4%	3.5%	3.6%
\$500,000+	2.7%	3.1%	4.1%
Average Household Income	\$156,285	\$170,762	\$179,045

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	61	62	60
Percent of Income for Mortgage	39.9%	39.3%	40.9%
Wealth Index	125	142	149

Median Home Value			
2026	\$795,285	\$845,177	\$882,698
2031	\$878,684	\$935,145	\$993,519

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	34,779	91,972	213,885
<\$50,000	1.2%	0.9%	0.7%
\$50,000 - \$99,999	0.3%	0.5%	0.5%
\$100,000 - \$149,999	0.4%	0.3%	0.3%
\$150,000 - \$199,999	0.3%	0.3%	0.2%
\$200,000 - \$249,999	0.6%	0.4%	0.3%
\$250,000 - \$299,999	0.6%	0.5%	0.4%
\$300,000 - \$399,999	1.8%	1.5%	1.5%
\$400,000 - \$499,999	3.9%	3.0%	3.3%
\$500,000 - \$749,999	33.8%	28.6%	25.4%
\$750,000 - \$999,999	39.2%	36.6%	32.5%
\$1,000,000 - \$1,499,999	15.0%	20.2%	22.9%
\$1,500,000 - \$1,999,999	1.7%	4.4%	7.0%
\$2,000,000 +	1.2%	2.6%	4.8%
Average Home Value	\$826,975	\$912,078	\$983,944

Housing Unit Summary			
2010 Total Housing Units	48,423	122,416	310,478
Owner Occupied Housing Units	58.9%	61.7%	60.1%
Renter Occupied Housing Units	36.1%	33.1%	34.0%
Vacant Housing Units	5.0%	5.2%	5.9%
2020 Housing Units	57,223	142,417	345,159
Owner Occupied Housing Units	56.1%	60.0%	58.5%
Renter Occupied Housing Units	40.1%	36.0%	37.3%
Vacant Housing Units	3.8%	4.0%	4.2%
2026 Housing Units	62,071	152,702	368,060
Owner Occupied Housing Units	56.0%	60.2%	58.1%
Renter Occupied Housing Units	40.4%	36.1%	37.6%
Vacant Housing Units	3.6%	3.7%	4.3%
2031 Total Housing Units	65,161	159,808	382,792
Owner Occupied Housing Units	56.1%	60.3%	58.1%
Renter Occupied Housing Units	40.4%	36.0%	37.7%
Vacant Housing Units	3.6%	3.7%	4.2%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	77,624	191,868	446,759
Females	77,873	192,497	447,100

Median Age			
2010	35.8	37.3	37.8
2020	37.1	37.9	38.3
2026	38.6	39.3	39.7
2031	40.3	40.8	41.1

2026 Population by Age			
Total	155,498	384,367	893,861
0 - 4	5.7%	5.8%	5.5%
5 - 9	6.4%	6.5%	6.1%
10 - 14	5.8%	6.3%	6.0%
15 - 24	10.7%	10.7%	10.8%
25 - 34	15.0%	13.5%	14.0%
35 - 44	17.3%	16.8%	16.3%
45 - 54	13.0%	13.6%	13.6%
55 - 64	11.0%	11.1%	11.3%
65 - 74	9.2%	9.6%	9.8%
75 - 84	4.9%	5.3%	5.5%
85 +	1.5%	1.6%	1.8%
18 +	78.9%	78.1%	79.0%

2026 Population 15+ by Marital Status			
Total	127,667	313,337	736,549
Never Married	34.5%	32.1%	32.9%
Married	52.3%	55.0%	53.8%
Widowed	3.8%	3.7%	3.9%
Divorced	9.4%	9.2%	9.4%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	110,969	272,088	640,262
Less than 9th Grade	2.6%	2.0%	1.8%
9th - 12th Grade, No Diploma	3.8%	3.3%	3.0%
High School Graduate	15.1%	14.0%	13.0%
GED/Alternative Credential	2.7%	2.4%	2.3%
Some College, No Degree	16.9%	15.6%	14.9%
Associate Degree	11.6%	10.9%	10.0%
Bachelor's Degree	30.0%	31.7%	32.8%
Graduate/Professional Degree	17.3%	20.1%	22.2%

2020 Population by Race/Ethnicity			
Total	144,214	358,802	842,334
White Alone	55.4%	57.6%	61.7%
Black Alone	5.9%	5.0%	4.6%
American Indian Alone	0.8%	0.8%	0.8%
Asian Alone	19.7%	20.0%	16.6%
Pacific Islander Alone	0.7%	0.6%	0.5%
Some Other Race Alone	6.1%	5.2%	5.0%
Two or More Races	6.1%	5.2%	5.0%
Hispanic Origin	12.5%	11.0%	10.6%
Diversity Index	71.4	68.7	65.6

2026 Population by Race/Ethnicity			
Total	155,496	384,365	893,859
White Alone	48.6%	51.2%	56.3%
Black Alone	6.7%	5.7%	5.2%
American Indian Alone	0.8%	0.8%	0.8%
Asian Alone	25.3%	25.1%	20.7%
Pacific Islander Alone	0.8%	0.6%	0.5%
Some Other Race Alone	6.3%	5.5%	5.2%
Two or More Races	11.4%	11.1%	11.4%
Hispanic Origin	13.1%	11.6%	11.3%
Diversity Index	75.1	72.6	69.8

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	86,562	212,568	499,841
White Collar	67.4%	70.6%	72.3%
Management/Business/Financial	18.5%	20.7%	21.1%
Professional	31.4%	32.8%	34.6%
Sales	7.3%	7.8%	7.5%
Administrative Support	10.2%	9.3%	9.1%
Services	16.4%	14.8%	13.8%

2026 Employed Pop 16+ by Occupation			
Total	86,562	212,568	499,841
Blue Collar	16.1%	14.6%	14.0%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	4.0%	3.6%	3.4%
Installation/Maintenance/Repair	2.9%	2.6%	2.4%
Production	3.4%	3.1%	2.9%
Transportation/Material Moving	5.7%	5.2%	5.2%
White Collar	67.4%	70.6%	72.3%
Management/Business/Financial	18.5%	20.7%	21.1%
Professional	31.4%	32.8%	34.6%
Sales	7.3%	7.8%	7.5%
Administrative Support	10.2%	9.3%	9.1%
Services	16.4%	14.8%	13.8%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	86,562	212,568	499,841
Population 16+ Employed	95.9%	95.8%	95.8%
Population 16+ Unemployment rate	4.1%	4.2%	4.3%
Population 16-24 Employed	10.4%	10.4%	10.4%
Population 16-24 Unemployment rate	8.4%	9.0%	8.9%
Population 25-54 Employed	65.5%	64.4%	64.2%
Population 25-54 Unemployment rate	3.7%	3.7%	3.7%
Population 55-64 Employed	14%	14%	15%
Population 55-64 Unemployment rate	3.6%	3.9%	3.9%
Population 65+ Employed	6%	7%	7%
Population 65+ Unemployment rate	2.4%	2.0%	2.3%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	82,991	203,583	478,583
Agriculture/Mining	0.4%	0.4%	0.3%
Construction	6.9%	6.4%	6.0%
Manufacturing	9.5%	10.2%	9.9%
Wholesale Trade	1.3%	1.4%	1.3%
Retail Trade	12.6%	12.3%	11.6%
Transportation/Utilities	5.1%	4.7%	4.8%
Information	3%	4%	4%
Finance/Insurance/Real Estate	5.5%	6.1%	6.1%
Services	53.2%	52.1%	53.2%
Public Administration	2.9%	2.9%	2.8%

2026 Consumer Spending			
Apparel & Services: Total \$	\$192,333,965	\$513,445,227	\$1,295,345,600
Average Spent	\$3,214.08	\$3,491.57	\$3,676.30
Spending Potential Index	126	137	144
Education: Total \$	\$156,856,253	\$428,064,270	\$1,089,987,091
Average Spent	\$2,621.22	\$2,910.95	\$3,093.48
Spending Potential Index	131	145	154
Entertainment/Recreation: Total \$	\$317,231,445	\$851,745,811	\$2,138,899,249
Average Spent	\$5,301.24	\$5,792.10	\$6,070.38
Spending Potential Index	123	135	141
Food at Home: Total \$	\$575,717,067	\$1,530,258,086	\$3,857,222,570
Average Spent	\$9,620.78	\$10,406.17	\$10,947.13
Spending Potential Index	122	132	139
Food Away from Home: Total \$	\$342,777,483	\$914,721,425	\$2,298,366,386
Average Spent	\$5,728.14	\$6,220.35	\$6,522.96
Spending Potential Index	128	139	146
Health Care: Total \$	\$552,420,101	\$1,477,218,474	\$3,706,560,023
Average Spent	\$9,231.47	\$10,045.48	\$10,519.54
Spending Potential Index	115	125	131
HH Furnishings & Equipment: Total \$	\$211,403,922	\$565,777,421	\$1,416,118,146
Average Spent	\$3,532.76	\$3,847.44	\$4,019.07
Spending Potential Index	124	135	141
Personal Care Products & Services: Total \$	\$86,977,497	\$232,432,692	\$584,223,941
Average Spent	\$1,453.48	\$1,580.60	\$1,658.08
Spending Potential Index	127	139	145

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$2,204,453,549	\$5,868,921,326	\$14,738,064,493
Average Spent	\$36,838.51	\$39,910.25	\$41,827.91
Spending Potential Index	134	145	152
Support Payments/Gifts in Kind: Total \$	\$211,710,862	\$570,249,697	\$1,423,927,298
Average Spent	\$3,537.89	\$3,877.85	\$4,041.23
Spending Potential Index	116	127	133
Travel: Total \$	\$283,808,900	\$769,007,188	\$1,930,137,887
Average Spent	\$4,742.72	\$5,229.46	\$5,477.90
Spending Potential Index	130	143	150
Vehicle Maintenance & Repairs: Total \$	\$90,442,862	\$240,139,935	\$601,060,528
Average Spent	\$1,511.39	\$1,633.02	\$1,705.86
Spending Potential Index	122	132	138

Top Tapestry Segment		
3 mile	5 mile	10 mile
Neighborhood Spirit (H3): This segment is characterized by suburban families on the West Coast with high rents. Learn more about this segment...	Neighborhood Spirit (H3): This segment is characterized by suburban families on the West Coast with high rents. Learn more about this segment...	Urban Chic (H4): This segment is characterized by affluent, educated families in the suburbs of coastal metropolises. 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.