

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	96,751	215,906	619,696
2020 Total Population	108,135	243,579	696,886
2020 Group Quarters	1,598	2,920	11,335
2026 Total Population	107,985	249,149	733,719
2026 Group Quarters	1,612	2,975	12,016
2031 Total Population	112,292	259,213	758,779
2026-2031 Annual Rate	0.79%	0.80%	0.67%
2026 Total Daytime Population	136,858	264,987	662,443
Workers	82,152	136,525	276,284
Residents	54,706	128,462	386,159

Household Summary	3 mile	5 mile	10 mile
2010 Total Households	37,450	80,306	229,607
2010 Average Household Size	2.56	2.67	2.65
2020 Total Households	41,746	90,388	256,011
2020 Average Household Size	2.55	2.66	2.68
2026 Total Households	43,037	95,288	273,866
2026 Average Household Size	2.47	2.58	2.64
2031 Total Households	45,469	100,499	285,594
2031 Average Household Size	2.43	2.55	2.61
2026-2031 Annual Rate	1.11%	1.07%	0.84%
2026 Families	27,221	65,726	187,989
2026 Average Family Size	3.10	3.12	3.16
2031 Families	28,581	68,925	195,613
2031 Average Family Size	3.06	3.08	3.14
2026-2031 Growth Rate	0.98%	0.96%	0.80%

Median Household Income	3 mile	5 mile	10 mile
2026	\$110,327	\$118,133	\$108,872
2031	\$124,463	\$134,731	\$124,257

Per Capita Income	3 mile	5 mile	10 mile
2026	\$56,486	\$59,522	\$54,119
2031	\$63,879	\$67,346	\$61,102

2026 Households by Income			
Household Income Base	43,037	95,287	273,866
<\$10,000	3.2%	3.1%	3.8%
\$10,000-14,999	2.7%	2.0%	2.0%
\$15,000-19,999	1.3%	1.1%	1.6%
\$20,000-24,999	1.5%	1.4%	1.8%
\$25,000-29,999	2.0%	1.6%	1.7%
\$30,000-34,999	1.8%	1.8%	2.0%
\$35,000-39,999	1.8%	1.7%	2.1%
\$40,000-44,999	2.4%	2.2%	2.3%
\$45,000-49,999	2.7%	2.6%	2.7%
\$50,000-59,999	6.0%	5.5%	5.5%
\$60,000-74,999	7.9%	7.7%	8.1%
\$75000-99999	11.3%	10.8%	12.0%
\$100,000-124,999	11.8%	11.3%	11.3%
\$125,000-149,999	9.5%	9.1%	8.9%
\$150000-199999	14.2%	14.3%	13.3%
\$200,000-249,999	7.7%	9.3%	8.3%
\$250,000-299,999	5.1%	5.9%	5.0%
\$300,000-399,999	4.2%	5.0%	4.4%
\$400,000-499,999	1.0%	1.3%	1.4%
\$500,000+	2.1%	2.5%	2.2%
Average Household Income	\$141,112	\$155,145	\$144,164

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	70	71	68
Percent of Income for Mortgage	34.4%	33.9%	35.1%
Wealth Index	116	137	127

Median Home Value			
2026	\$644,750	\$680,979	\$649,848
2031	\$707,337	\$773,750	\$739,287

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	23,904	64,147	185,044
<\$50,000	1.0%	0.9%	1.6%
\$50,000 - \$99,999	1.3%	0.9%	1.0%
\$100,000 - \$149,999	1.3%	0.7%	0.7%
\$150,000 - \$199,999	0.9%	0.4%	0.5%
\$200,000 - \$249,999	0.5%	0.4%	0.9%
\$250,000 - \$299,999	0.8%	0.6%	1.0%
\$300,000 - \$399,999	5.1%	4.5%	6.4%
\$400,000 - \$499,999	9.2%	8.9%	12.5%
\$500,000 - \$749,999	51.5%	45.0%	42.5%
\$750,000 - \$999,999	20.9%	25.3%	22.4%
\$1,000,000 - \$1,499,999	4.7%	8.6%	7.3%
\$1,500,000 - \$1,999,999	0.6%	1.8%	1.6%
\$2,000,000 +	2.0%	1.8%	1.7%
Average Home Value	\$687,690	\$744,111	\$704,667

Housing Unit Summary			
2010 Total Housing Units	39,828	85,039	244,319
Owner Occupied Housing Units	53.1%	63.2%	61.7%
Renter Occupied Housing Units	40.9%	31.2%	32.3%
Vacant Housing Units	6.0%	5.6%	6.0%
2020 Housing Units	43,235	93,443	264,933
Owner Occupied Housing Units	53.0%	64.2%	63.6%
Renter Occupied Housing Units	43.6%	32.6%	33.0%
Vacant Housing Units	3.5%	3.2%	3.4%
2026 Housing Units	45,149	99,620	286,219
Owner Occupied Housing Units	52.9%	64.4%	64.7%
Renter Occupied Housing Units	42.4%	31.3%	31.0%
Vacant Housing Units	4.7%	4.3%	4.3%
2031 Total Housing Units	47,958	105,606	299,397
Owner Occupied Housing Units	52.9%	64.0%	64.8%
Renter Occupied Housing Units	41.9%	31.2%	30.6%
Vacant Housing Units	5.2%	4.8%	4.6%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	52,861	122,490	363,067
Females	55,124	126,659	370,652

Median Age			
2010	35.7	37.2	37.6
2020	38.7	40.1	39.7
2026	39.8	41.1	40.7
2031	40.7	41.8	41.7

2026 Population by Age			
Total	107,985	249,150	733,719
0 - 4	5.3%	5.1%	5.4%
5 - 9	5.7%	5.8%	5.9%
10 - 14	6.1%	6.4%	6.4%
15 - 24	12.3%	12.4%	11.9%
25 - 34	14.0%	12.5%	12.7%
35 - 44	13.9%	13.2%	13.7%
45 - 54	13.0%	13.1%	12.6%
55 - 64	11.9%	12.5%	11.9%
65 - 74	9.4%	10.1%	10.7%
75 - 84	5.9%	6.4%	6.8%
85 +	2.6%	2.6%	2.4%
18 +	79.1%	78.8%	78.4%

2026 Population 15+ by Marital Status			
Total	89,483	206,115	603,607
Never Married	31.9%	29.4%	30.8%
Married	51.7%	55.5%	53.5%
Widowed	5.4%	5.2%	5.4%
Divorced	10.9%	9.9%	10.2%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	76,149	175,209	516,500
Less than 9th Grade	1.6%	1.5%	2.5%
9th - 12th Grade, No Diploma	3.0%	2.8%	3.9%
High School Graduate	16.7%	16.2%	18.4%
GED/Alternative Credential	2.2%	2.4%	2.7%
Some College, No Degree	20.1%	19.6%	20.7%
Associate Degree	12.1%	11.6%	11.9%
Bachelor's Degree	30.9%	31.1%	26.5%
Graduate/Professional Degree	13.3%	14.9%	13.3%

2020 Population by Race/Ethnicity			
Total	108,135	243,579	696,886
White Alone	67.4%	69.0%	66.2%
Black Alone	2.3%	2.1%	4.2%
American Indian Alone	0.9%	0.8%	0.9%
Asian Alone	10.0%	10.0%	8.9%
Pacific Islander Alone	0.4%	0.3%	0.5%
Some Other Race Alone	5.9%	5.2%	6.7%
Two or More Races	5.9%	5.2%	6.7%
Hispanic Origin	17.2%	15.7%	17.1%
Diversity Index	65.2	62.9	66.5

2026 Population by Race/Ethnicity			
Total	107,985	249,149	733,719
White Alone	63.5%	65.2%	62.9%
Black Alone	2.8%	2.5%	4.3%
American Indian Alone	0.9%	0.8%	0.9%
Asian Alone	11.7%	11.7%	10.4%
Pacific Islander Alone	0.5%	0.4%	0.5%
Some Other Race Alone	6.5%	5.6%	7.2%
Two or More Races	14.3%	13.7%	13.8%
Hispanic Origin	18.6%	16.9%	18.3%
Diversity Index	69.2	66.8	69.7

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	56,677	127,611	364,594
White Collar	72.2%	71.7%	67.9%
Management/Business/Financial	20.8%	21.4%	19.8%
Professional	28.6%	28.6%	26.6%
Sales	10.5%	10.0%	9.4%
Administrative Support	12.4%	11.7%	12.1%
Services	15.3%	16.3%	17.4%

2026 Employed Pop 16+ by Occupation			
Total	56,677	127,611	364,594
Blue Collar	12.5%	12.1%	14.7%
Farming/Forestry/Fishing	0.2%	0.2%	0.2%
Construction/Extraction	2.9%	3.0%	3.9%
Installation/Maintenance/Repair	2.8%	2.4%	2.8%
Production	2.4%	2.5%	2.4%
Transportation/Material Moving	4.2%	4.1%	5.4%
White Collar	72.2%	71.7%	67.9%
Management/Business/Financial	20.8%	21.4%	19.8%
Professional	28.6%	28.6%	26.6%
Sales	10.5%	10.0%	9.4%
Administrative Support	12.4%	11.7%	12.1%
Services	15.3%	16.3%	17.4%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	56,677	127,611	364,594
Population 16+ Employed	94.8%	95.5%	95.0%
Population 16+ Unemployment rate	5.2%	4.5%	5.0%
Population 16-24 Employed	12.1%	12.3%	12.0%
Population 16-24 Unemployment rate	10.1%	8.9%	9.5%
Population 25-54 Employed	61.5%	60.4%	60.5%
Population 25-54 Unemployment rate	4.7%	4.1%	4.4%
Population 55-64 Employed	15%	16%	16%
Population 55-64 Unemployment rate	4.2%	3.7%	4.4%
Population 65+ Employed	6%	6%	7%
Population 65+ Unemployment rate	2.9%	2.0%	2.9%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	53,724	121,817	346,369
Agriculture/Mining	0.5%	0.6%	0.7%
Construction	6.5%	6.4%	7.4%
Manufacturing	5.3%	5.2%	5.3%
Wholesale Trade	1.0%	1.4%	1.4%
Retail Trade	11.8%	10.8%	10.9%
Transportation/Utilities	5.0%	4.7%	5.4%
Information	2%	2%	2%
Finance/Insurance/Real Estate	8.6%	8.6%	7.7%
Services	51.0%	52.1%	51.4%
Public Administration	8.0%	8.3%	8.1%

2026 Consumer Spending			
Apparel & Services: Total \$	\$125,277,416	\$298,984,822	\$798,686,509
Average Spent	\$2,910.92	\$3,137.70	\$2,916.34
Spending Potential Index	114	123	114
Education: Total \$	\$101,510,032	\$251,921,321	\$661,839,295
Average Spent	\$2,358.67	\$2,643.79	\$2,416.65
Spending Potential Index	118	132	121
Entertainment/Recreation: Total \$	\$210,048,203	\$511,273,871	\$1,361,650,492
Average Spent	\$4,880.64	\$5,365.56	\$4,971.96
Spending Potential Index	113	125	116
Food at Home: Total \$	\$376,520,067	\$897,497,690	\$2,417,924,816
Average Spent	\$8,748.75	\$9,418.79	\$8,828.86
Spending Potential Index	111	120	112
Food Away from Home: Total \$	\$219,909,533	\$527,190,281	\$1,410,506,825
Average Spent	\$5,109.78	\$5,532.60	\$5,150.35
Spending Potential Index	114	124	115
Health Care: Total \$	\$376,042,933	\$914,897,070	\$2,450,999,543
Average Spent	\$8,737.67	\$9,601.39	\$8,949.63
Spending Potential Index	109	120	112
HH Furnishings & Equipment: Total \$	\$139,159,758	\$339,207,277	\$907,429,307
Average Spent	\$3,233.49	\$3,559.81	\$3,313.41
Spending Potential Index	114	125	117
Personal Care Products & Services: Total \$	\$56,768,823	\$137,342,838	\$367,045,155
Average Spent	\$1,319.07	\$1,441.34	\$1,340.24
Spending Potential Index	116	126	118

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$1,386,226,325	\$3,348,474,044	\$9,063,195,926
Average Spent	\$32,210.11	\$35,140.56	\$33,093.54
Spending Potential Index	117	127	120
Support Payments/Gifts in Kind: Total \$	\$149,148,906	\$369,074,089	\$977,411,884
Average Spent	\$3,465.60	\$3,873.25	\$3,568.94
Spending Potential Index	114	127	117
Travel: Total \$	\$184,248,221	\$457,808,611	\$1,219,863,084
Average Spent	\$4,281.16	\$4,804.47	\$4,454.23
Spending Potential Index	117	131	122
Vehicle Maintenance & Repairs: Total \$	\$59,736,880	\$143,434,779	\$385,773,273
Average Spent	\$1,388.04	\$1,505.28	\$1,408.62
Spending Potential Index	112	122	114

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...	Professional Pride (L2): This segment is characterized by married, high-income tech households in the South and West. Learn more about this segment...	Dreambelt (K5): This segment is characterized by middle-aged Western suburbanites with high rent and home prices. 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.