

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	108,546	274,633	1,031,803
2020 Total Population	112,409	286,240	1,048,024
2020 Group Quarters	1,628	8,796	21,366
2026 Total Population	109,071	281,859	1,020,820
2026 Group Quarters	1,622	8,750	21,199
2031 Total Population	107,713	280,380	1,013,533
2026-2031 Annual Rate	-0.25%	-0.11%	-0.14%
2026 Total Daytime Population	108,612	265,417	955,953
Workers	52,033	119,155	423,908
Residents	56,579	146,262	532,045

Household Summary			
2010 Total Households	37,598	86,569	297,302
2010 Average Household Size	2.84	3.06	3.41
2020 Total Households	39,244	92,742	315,359
2020 Average Household Size	2.82	2.99	3.26
2026 Total Households	39,252	94,510	320,385
2026 Average Household Size	2.74	2.89	3.12
2031 Total Households	39,454	95,760	324,516
2031 Average Household Size	2.69	2.84	3.06
2026-2031 Annual Rate	0.10%	0.26%	0.26%
2026 Families	28,604	69,397	245,828
2026 Average Family Size	3.16	3.32	3.49
2031 Families	28,737	70,278	248,613
2031 Average Family Size	3.10	3.26	3.43
2026-2031 Growth Rate	0.09%	0.25%	0.23%

Median Household Income			
2026	\$116,195	\$106,886	\$104,197
2031	\$135,309	\$123,850	\$120,251

Per Capita Income	3 mile	5 mile	10 mile
2026	\$53,519	\$46,629	\$41,981
2031	\$61,868	\$54,022	\$48,728

2026 Households by Income			
Household Income Base	39,250	94,510	320,387
<\$10,000	2.8%	3.3%	3.8%
\$10,000-14,999	2.4%	2.4%	2.3%
\$15,000-19,999	2.1%	1.9%	1.8%
\$20,000-24,999	1.8%	2.2%	2.3%
\$25,000-29,999	1.6%	1.8%	2.0%
\$30,000-34,999	2.0%	2.3%	2.3%
\$35,000-39,999	2.2%	2.6%	2.5%
\$40,000-44,999	2.7%	2.9%	2.6%
\$45,000-49,999	2.0%	2.1%	2.3%
\$50,000-59,999	4.1%	4.6%	5.1%
\$60,000-74,999	8.5%	8.4%	8.2%
\$75000-99999	10.9%	11.9%	12.5%
\$100,000-124,999	10.0%	10.9%	11.0%
\$125,000-149,999	8.6%	8.4%	8.8%
\$150000-199999	14.5%	13.3%	13.3%
\$200,000-249,999	9.8%	9.2%	8.4%
\$250,000-299,999	5.1%	4.4%	4.4%
\$300,000-399,999	4.4%	3.6%	3.2%
\$400,000-499,999	2.6%	1.9%	1.6%
\$500,000+	1.9%	1.8%	1.5%
Average Household Income	\$147,763	\$137,829	\$132,791

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	58	56	58
Percent of Income for Mortgage	42.0%	43.5%	42.3%
Wealth Index	137	122	114

Median Home Value			
2026	\$828,983	\$790,488	\$749,370
2031	\$917,710	\$897,724	\$871,297

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	26,888	60,006	198,868
<\$50,000	1.4%	1.6%	1.4%
\$50,000 - \$99,999	2.4%	2.4%	1.6%
\$100,000 - \$149,999	1.0%	1.1%	0.7%
\$150,000 - \$199,999	0.6%	0.8%	0.4%
\$200,000 - \$249,999	0.4%	0.4%	0.3%
\$250,000 - \$299,999	0.5%	0.5%	0.3%
\$300,000 - \$399,999	0.6%	1.2%	1.8%
\$400,000 - \$499,999	2.4%	4.2%	6.0%
\$500,000 - \$749,999	27.0%	32.2%	37.5%
\$750,000 - \$999,999	43.6%	35.8%	32.2%
\$1,000,000 - \$1,499,999	13.7%	13.9%	11.9%
\$1,500,000 - \$1,999,999	2.2%	3.0%	2.4%
\$2,000,000 +	4.2%	3.1%	3.5%
Average Home Value	\$874,915	\$840,114	\$821,994

Housing Unit Summary			
2010 Total Housing Units	38,913	90,102	309,726
Owner Occupied Housing Units	68.9%	63.5%	63.0%
Renter Occupied Housing Units	27.8%	32.5%	33.0%
Vacant Housing Units	3.4%	3.9%	4.0%
2020 Housing Units	40,409	95,761	325,166
Owner Occupied Housing Units	66.7%	61.8%	60.4%
Renter Occupied Housing Units	30.5%	35.1%	36.6%
Vacant Housing Units	2.9%	3.2%	3.0%
2026 Housing Units	40,649	98,257	333,094
Owner Occupied Housing Units	66.1%	61.1%	59.7%
Renter Occupied Housing Units	30.4%	35.1%	36.5%
Vacant Housing Units	3.4%	3.8%	3.8%
2031 Total Housing Units	40,923	99,700	337,355
Owner Occupied Housing Units	66.5%	61.4%	60.0%
Renter Occupied Housing Units	29.9%	34.7%	36.2%
Vacant Housing Units	3.6%	4.0%	3.8%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	53,130	138,250	503,033
Females	55,941	143,609	517,787

Median Age			
2010	40.3	35.8	34.4
2020	42.3	39.0	38.2
2026	42.9	39.7	38.9
2031	43.7	40.8	40.1

2026 Population by Age			
Total	109,069	281,858	1,020,821
0 - 4	4.5%	4.7%	4.8%
5 - 9	4.9%	5.0%	5.2%
10 - 14	5.7%	5.6%	5.6%
15 - 24	11.2%	13.6%	13.2%
25 - 34	13.7%	15.0%	15.8%
35 - 44	12.7%	12.8%	13.2%
45 - 54	12.4%	12.1%	12.0%
55 - 64	13.3%	12.5%	12.3%
65 - 74	12.0%	10.6%	10.3%
75 - 84	7.0%	5.9%	5.6%
85 +	2.6%	2.2%	1.9%
18 +	81.4%	81.1%	80.7%

2026 Population 15+ by Marital Status			
Total	92,628	238,550	861,204
Never Married	32.4%	38.3%	39.0%
Married	52.9%	48.4%	48.2%
Widowed	6.0%	5.3%	5.2%
Divorced	8.7%	8.1%	7.5%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	80,364	200,300	725,973
Less than 9th Grade	3.3%	5.8%	8.5%
9th - 12th Grade, No Diploma	4.3%	6.0%	7.2%
High School Graduate	19.9%	20.9%	22.2%
GED/Alternative Credential	2.0%	2.2%	2.5%
Some College, No Degree	20.0%	19.4%	17.3%
Associate Degree	9.8%	9.6%	8.9%
Bachelor's Degree	25.5%	23.2%	22.3%
Graduate/Professional Degree	15.2%	12.9%	11.1%

2020 Population by Race/Ethnicity			
Total	112,409	286,240	1,048,024
White Alone	48.3%	38.8%	27.4%
Black Alone	3.0%	3.6%	3.6%
American Indian Alone	1.3%	1.8%	1.8%
Asian Alone	13.0%	13.7%	20.7%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	15.5%	22.4%	28.4%
Two or More Races	15.5%	22.4%	28.4%
Hispanic Origin	41.0%	50.8%	55.4%
Diversity Index	84.0	87.0	88.3

2026 Population by Race/Ethnicity			
Total	109,071	281,859	1,020,819
White Alone	46.2%	37.0%	26.0%
Black Alone	3.0%	3.6%	3.5%
American Indian Alone	1.4%	1.8%	1.8%
Asian Alone	13.4%	14.0%	20.9%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	16.3%	23.4%	29.3%
Two or More Races	19.6%	20.1%	18.3%
Hispanic Origin	42.6%	52.3%	56.5%
Diversity Index	84.8	87.3	88.2

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	56,487	146,876	528,148
White Collar	67.1%	62.2%	58.8%
Management/Business/Financial	19.1%	16.6%	15.5%
Professional	26.4%	23.3%	21.9%
Sales	8.5%	9.0%	8.8%
Administrative Support	13.1%	13.3%	12.6%
Services	15.7%	18.1%	19.0%

2026 Employed Pop 16+ by Occupation			
Total	56,487	146,876	528,148
Blue Collar	17.2%	19.6%	22.2%
Farming/Forestry/Fishing	0.3%	0.6%	0.6%
Construction/Extraction	4.3%	4.5%	4.8%
Installation/Maintenance/Repair	3.1%	2.7%	2.8%
Production	3.4%	4.3%	5.1%
Transportation/Material Moving	6.1%	7.5%	8.9%
White Collar	67.1%	62.2%	58.8%
Management/Business/Financial	19.1%	16.6%	15.5%
Professional	26.4%	23.3%	21.9%
Sales	8.5%	9.0%	8.8%
Administrative Support	13.1%	13.3%	12.6%
Services	15.7%	18.1%	19.0%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	56,487	146,876	528,148
Population 16+ Employed	95.0%	94.5%	94.8%
Population 16+ Unemployment rate	5.0%	5.5%	5.2%
Population 16-24 Employed	9.9%	11.5%	11.4%
Population 16-24 Unemployment rate	10.7%	10.8%	9.6%
Population 25-54 Employed	59.7%	60.4%	61.8%
Population 25-54 Unemployment rate	4.6%	4.9%	4.8%
Population 55-64 Employed	17%	16%	15%
Population 55-64 Unemployment rate	4.6%	4.8%	4.7%
Population 65+ Employed	8%	7%	6%
Population 65+ Unemployment rate	1.8%	2.2%	1.8%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	53,648	138,824	500,827
Agriculture/Mining	0.5%	0.8%	0.8%
Construction	7.2%	6.7%	6.6%
Manufacturing	7.8%	8.3%	8.9%
Wholesale Trade	2.6%	2.6%	2.9%
Retail Trade	10.2%	10.8%	10.8%
Transportation/Utilities	6.0%	6.8%	7.9%
Information	2%	2%	1%
Finance/Insurance/Real Estate	6.5%	5.7%	5.3%
Services	52.2%	52.1%	51.1%
Public Administration	5.5%	4.7%	4.3%

2026 Consumer Spending			
Apparel & Services: Total \$	\$111,922,050	\$257,324,541	\$846,646,299
Average Spent	\$2,851.37	\$2,722.72	\$2,642.59
Spending Potential Index	112	107	104
Education: Total \$	\$99,280,866	\$219,027,697	\$707,735,535
Average Spent	\$2,529.32	\$2,317.51	\$2,209.02
Spending Potential Index	126	116	110
Entertainment/Recreation: Total \$	\$194,300,767	\$435,233,887	\$1,417,322,077
Average Spent	\$4,950.09	\$4,605.16	\$4,423.81
Spending Potential Index	115	107	103
Food at Home: Total \$	\$339,941,357	\$778,931,510	\$2,556,483,564
Average Spent	\$8,660.48	\$8,241.79	\$7,979.41
Spending Potential Index	110	105	101
Food Away from Home: Total \$	\$207,458,931	\$472,004,487	\$1,551,804,735
Average Spent	\$5,285.31	\$4,994.23	\$4,843.56
Spending Potential Index	118	112	109
Health Care: Total \$	\$330,971,674	\$741,624,481	\$2,413,109,938
Average Spent	\$8,431.97	\$7,847.05	\$7,531.91
Spending Potential Index	105	98	94
HH Furnishings & Equipment: Total \$	\$129,877,403	\$291,594,669	\$952,818,564
Average Spent	\$3,308.81	\$3,085.33	\$2,973.98
Spending Potential Index	116	108	105
Personal Care Products & Services: Total \$	\$52,435,033	\$117,986,380	\$384,770,593
Average Spent	\$1,335.86	\$1,248.40	\$1,200.96
Spending Potential Index	117	109	105

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$1,398,436,006	\$3,163,963,800	\$10,381,906,015
Average Spent	\$35,627.13	\$33,477.56	\$32,404.47
Spending Potential Index	129	121	118
Support Payments/Gifts in Kind: Total \$	\$122,288,205	\$270,718,425	\$872,308,019
Average Spent	\$3,115.46	\$2,864.44	\$2,722.69
Spending Potential Index	102	94	89
Travel: Total \$	\$184,291,220	\$406,664,879	\$1,315,221,447
Average Spent	\$4,695.08	\$4,302.88	\$4,105.13
Spending Potential Index	128	118	112
Vehicle Maintenance & Repairs: Total \$	\$54,329,062	\$123,204,493	\$404,085,943
Average Spent	\$1,384.11	\$1,303.61	\$1,261.25
Spending Potential Index	112	105	102

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...	Neighborhood Spirit (H3): This segment is characterized by suburban families on the West Coast with high rents. 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.