

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	33,861	68,058	260,726
2020 Total Population	50,122	98,898	354,480
2020 Group Quarters	3,309	3,994	5,035
2026 Total Population	74,216	134,065	459,960
2026 Group Quarters	3,723	4,488	5,666
2031 Total Population	85,806	150,483	509,407
2026-2031 Annual Rate	2.94%	2.34%	2.06%
2026 Total Daytime Population	49,949	108,068	357,715
Workers	14,704	40,366	130,052
Residents	35,245	67,702	227,663

Household Summary			
2010 Total Households	9,822	21,620	82,020
2010 Average Household Size	3.07	2.97	3.12
2020 Total Households	15,170	32,124	111,105
2020 Average Household Size	3.09	2.95	3.15
2026 Total Households	23,070	44,750	147,203
2026 Average Household Size	3.06	2.90	3.09
2031 Total Households	27,092	50,728	164,712
2031 Average Household Size	3.03	2.88	3.06
2026-2031 Annual Rate	3.27%	2.54%	2.27%
2026 Families	17,843	33,641	114,630
2026 Average Family Size	3.46	3.33	3.44
2031 Families	20,900	38,150	127,994
2031 Average Family Size	3.42	3.30	3.40
2026-2031 Growth Rate	3.21%	2.55%	2.23%

Median Household Income			
2026	\$108,836	\$107,939	\$109,841
2031	\$128,310	\$128,686	\$127,888

Per Capita Income	3 mile	5 mile	10 mile
2026	\$40,232	\$43,735	\$42,123
2031	\$47,465	\$51,158	\$48,951

2026 Households by Income			
Household Income Base	23,069	44,748	147,202
<\$10,000	2.2%	2.4%	2.5%
\$10,000-14,999	0.4%	0.8%	1.0%
\$15,000-19,999	1.0%	1.1%	0.9%
\$20,000-24,999	2.0%	1.8%	1.6%
\$25,000-29,999	1.6%	1.7%	1.5%
\$30,000-34,999	1.6%	2.0%	1.7%
\$35,000-39,999	2.0%	1.9%	1.8%
\$40,000-44,999	2.5%	2.7%	2.4%
\$45,000-49,999	3.1%	2.7%	2.4%
\$50,000-59,999	5.6%	6.1%	5.5%
\$60,000-74,999	7.9%	8.6%	8.4%
\$75000-99999	14.4%	13.8%	14.0%
\$100,000-124,999	13.8%	12.2%	13.6%
\$125,000-149,999	11.0%	10.3%	10.4%
\$150000-199999	14.7%	14.1%	15.2%
\$200,000-249,999	8.4%	9.1%	9.0%
\$250,000-299,999	3.9%	4.3%	3.6%
\$300,000-399,999	2.4%	2.7%	2.2%
\$400,000-499,999	0.5%	0.5%	0.6%
\$500,000+	1.2%	1.4%	1.6%
Average Household Income	\$128,957	\$130,511	\$131,295

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	100	95	100
Percent of Income for Mortgage	25.1%	26.6%	25.2%
Wealth Index	102	106	104

Median Home Value			
2026	\$464,733	\$488,507	\$471,123
2031	\$595,787	\$606,292	\$587,028

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	16,074	31,345	107,464
<\$50,000	0.8%	1.2%	1.6%
\$50,000 - \$99,999	0.4%	0.5%	0.5%
\$100,000 - \$149,999	0.2%	0.6%	0.5%
\$150,000 - \$199,999	0.5%	1.1%	1.1%
\$200,000 - \$249,999	1.8%	2.1%	2.9%
\$250,000 - \$299,999	3.7%	3.4%	4.3%
\$300,000 - \$399,999	23.9%	18.5%	20.0%
\$400,000 - \$499,999	28.7%	25.7%	26.9%
\$500,000 - \$749,999	27.7%	35.4%	30.9%
\$750,000 - \$999,999	10.4%	9.6%	8.6%
\$1,000,000 - \$1,499,999	1.3%	1.4%	1.8%
\$1,500,000 - \$1,999,999	0.3%	0.3%	0.4%
\$2,000,000 +	0.1%	0.4%	0.6%
Average Home Value	\$517,552	\$533,184	\$522,623

Housing Unit Summary			
2010 Total Housing Units	11,351	25,376	96,211
Owner Occupied Housing Units	65.4%	61.4%	59.2%
Renter Occupied Housing Units	21.1%	23.8%	26.1%
Vacant Housing Units	13.5%	14.8%	14.7%
2020 Housing Units	16,567	35,599	120,471
Owner Occupied Housing Units	70.1%	66.0%	66.6%
Renter Occupied Housing Units	21.4%	24.2%	25.6%
Vacant Housing Units	8.8%	9.5%	7.8%
2026 Housing Units	26,135	50,283	162,813
Owner Occupied Housing Units	61.5%	62.3%	66.0%
Renter Occupied Housing Units	26.8%	26.7%	24.4%
Vacant Housing Units	11.7%	11.0%	9.6%
2031 Total Housing Units	29,668	56,206	178,315
Owner Occupied Housing Units	59.9%	62.0%	66.0%
Renter Occupied Housing Units	31.4%	28.3%	26.4%
Vacant Housing Units	8.7%	9.7%	7.6%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	35,325	64,887	227,023
Females	38,891	69,178	232,937

Median Age			
2010	30.4	33.0	30.5
2020	34.9	36.3	34.0
2026	35.6	36.8	35.4
2031	36.4	37.6	36.5

2026 Population by Age			
Total	74,217	134,065	459,960
0 - 4	6.3%	6.2%	6.5%
5 - 9	6.6%	6.4%	6.7%
10 - 14	7.1%	6.8%	7.2%
15 - 24	12.9%	12.8%	14.2%
25 - 34	16.1%	15.2%	14.9%
35 - 44	15.7%	14.1%	13.8%
45 - 54	13.1%	12.4%	12.5%
55 - 64	9.5%	9.8%	10.3%
65 - 74	7.8%	9.3%	8.5%
75 - 84	4.5%	6.0%	4.7%
85 +	0.9%	1.3%	1.0%
18 +	75.8%	76.4%	75.2%

2026 Population 15+ by Marital Status			
Total	59,363	108,074	366,331
Never Married	31.7%	31.8%	33.8%
Married	53.8%	53.6%	53.3%
Widowed	4.8%	5.8%	4.3%
Divorced	9.7%	8.8%	8.6%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	49,756	90,876	301,172
Less than 9th Grade	1.7%	2.4%	3.9%
9th - 12th Grade, No Diploma	3.4%	4.5%	5.6%
High School Graduate	20.4%	20.8%	23.1%
GED/Alternative Credential	4.2%	3.6%	3.8%
Some College, No Degree	23.0%	20.8%	20.2%
Associate Degree	15.3%	14.9%	13.7%
Bachelor's Degree	21.0%	21.1%	19.0%
Graduate/Professional Degree	10.9%	12.0%	10.8%

2020 Population by Race/Ethnicity			
Total	50,122	98,898	354,480
White Alone	51.6%	53.0%	49.5%
Black Alone	8.8%	7.6%	8.2%
American Indian Alone	1.9%	1.7%	1.7%
Asian Alone	3.6%	3.5%	3.5%
Pacific Islander Alone	0.4%	0.3%	0.3%
Some Other Race Alone	16.8%	17.4%	18.6%
Two or More Races	16.8%	17.4%	18.6%
Hispanic Origin	39.2%	40.2%	43.6%
Diversity Index	82.6	82.1	83.7

2026 Population by Race/Ethnicity			
Total	74,216	134,065	459,960
White Alone	48.2%	50.4%	47.4%
Black Alone	8.8%	8.0%	8.3%
American Indian Alone	1.9%	1.6%	1.7%
Asian Alone	4.0%	4.1%	3.8%
Pacific Islander Alone	0.4%	0.3%	0.3%
Some Other Race Alone	18.6%	18.2%	19.6%
Two or More Races	18.1%	17.4%	18.8%
Hispanic Origin	42.4%	41.6%	44.9%
Diversity Index	84.2	83.3	84.5

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	37,321	66,137	238,662
White Collar	62.5%	63.4%	59.8%
Management/Business/Financial	18.9%	19.8%	18.0%
Professional	20.3%	21.7%	19.6%
Sales	9.7%	9.8%	9.6%
Administrative Support	13.7%	12.2%	12.5%
Services	17.3%	16.3%	16.7%

2026 Employed Pop 16+ by Occupation			
Total	37,321	66,137	238,662
Blue Collar	20.2%	20.3%	23.6%
Farming/Forestry/Fishing	0.2%	0.2%	0.3%
Construction/Extraction	4.0%	4.0%	5.5%
Installation/Maintenance/Repair	3.0%	3.5%	3.8%
Production	2.4%	2.1%	3.9%
Transportation/Material Moving	10.6%	10.5%	10.2%
White Collar	62.5%	63.4%	59.8%
Management/Business/Financial	18.9%	19.8%	18.0%
Professional	20.3%	21.7%	19.6%
Sales	9.7%	9.8%	9.6%
Administrative Support	13.7%	12.2%	12.5%
Services	17.3%	16.3%	16.7%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	37,321	66,137	238,662
Population 16+ Employed	95.5%	95.5%	96.1%
Population 16+ Unemployment rate	4.5%	4.5%	3.9%
Population 16-24 Employed	13.9%	14.2%	15.3%
Population 16-24 Unemployment rate	7.7%	7.1%	6.5%
Population 25-54 Employed	64.1%	62.8%	61.9%
Population 25-54 Unemployment rate	3.5%	3.8%	3.4%
Population 55-64 Employed	13%	14%	14%
Population 55-64 Unemployment rate	4.1%	3.8%	3.3%
Population 65+ Employed	5%	5%	5%
Population 65+ Unemployment rate	9.5%	6.5%	3.9%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	35,643	63,182	229,357
Agriculture/Mining	0.6%	0.5%	0.7%
Construction	7.6%	7.5%	9.5%
Manufacturing	5.6%	5.4%	7.1%
Wholesale Trade	1.2%	1.6%	1.8%
Retail Trade	13.4%	12.2%	12.4%
Transportation/Utilities	11.1%	10.8%	10.3%
Information	1%	1%	1%
Finance/Insurance/Real Estate	10.1%	9.3%	9.0%
Services	44.9%	47.1%	43.5%
Public Administration	4.1%	4.1%	4.6%

2026 Consumer Spending			
Apparel & Services: Total \$	\$62,406,425	\$122,242,914	\$404,790,778
Average Spent	\$2,705.09	\$2,731.69	\$2,749.88
Spending Potential Index	106	107	108
Education: Total \$	\$43,830,841	\$87,262,399	\$294,686,477
Average Spent	\$1,899.91	\$1,950.00	\$2,001.91
Spending Potential Index	95	97	100
Entertainment/Recreation: Total \$	\$101,980,524	\$201,271,376	\$665,255,947
Average Spent	\$4,420.48	\$4,497.68	\$4,519.31
Spending Potential Index	103	105	105
Food at Home: Total \$	\$184,134,289	\$362,709,621	\$1,205,318,180
Average Spent	\$7,981.55	\$8,105.24	\$8,188.14
Spending Potential Index	101	103	104
Food Away from Home: Total \$	\$111,108,636	\$216,457,466	\$717,955,033
Average Spent	\$4,816.15	\$4,837.04	\$4,877.31
Spending Potential Index	108	108	109
Health Care: Total \$	\$194,721,336	\$381,734,934	\$1,255,336,944
Average Spent	\$8,440.46	\$8,530.39	\$8,527.93
Spending Potential Index	105	106	106
HH Furnishings & Equipment: Total \$	\$69,621,466	\$136,916,578	\$451,368,328
Average Spent	\$3,017.84	\$3,059.59	\$3,066.30
Spending Potential Index	106	108	108
Personal Care Products & Services: Total \$	\$28,330,226	\$55,779,318	\$183,591,038
Average Spent	\$1,228.01	\$1,246.47	\$1,247.20
Spending Potential Index	108	109	109

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$649,823,247	\$1,294,170,043	\$4,281,200,829
Average Spent	\$28,167.46	\$28,920.00	\$29,083.65
Spending Potential Index	102	105	105
Support Payments/Gifts in Kind: Total \$	\$79,388,154	\$156,387,856	\$504,571,170
Average Spent	\$3,441.19	\$3,494.70	\$3,427.72
Spending Potential Index	113	115	113
Travel: Total \$	\$86,005,523	\$171,341,088	\$564,021,016
Average Spent	\$3,728.02	\$3,828.85	\$3,831.59
Spending Potential Index	102	105	105
Vehicle Maintenance & Repairs: Total \$	\$29,670,727	\$58,392,748	\$193,272,637
Average Spent	\$1,286.12	\$1,304.87	\$1,312.97
Spending Potential Index	104	105	106

Top Tapestry Segment		
3 mile	5 mile	10 mile
Up and Coming Families (G2): This segment is characterized by Southern suburbanites with diverse family structures, education, and employment. Learn more about this segment...	Up and Coming Families (G2): This segment is characterized by Southern suburbanites with diverse family structures, education, and employment. Learn more about this segment...	Up and Coming Families (G2): This segment is characterized by Southern suburbanites with diverse family structures, education, and employment. 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.