

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	131,654	264,798	792,960
2020 Total Population	148,033	297,639	929,215
2020 Group Quarters	526	896	3,583
2026 Total Population	150,315	306,937	1,009,545
2026 Group Quarters	554	942	3,765
2031 Total Population	155,880	317,939	1,059,979
2026-2031 Annual Rate	0.73%	0.71%	0.98%
2026 Total Daytime Population	149,660	313,828	1,143,819
Workers	76,373	164,989	640,975
Residents	73,287	148,839	502,844

Household Summary	3 mile	5 mile	10 mile
2010 Total Households	52,567	105,613	308,318
2010 Average Household Size	2.50	2.50	2.56
2020 Total Households	60,643	120,604	364,834
2020 Average Household Size	2.43	2.46	2.54
2026 Total Households	63,020	127,257	402,886
2026 Average Household Size	2.38	2.40	2.50
2031 Total Households	66,033	133,044	427,039
2031 Average Household Size	2.35	2.38	2.47
2026-2031 Annual Rate	0.94%	0.89%	1.17%
2026 Families	38,916	78,647	244,821
2026 Average Family Size	2.98	3.01	3.15
2031 Families	40,738	82,205	259,315
2031 Average Family Size	2.95	2.98	3.12
2026-2031 Growth Rate	0.92%	0.89%	1.16%

Median Household Income	3 mile	5 mile	10 mile
2026	\$102,501	\$97,472	\$83,116
2031	\$121,024	\$113,514	\$98,222

Per Capita Income	3 mile	5 mile	10 mile
2026	\$59,316	\$55,088	\$46,544
2031	\$67,107	\$62,410	\$53,396

2026 Households by Income			
Household Income Base	63,018	127,258	402,886
<\$10,000	3.7%	4.0%	5.1%
\$10,000-14,999	1.2%	1.3%	2.2%
\$15,000-19,999	1.8%	1.8%	2.7%
\$20,000-24,999	1.7%	1.9%	2.8%
\$25,000-29,999	1.5%	1.6%	2.6%
\$30,000-34,999	2.9%	2.9%	3.5%
\$35,000-39,999	2.6%	2.5%	3.2%
\$40,000-44,999	3.3%	3.8%	3.9%
\$45,000-49,999	2.9%	3.1%	3.2%
\$50,000-59,999	5.6%	5.6%	6.1%
\$60,000-74,999	8.6%	9.4%	9.6%
\$75000-99999	12.9%	13.1%	12.9%
\$100,000-124,999	10.5%	11.0%	10.3%
\$125,000-149,999	8.7%	8.7%	7.6%
\$150000-199999	13.6%	12.8%	10.9%
\$200,000-249,999	7.0%	6.6%	5.5%
\$250,000-299,999	4.0%	3.2%	2.5%
\$300,000-399,999	2.9%	2.5%	1.9%
\$400,000-499,999	1.5%	1.2%	1.1%
\$500,000+	3.2%	2.8%	2.3%
Average Household Income	\$141,679	\$133,028	\$116,519

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	88	85	76
Percent of Income for Mortgage	28.3%	29.4%	32.9%
Wealth Index	116	109	92

Median Home Value			
2026	\$492,959	\$487,292	\$464,541
2031	\$588,743	\$577,994	\$556,482

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	36,390	72,798	217,421
<\$50,000	0.6%	0.7%	2.9%
\$50,000 - \$99,999	0.2%	0.2%	0.8%
\$100,000 - \$149,999	0.1%	0.3%	1.1%
\$150,000 - \$199,999	0.2%	0.4%	1.8%
\$200,000 - \$249,999	1.2%	1.4%	2.9%
\$250,000 - \$299,999	2.0%	2.5%	3.9%
\$300,000 - \$399,999	16.1%	17.5%	19.9%
\$400,000 - \$499,999	31.9%	31.1%	25.9%
\$500,000 - \$749,999	34.1%	32.6%	28.5%
\$750,000 - \$999,999	8.4%	8.3%	7.5%
\$1,000,000 - \$1,499,999	2.8%	3.1%	2.8%
\$1,500,000 - \$1,999,999	1.0%	0.9%	0.8%
\$2,000,000 +	1.4%	1.1%	1.2%
Average Home Value	\$580,428	\$568,987	\$529,353

Housing Unit Summary			
2010 Total Housing Units	58,143	117,883	368,283
Owner Occupied Housing Units	56.5%	54.5%	45.1%
Renter Occupied Housing Units	33.9%	35.1%	38.6%
Vacant Housing Units	9.6%	10.4%	16.3%
2020 Housing Units	65,225	129,462	402,152
Owner Occupied Housing Units	52.3%	52.5%	46.6%
Renter Occupied Housing Units	40.7%	40.7%	44.1%
Vacant Housing Units	7.1%	7.0%	9.3%
2026 Housing Units	67,469	136,252	442,266
Owner Occupied Housing Units	53.9%	53.4%	49.2%
Renter Occupied Housing Units	39.5%	40.0%	41.9%
Vacant Housing Units	6.6%	6.6%	8.9%
2031 Total Housing Units	71,066	142,938	467,653
Owner Occupied Housing Units	54.1%	53.6%	49.5%
Renter Occupied Housing Units	38.8%	39.4%	41.8%
Vacant Housing Units	7.1%	6.9%	8.7%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	73,813	151,798	508,062
Females	76,502	155,139	501,483

Median Age			
2010	38.8	37.9	36.4
2020	41.7	41.1	38.9
2026	42.8	42.2	40.1
2031	43.8	43.4	41.2

2026 Population by Age			
Total	150,314	306,939	1,009,547
0 - 4	4.4%	4.5%	5.3%
5 - 9	4.8%	4.8%	5.5%
10 - 14	5.4%	5.3%	5.7%
15 - 24	11.4%	11.5%	12.0%
25 - 34	13.5%	13.9%	14.0%
35 - 44	13.6%	14.1%	14.5%
45 - 54	13.2%	13.3%	13.2%
55 - 64	13.0%	12.6%	11.9%
65 - 74	10.8%	10.8%	10.2%
75 - 84	7.5%	7.4%	6.2%
85 +	2.2%	1.9%	1.5%
18 +	82.0%	82.1%	79.9%

2026 Population 15+ by Marital Status			
Total	128,467	262,154	842,499
Never Married	30.9%	33.0%	37.1%
Married	51.2%	49.7%	45.7%
Widowed	5.5%	5.0%	4.6%
Divorced	12.4%	12.2%	12.6%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	111,270	226,996	720,903
Less than 9th Grade	1.8%	2.1%	4.3%
9th - 12th Grade, No Diploma	3.5%	3.9%	6.5%
High School Graduate	19.9%	21.7%	24.8%
GED/Alternative Credential	3.1%	4.0%	4.7%
Some College, No Degree	21.4%	20.4%	19.2%
Associate Degree	10.2%	10.3%	10.0%
Bachelor's Degree	24.7%	24.0%	20.5%
Graduate/Professional Degree	15.3%	13.6%	10.1%

2020 Population by Race/Ethnicity			
Total	148,033	297,639	929,215
White Alone	60.7%	57.1%	46.8%
Black Alone	6.8%	7.5%	10.8%
American Indian Alone	0.7%	0.8%	1.0%
Asian Alone	10.9%	11.9%	12.2%
Pacific Islander Alone	1.0%	1.2%	1.1%
Some Other Race Alone	6.2%	7.5%	13.4%
Two or More Races	6.2%	7.5%	13.4%
Hispanic Origin	18.2%	20.3%	28.6%
Diversity Index	71.4	74.9	83.1

2026 Population by Race/Ethnicity			
Total	150,316	306,938	1,009,545
White Alone	56.4%	52.6%	43.0%
Black Alone	7.4%	8.2%	11.3%
American Indian Alone	0.8%	0.8%	1.0%
Asian Alone	12.1%	13.2%	13.7%
Pacific Islander Alone	1.1%	1.3%	1.1%
Some Other Race Alone	7.1%	8.4%	14.3%
Two or More Races	15.1%	15.5%	15.7%
Hispanic Origin	20.5%	22.6%	30.5%
Diversity Index	75.3	78.4	84.9

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	82,541	169,426	545,478
White Collar	65.3%	63.0%	54.1%
Management/Business/Financial	18.4%	17.4%	14.1%
Professional	25.0%	23.0%	18.7%
Sales	10.1%	9.6%	9.0%
Administrative Support	11.9%	13.1%	12.3%
Services	20.6%	21.7%	27.6%

2026 Employed Pop 16+ by Occupation			
Total	82,541	169,426	545,478
Blue Collar	14.1%	15.3%	18.3%
Farming/Forestry/Fishing	0.2%	0.1%	0.2%
Construction/Extraction	2.6%	3.0%	4.2%
Installation/Maintenance/Repair	2.1%	2.4%	2.4%
Production	2.8%	2.6%	2.9%
Transportation/Material Moving	6.5%	7.2%	8.7%
White Collar	65.3%	63.0%	54.1%
Management/Business/Financial	18.4%	17.4%	14.1%
Professional	25.0%	23.0%	18.7%
Sales	10.1%	9.6%	9.0%
Administrative Support	11.9%	13.1%	12.3%
Services	20.6%	21.7%	27.6%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	82,541	169,426	545,478
Population 16+ Employed	94.7%	94.6%	94.3%
Population 16+ Unemployment rate	5.3%	5.4%	5.7%
Population 16-24 Employed	11.1%	11.3%	11.9%
Population 16-24 Unemployment rate	10.1%	10.1%	10.0%
Population 25-54 Employed	59.6%	60.4%	61.3%
Population 25-54 Unemployment rate	4.4%	4.6%	4.9%
Population 55-64 Employed	16%	16%	15%
Population 55-64 Unemployment rate	5.5%	5.5%	5.5%
Population 65+ Employed	8%	7%	7%
Population 65+ Unemployment rate	4.5%	4.6%	4.9%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	78,138	160,226	514,437
Agriculture/Mining	0.4%	0.3%	0.4%
Construction	5.0%	5.5%	6.6%
Manufacturing	4.6%	4.4%	4.0%
Wholesale Trade	1.9%	1.8%	1.6%
Retail Trade	9.4%	9.4%	10.2%
Transportation/Utilities	7.5%	7.8%	8.6%
Information	2%	2%	1%
Finance/Insurance/Real Estate	6.9%	7.2%	5.8%
Services	59.1%	58.1%	58.1%
Public Administration	3.8%	3.5%	3.3%

2026 Consumer Spending			
Apparel & Services: Total \$	\$184,687,322	\$352,184,628	\$998,492,351
Average Spent	\$2,930.61	\$2,767.51	\$2,478.35
Spending Potential Index	115	108	97
Education: Total \$	\$149,381,876	\$279,171,383	\$752,046,538
Average Spent	\$2,370.39	\$2,193.76	\$1,866.65
Spending Potential Index	118	109	93
Entertainment/Recreation: Total \$	\$309,937,081	\$587,474,743	\$1,622,344,278
Average Spent	\$4,918.07	\$4,616.44	\$4,026.81
Spending Potential Index	114	107	94
Food at Home: Total \$	\$556,453,326	\$1,062,359,596	\$3,023,857,452
Average Spent	\$8,829.79	\$8,348.14	\$7,505.49
Spending Potential Index	112	106	95
Food Away from Home: Total \$	\$322,872,428	\$615,154,577	\$1,738,631,149
Average Spent	\$5,123.33	\$4,833.95	\$4,315.44
Spending Potential Index	115	108	97
Health Care: Total \$	\$560,871,073	\$1,068,935,218	\$2,986,836,766
Average Spent	\$8,899.89	\$8,399.81	\$7,413.60
Spending Potential Index	111	105	92
HH Furnishings & Equipment: Total \$	\$206,251,885	\$392,057,358	\$1,087,273,360
Average Spent	\$3,272.80	\$3,080.83	\$2,698.71
Spending Potential Index	115	108	95
Personal Care Products & Services: Total \$	\$84,006,227	\$160,159,163	\$447,682,782
Average Spent	\$1,333.01	\$1,258.55	\$1,111.19
Spending Potential Index	117	110	97

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$2,028,370,257	\$3,862,912,565	\$10,823,724,659
Average Spent	\$32,186.14	\$30,355.21	\$26,865.48
Spending Potential Index	117	110	97
Support Payments/Gifts in Kind: Total \$	\$225,345,390	\$430,137,391	\$1,168,982,605
Average Spent	\$3,575.78	\$3,380.07	\$2,901.52
Spending Potential Index	117	111	95
Travel: Total \$	\$269,937,654	\$507,988,601	\$1,368,833,338
Average Spent	\$4,283.36	\$3,991.83	\$3,397.57
Spending Potential Index	117	109	93
Vehicle Maintenance & Repairs: Total \$	\$88,704,420	\$169,335,794	\$475,949,102
Average Spent	\$1,407.56	\$1,330.66	\$1,181.35
Spending Potential Index	114	107	95

Top Tapestry Segment		
3 mile	5 mile	10 mile
Modern Minds (D3): This segment is characterized by urban, educated, affluent households with commutes. Learn more about this segment...	Modern Minds (D3): This segment is characterized by urban, educated, affluent households with commutes. 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.