

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	43,230	139,887	649,370
2020 Total Population	48,174	157,962	725,656
2020 Group Quarters	342	868	8,634
2026 Total Population	57,239	168,653	752,083
2026 Group Quarters	383	969	9,691
2031 Total Population	60,419	175,469	777,449
2026-2031 Annual Rate	1.09%	0.80%	0.67%
2026 Total Daytime Population	72,821	174,152	709,695
Workers	47,849	97,860	358,075
Residents	24,972	76,292	351,620

Household Summary			
2010 Total Households	16,062	53,051	249,218
2010 Average Household Size	2.67	2.62	2.58
2020 Total Households	18,208	60,712	278,432
2020 Average Household Size	2.63	2.59	2.58
2026 Total Households	22,643	66,769	295,098
2026 Average Household Size	2.51	2.51	2.52
2031 Total Households	24,256	70,146	308,373
2031 Average Household Size	2.48	2.49	2.49
2026-2031 Annual Rate	1.39%	0.99%	0.88%
2026 Families	14,816	43,455	192,344
2026 Average Family Size	3.06	3.07	3.08
2031 Families	15,795	45,526	200,671
2031 Average Family Size	3.01	3.02	3.03
2026-2031 Growth Rate	1.29%	0.94%	0.85%

Median Household Income			
2026	\$107,771	\$104,259	\$102,972
2031	\$126,023	\$119,837	\$118,271

Per Capita Income	3 mile	5 mile	10 mile
2026	\$59,172	\$56,121	\$54,628
2031	\$70,296	\$66,187	\$63,639

2026 Households by Income			
Household Income Base	22,641	66,770	295,098
<\$10,000	2.8%	3.3%	3.7%
\$10,000-14,999	1.0%	1.3%	1.6%
\$15,000-19,999	1.1%	1.6%	1.7%
\$20,000-24,999	1.8%	1.7%	2.0%
\$25,000-29,999	1.7%	2.0%	2.1%
\$30,000-34,999	1.7%	2.2%	2.1%
\$35,000-39,999	2.1%	2.0%	2.4%
\$40,000-44,999	2.6%	2.9%	2.9%
\$45,000-49,999	2.7%	2.9%	3.0%
\$50,000-59,999	6.1%	5.5%	5.7%
\$60,000-74,999	7.9%	8.7%	8.4%
\$75000-99999	13.6%	13.2%	12.7%
\$100,000-124,999	13.4%	13.3%	12.2%
\$125,000-149,999	7.6%	7.7%	8.3%
\$150000-199999	12.6%	12.6%	12.7%
\$200,000-249,999	7.2%	7.0%	7.0%
\$250,000-299,999	5.7%	4.9%	4.6%
\$300,000-399,999	3.1%	2.8%	2.8%
\$400,000-499,999	1.3%	1.1%	1.0%
\$500,000+	4.1%	3.5%	3.2%
Average Household Income	\$148,725	\$141,353	\$138,432

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	95	96	89
Percent of Income for Mortgage	26.4%	26.2%	28.1%
Wealth Index	115	111	115

Median Home Value			
2026	\$483,777	\$464,074	\$491,078
2031	\$621,756	\$576,851	\$603,328

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	13,655	44,022	198,546
<\$50,000	1.8%	2.8%	2.1%
\$50,000 - \$99,999	0.7%	1.2%	0.8%
\$100,000 - \$149,999	0.7%	0.6%	0.7%
\$150,000 - \$199,999	1.2%	1.5%	1.3%
\$200,000 - \$249,999	2.0%	3.0%	2.5%
\$250,000 - \$299,999	3.4%	4.7%	3.7%
\$300,000 - \$399,999	20.8%	21.3%	18.0%
\$400,000 - \$499,999	23.1%	23.3%	23.0%
\$500,000 - \$749,999	27.6%	27.2%	31.9%
\$750,000 - \$999,999	14.1%	10.0%	10.8%
\$1,000,000 - \$1,499,999	2.0%	1.8%	3.0%
\$1,500,000 - \$1,999,999	1.9%	0.9%	0.8%
\$2,000,000 +	0.6%	1.6%	1.6%
Average Home Value	\$563,695	\$537,672	\$566,053

Housing Unit Summary			
2010 Total Housing Units	17,824	58,359	275,923
Owner Occupied Housing Units	61.5%	63.7%	60.4%
Renter Occupied Housing Units	28.6%	27.2%	29.9%
Vacant Housing Units	9.9%	9.1%	9.7%
2020 Housing Units	19,501	64,440	297,336
Owner Occupied Housing Units	61.2%	62.2%	61.2%
Renter Occupied Housing Units	32.2%	32.0%	32.4%
Vacant Housing Units	6.6%	5.8%	6.4%
2026 Housing Units	24,364	71,307	315,387
Owner Occupied Housing Units	56.0%	61.7%	63.0%
Renter Occupied Housing Units	36.9%	31.9%	30.6%
Vacant Housing Units	7.1%	6.4%	6.4%
2031 Total Housing Units	26,140	75,238	331,998
Owner Occupied Housing Units	55.8%	62.0%	63.2%
Renter Occupied Housing Units	37.0%	31.3%	29.7%
Vacant Housing Units	7.2%	6.8%	7.1%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	29,042	84,441	373,332
Females	28,197	84,212	378,751

Median Age			
2010	32.8	34.4	36.4
2020	36.1	37.0	39.0
2026	37.2	38.3	40.0
2031	38.9	39.7	41.1

2026 Population by Age			
Total	57,239	168,653	752,084
0 - 4	5.9%	5.7%	5.3%
5 - 9	6.4%	6.1%	5.7%
10 - 14	6.6%	6.3%	6.1%
15 - 24	11.7%	11.7%	12.2%
25 - 34	15.8%	15.0%	13.7%
35 - 44	15.7%	15.2%	13.9%
45 - 54	12.7%	12.5%	12.4%
55 - 64	11.6%	12.0%	12.4%
65 - 74	8.5%	9.4%	10.2%
75 - 84	4.1%	4.8%	6.1%
85 +	0.9%	1.1%	1.8%
18 +	77.1%	78.1%	79.2%

2026 Population 15+ by Marital Status			
Total	46,450	138,038	623,498
Never Married	32.9%	32.5%	32.2%
Married	53.7%	52.3%	52.0%
Widowed	3.6%	4.1%	4.7%
Divorced	9.8%	11.2%	11.2%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	39,751	118,273	531,941
Less than 9th Grade	1.1%	1.8%	2.4%
9th - 12th Grade, No Diploma	2.2%	3.2%	4.2%
High School Graduate	17.0%	18.0%	17.7%
GED/Alternative Credential	2.8%	3.2%	3.3%
Some College, No Degree	20.9%	20.7%	19.8%
Associate Degree	10.5%	11.1%	10.7%
Bachelor's Degree	28.8%	26.4%	26.0%
Graduate/Professional Degree	16.7%	15.6%	16.0%

2020 Population by Race/Ethnicity			
Total	48,174	157,962	725,656
White Alone	71.9%	70.9%	69.6%
Black Alone	3.2%	3.5%	4.1%
American Indian Alone	1.2%	1.2%	1.4%
Asian Alone	7.5%	6.9%	5.4%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	5.6%	6.7%	7.9%
Two or More Races	5.6%	6.7%	7.9%
Hispanic Origin	15.3%	17.4%	19.9%
Diversity Index	60.2	62.6	65.4

2026 Population by Race/Ethnicity			
Total	57,239	168,652	752,083
White Alone	68.7%	68.1%	66.9%
Black Alone	3.7%	3.9%	4.4%
American Indian Alone	1.3%	1.3%	1.5%
Asian Alone	9.4%	8.2%	6.6%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	5.9%	7.1%	8.5%
Two or More Races	10.9%	11.3%	12.0%
Hispanic Origin	15.9%	18.3%	20.9%
Diversity Index	63.5	65.7	68.2

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	34,430	98,261	424,814
White Collar	74.5%	70.5%	68.6%
Management/Business/Financial	25.9%	23.2%	21.9%
Professional	26.7%	25.5%	24.9%
Sales	10.4%	10.0%	10.2%
Administrative Support	11.5%	11.9%	11.6%
Services	12.2%	14.6%	15.7%

2026 Employed Pop 16+ by Occupation			
Total	34,430	98,261	424,814
Blue Collar	13.3%	14.9%	15.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.0%	3.6%	3.9%
Installation/Maintenance/Repair	2.5%	2.5%	2.7%
Production	3.0%	3.6%	3.0%
Transportation/Material Moving	4.8%	5.3%	6.1%
White Collar	74.5%	70.5%	68.6%
Management/Business/Financial	25.9%	23.2%	21.9%
Professional	26.7%	25.5%	24.9%
Sales	10.4%	10.0%	10.2%
Administrative Support	11.5%	11.9%	11.6%
Services	12.2%	14.6%	15.7%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	34,430	98,261	424,814
Population 16+ Employed	95.0%	95.2%	95.4%
Population 16+ Unemployment rate	5.0%	4.8%	4.6%
Population 16-24 Employed	11.9%	12.0%	12.9%
Population 16-24 Unemployment rate	9.3%	8.8%	8.4%
Population 25-54 Employed	62.4%	61.1%	59.0%
Population 25-54 Unemployment rate	4.3%	4.3%	4.2%
Population 55-64 Employed	15%	16%	16%
Population 55-64 Unemployment rate	4.5%	4.3%	4.1%
Population 65+ Employed	6%	6%	7%
Population 65+ Unemployment rate	4.5%	3.1%	2.5%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	32,699	93,500	405,142
Agriculture/Mining	0.2%	0.2%	0.3%
Construction	7.9%	7.7%	7.3%
Manufacturing	7.3%	7.7%	6.5%
Wholesale Trade	1.5%	1.4%	1.9%
Retail Trade	11.5%	11.6%	12.3%
Transportation/Utilities	4.0%	5.0%	5.2%
Information	1%	2%	2%
Finance/Insurance/Real Estate	16.0%	13.0%	12.0%
Services	47.2%	49.3%	49.9%
Public Administration	3.1%	2.5%	3.0%

2026 Consumer Spending			
Apparel & Services: Total \$	\$70,496,757	\$196,639,852	\$848,225,728
Average Spent	\$3,113.40	\$2,945.08	\$2,874.39
Spending Potential Index	122	115	113
Education: Total \$	\$55,017,337	\$154,530,976	\$677,809,323
Average Spent	\$2,429.77	\$2,314.41	\$2,296.90
Spending Potential Index	121	115	115
Entertainment/Recreation: Total \$	\$117,158,583	\$329,555,046	\$1,420,800,216
Average Spent	\$5,174.16	\$4,935.75	\$4,814.67
Spending Potential Index	120	115	112
Food at Home: Total \$	\$210,639,064	\$593,520,414	\$2,574,261,460
Average Spent	\$9,302.61	\$8,889.16	\$8,723.41
Spending Potential Index	118	113	111
Food Away from Home: Total \$	\$123,599,965	\$344,709,571	\$1,485,409,469
Average Spent	\$5,458.64	\$5,162.72	\$5,033.61
Spending Potential Index	122	116	113
Health Care: Total \$	\$212,798,638	\$603,752,447	\$2,602,191,097
Average Spent	\$9,397.99	\$9,042.41	\$8,818.06
Spending Potential Index	117	113	110
HH Furnishings & Equipment: Total \$	\$78,162,189	\$219,516,299	\$946,674,149
Average Spent	\$3,451.94	\$3,287.70	\$3,208.00
Spending Potential Index	121	116	113
Personal Care Products & Services: Total \$	\$31,823,940	\$89,066,502	\$385,152,979
Average Spent	\$1,405.46	\$1,333.95	\$1,305.17
Spending Potential Index	123	117	114

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$752,188,287	\$2,114,201,066	\$9,246,386,664
Average Spent	\$33,219.46	\$31,664.41	\$31,333.27
Spending Potential Index	120	115	114
Support Payments/Gifts in Kind: Total \$	\$85,627,362	\$239,910,476	\$1,028,948,759
Average Spent	\$3,781.63	\$3,593.14	\$3,486.80
Spending Potential Index	124	118	114
Travel: Total \$	\$99,624,080	\$280,639,246	\$1,222,059,363
Average Spent	\$4,399.77	\$4,203.14	\$4,141.20
Spending Potential Index	120	115	113
Vehicle Maintenance & Repairs: Total \$	\$33,673,332	\$94,810,604	\$409,040,426
Average Spent	\$1,487.14	\$1,419.98	\$1,386.12
Spending Potential Index	120	115	112

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...	Dreambelt (K5): This segment is characterized by middle-aged Western suburbanites with high rent and home prices. 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.