

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	49,324	169,905	548,602
2020 Total Population	58,242	191,366	604,758
2020 Group Quarters	491	1,853	5,093
2026 Total Population	64,902	203,836	628,421
2026 Group Quarters	586	2,102	5,726
2031 Total Population	69,724	214,904	650,536
2026-2031 Annual Rate	1.44%	1.06%	0.69%
2026 Total Daytime Population	72,118	222,786	728,875
Workers	43,980	130,454	435,815
Residents	28,138	92,332	293,060

Household Summary			
2010 Total Households	20,172	69,115	227,705
2010 Average Household Size	2.42	2.44	2.39
2020 Total Households	23,627	79,138	253,823
2020 Average Household Size	2.44	2.39	2.36
2026 Total Households	26,973	87,203	271,127
2026 Average Household Size	2.38	2.31	2.30
2031 Total Households	29,493	93,832	285,025
2031 Average Household Size	2.34	2.27	2.26
2026-2031 Annual Rate	1.80%	1.48%	1.00%
2026 Families	17,101	53,194	164,228
2026 Average Family Size	2.99	2.93	2.90
2031 Families	18,548	56,750	171,755
2031 Average Family Size	2.93	2.86	2.84
2026-2031 Growth Rate	1.64%	1.30%	0.90%

Median Household Income			
2026	\$134,076	\$115,821	\$108,315
2031	\$159,441	\$136,425	\$126,931

Per Capita Income	3 mile	5 mile	10 mile
2026	\$80,086	\$72,068	\$70,492
2031	\$92,595	\$84,553	\$82,035

2026 Households by Income			
Household Income Base	26,973	87,203	271,126
<\$10,000	2.3%	3.0%	3.4%
\$10,000-14,999	0.9%	1.1%	1.5%
\$15,000-19,999	0.9%	1.0%	1.5%
\$20,000-24,999	1.7%	1.8%	2.1%
\$25,000-29,999	1.2%	1.8%	2.2%
\$30,000-34,999	1.1%	1.7%	2.1%
\$35,000-39,999	1.4%	1.9%	2.2%
\$40,000-44,999	2.0%	2.5%	2.8%
\$45,000-49,999	2.0%	2.5%	2.8%
\$50,000-59,999	4.3%	5.2%	5.2%
\$60,000-74,999	6.6%	7.5%	7.9%
\$75000-99999	10.3%	11.9%	11.9%
\$100,000-124,999	11.9%	11.9%	11.2%
\$125,000-149,999	8.4%	8.2%	7.5%
\$150000-199999	13.5%	12.9%	11.7%
\$200,000-249,999	10.6%	8.0%	7.9%
\$250,000-299,999	7.3%	5.5%	5.2%
\$300,000-399,999	4.6%	3.6%	3.7%
\$400,000-499,999	2.3%	1.8%	1.6%
\$500,000+	6.8%	6.2%	5.7%
Average Household Income	\$191,064	\$169,128	\$163,383

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	89	82	76
Percent of Income for Mortgage	28.2%	30.5%	33.0%
Wealth Index	163	144	146

Median Home Value			
2026	\$643,468	\$601,501	\$606,904
2031	\$712,948	\$673,680	\$689,998

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	18,420	55,535	176,838
<\$50,000	0.7%	1.8%	1.9%
\$50,000 - \$99,999	0.3%	0.9%	0.8%
\$100,000 - \$149,999	0.3%	1.0%	0.7%
\$150,000 - \$199,999	0.2%	0.8%	1.2%
\$200,000 - \$249,999	1.1%	2.0%	2.1%
\$250,000 - \$299,999	1.4%	2.2%	2.8%
\$300,000 - \$399,999	10.2%	9.9%	12.5%
\$400,000 - \$499,999	14.8%	16.8%	15.7%
\$500,000 - \$749,999	36.5%	36.2%	28.9%
\$750,000 - \$999,999	24.4%	18.5%	17.2%
\$1,000,000 - \$1,499,999	8.4%	6.2%	8.6%
\$1,500,000 - \$1,999,999	0.9%	1.9%	3.5%
\$2,000,000 +	0.8%	1.9%	4.2%
Average Home Value	\$689,564	\$665,810	\$724,650

Housing Unit Summary			
2010 Total Housing Units	22,439	78,578	261,626
Owner Occupied Housing Units	61.1%	59.1%	58.0%
Renter Occupied Housing Units	28.8%	28.8%	29.0%
Vacant Housing Units	10.1%	12.0%	13.0%
2020 Housing Units	26,316	88,011	283,173
Owner Occupied Housing Units	59.5%	56.9%	57.4%
Renter Occupied Housing Units	30.3%	33.0%	32.2%
Vacant Housing Units	9.8%	10.1%	10.4%
2026 Housing Units	29,956	97,188	301,499
Owner Occupied Housing Units	61.5%	57.1%	58.7%
Renter Occupied Housing Units	28.5%	32.6%	31.3%
Vacant Housing Units	10.0%	10.3%	10.1%
2031 Total Housing Units	32,841	104,389	319,058
Owner Occupied Housing Units	59.4%	56.3%	58.7%
Renter Occupied Housing Units	30.4%	33.6%	30.6%
Vacant Housing Units	10.2%	10.1%	10.7%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	32,083	100,599	310,078
Females	32,819	103,237	318,343

Median Age			
2010	37.4	37.8	39.5
2020	40.0	40.6	42.2
2026	40.9	41.9	43.1
2031	42.2	43.2	44.3

2026 Population by Age			
Total	64,901	203,835	628,422
0 - 4	5.2%	4.9%	4.8%
5 - 9	6.2%	5.6%	5.3%
10 - 14	6.3%	5.8%	5.5%
15 - 24	10.4%	11.1%	11.0%
25 - 34	12.9%	12.7%	12.7%
35 - 44	15.4%	14.3%	13.3%
45 - 54	13.5%	12.7%	12.0%
55 - 64	12.2%	12.8%	13.1%
65 - 74	9.8%	10.6%	11.7%
75 - 84	6.3%	6.9%	7.8%
85 +	2.1%	2.4%	2.4%
18 +	79.0%	80.2%	81.1%

2026 Population 15+ by Marital Status			
Total	53,450	170,481	530,761
Never Married	30.1%	31.5%	31.4%
Married	55.2%	52.3%	51.9%
Widowed	4.2%	4.8%	5.0%
Divorced	10.6%	11.4%	11.8%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	46,712	147,846	461,450
Less than 9th Grade	1.1%	1.9%	1.9%
9th - 12th Grade, No Diploma	1.9%	3.2%	3.3%
High School Graduate	11.0%	13.2%	14.3%
GED/Alternative Credential	2.0%	2.2%	2.5%
Some College, No Degree	14.8%	16.8%	17.4%
Associate Degree	7.3%	8.8%	8.7%
Bachelor's Degree	36.2%	32.3%	31.2%
Graduate/Professional Degree	25.6%	21.6%	20.6%

2020 Population by Race/Ethnicity			
Total	58,242	191,366	604,758
White Alone	73.0%	71.6%	72.4%
Black Alone	2.2%	2.6%	3.3%
American Indian Alone	0.5%	0.9%	1.2%
Asian Alone	12.2%	7.2%	5.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.2%	7.2%	7.1%
Two or More Races	3.2%	7.2%	7.1%
Hispanic Origin	10.3%	16.9%	17.0%
Diversity Index	54.6	61.6	60.9

2026 Population by Race/Ethnicity			
Total	64,903	203,836	628,421
White Alone	69.2%	68.8%	69.9%
Black Alone	2.4%	2.8%	3.5%
American Indian Alone	0.6%	0.9%	1.2%
Asian Alone	15.0%	9.0%	6.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.5%	7.5%	7.5%
Two or More Races	9.3%	10.8%	10.8%
Hispanic Origin	10.8%	17.4%	17.8%
Diversity Index	58.7	64.4	63.8

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	38,496	117,372	355,206
White Collar	78.9%	73.8%	72.8%
Management/Business/Financial	28.3%	25.3%	25.1%
Professional	30.6%	27.4%	26.4%
Sales	10.7%	11.1%	10.8%
Administrative Support	9.3%	10.1%	10.5%
Services	13.2%	14.6%	14.3%

2026 Employed Pop 16+ by Occupation			
Total	38,496	117,372	355,206
Blue Collar	8.0%	11.6%	12.8%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.4%	2.9%	3.2%
Installation/Maintenance/Repair	1.2%	2.0%	2.0%
Production	1.2%	1.8%	2.4%
Transportation/Material Moving	4.2%	4.8%	5.1%
White Collar	78.9%	73.8%	72.8%
Management/Business/Financial	28.3%	25.3%	25.1%
Professional	30.6%	27.4%	26.4%
Sales	10.7%	11.1%	10.8%
Administrative Support	9.3%	10.1%	10.5%
Services	13.2%	14.6%	14.3%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	38,496	117,372	355,206
Population 16+ Employed	96.6%	96.3%	95.7%
Population 16+ Unemployment rate	3.4%	3.7%	4.3%
Population 16-24 Employed	11.0%	11.7%	11.9%
Population 16-24 Unemployment rate	7.6%	7.5%	8.1%
Population 25-54 Employed	60.4%	58.5%	57.0%
Population 25-54 Unemployment rate	2.8%	3.3%	3.9%
Population 55-64 Employed	16%	17%	17%
Population 55-64 Unemployment rate	3.3%	3.5%	3.8%
Population 65+ Employed	9%	9%	10%
Population 65+ Unemployment rate	2.5%	2.0%	2.2%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	37,170	112,992	340,064
Agriculture/Mining	0.2%	0.3%	0.3%
Construction	4.8%	6.3%	6.8%
Manufacturing	4.8%	5.7%	6.4%
Wholesale Trade	1.8%	2.0%	2.1%
Retail Trade	10.6%	11.3%	11.1%
Transportation/Utilities	4.4%	4.7%	4.6%
Information	2%	2%	2%
Finance/Insurance/Real Estate	13.6%	12.2%	12.5%
Services	55.9%	54.0%	52.3%
Public Administration	1.8%	1.9%	2.3%

2026 Consumer Spending			
Apparel & Services: Total \$	\$105,344,004	\$303,392,296	\$911,519,176
Average Spent	\$3,905.54	\$3,479.15	\$3,361.96
Spending Potential Index	153	136	132
Education: Total \$	\$90,100,665	\$250,323,097	\$746,003,213
Average Spent	\$3,340.40	\$2,870.58	\$2,751.49
Spending Potential Index	167	143	137
Entertainment/Recreation: Total \$	\$178,224,057	\$510,549,431	\$1,538,221,694
Average Spent	\$6,607.50	\$5,854.72	\$5,673.44
Spending Potential Index	154	136	132
Food at Home: Total \$	\$315,582,538	\$918,188,333	\$2,777,256,089
Average Spent	\$11,699.94	\$10,529.32	\$10,243.38
Spending Potential Index	148	134	130
Food Away from Home: Total \$	\$185,215,315	\$532,294,697	\$1,596,245,347
Average Spent	\$6,866.69	\$6,104.09	\$5,887.45
Spending Potential Index	154	137	132
Health Care: Total \$	\$317,758,000	\$923,375,900	\$2,810,788,172
Average Spent	\$11,780.60	\$10,588.81	\$10,367.05
Spending Potential Index	147	132	129
HH Furnishings & Equipment: Total \$	\$117,931,764	\$339,440,936	\$1,023,766,602
Average Spent	\$4,372.22	\$3,892.54	\$3,775.97
Spending Potential Index	154	137	133
Personal Care Products & Services: Total \$	\$47,859,702	\$138,233,557	\$416,280,886
Average Spent	\$1,774.36	\$1,585.19	\$1,535.37
Spending Potential Index	156	139	135

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$1,157,772,444	\$3,358,773,148	\$10,099,277,354
Average Spent	\$42,923.38	\$38,516.72	\$37,249.25
Spending Potential Index	156	140	135
Support Payments/Gifts in Kind: Total \$	\$126,444,192	\$366,503,574	\$1,116,906,914
Average Spent	\$4,687.81	\$4,202.88	\$4,119.50
Spending Potential Index	154	138	135
Travel: Total \$	\$157,753,400	\$447,988,868	\$1,342,609,095
Average Spent	\$5,848.57	\$5,137.31	\$4,951.96
Spending Potential Index	160	141	135
Vehicle Maintenance & Repairs: Total \$	\$49,925,875	\$145,566,454	\$441,138,631
Average Spent	\$1,850.96	\$1,669.28	\$1,627.06
Spending Potential Index	149	135	131

Top Tapestry Segment		
3 mile	5 mile	10 mile
Top Tier (L3): This segment is characterized by highly educated professionals in affluent suburbs. 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...	Burbs and Beyond (K8): This segment is characterized by affluent, aging population in the scenic West. 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.