

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	32,733	115,770	509,955
2020 Total Population	52,237	151,126	585,329
2020 Group Quarters	311	1,537	7,966
2026 Total Population	56,448	162,076	633,386
2026 Group Quarters	350	1,729	8,343
2031 Total Population	60,548	169,398	656,051
2026-2031 Annual Rate	1.41%	0.89%	0.71%
2026 Total Daytime Population	43,429	128,642	584,205
Workers	16,131	42,171	244,397
Residents	27,298	86,471	339,808

Household Summary	3 mile	5 mile	10 mile
2010 Total Households	10,714	45,764	203,141
2010 Average Household Size	3.04	2.52	2.49
2020 Total Households	16,822	57,851	230,372
2020 Average Household Size	3.09	2.59	2.51
2026 Total Households	18,678	63,181	253,953
2026 Average Household Size	3.00	2.54	2.46
2031 Total Households	20,092	66,391	264,766
2031 Average Household Size	3.00	2.53	2.45
2026-2031 Annual Rate	1.47%	1.00%	0.84%
2026 Families	15,278	45,982	169,301
2026 Average Family Size	3.31	2.98	2.98
2031 Families	16,467	48,309	176,189
2031 Average Family Size	3.29	2.95	2.95
2026-2031 Growth Rate	1.51%	0.99%	0.80%

Median Household Income	3 mile	5 mile	10 mile
2026	\$152,322	\$123,048	\$96,662
2031	\$173,157	\$142,194	\$110,288

Per Capita Income	3 mile	5 mile	10 mile
2026	\$64,760	\$62,922	\$51,001
2031	\$74,128	\$72,191	\$59,044

2026 Households by Income			
Household Income Base	18,678	63,180	253,951
<\$10,000	2.0%	3.0%	4.0%
\$10,000-14,999	0.6%	1.1%	1.4%
\$15,000-19,999	0.9%	1.4%	1.8%
\$20,000-24,999	0.7%	1.5%	2.2%
\$25,000-29,999	0.9%	1.8%	2.2%
\$30,000-34,999	0.6%	1.4%	2.3%
\$35,000-39,999	0.9%	1.5%	2.3%
\$40,000-44,999	1.6%	2.4%	3.1%
\$45,000-49,999	1.3%	1.8%	2.8%
\$50,000-59,999	3.6%	5.0%	6.3%
\$60,000-74,999	4.9%	7.7%	9.3%
\$75000-99999	8.3%	10.3%	13.8%
\$100,000-124,999	11.8%	12.0%	12.6%
\$125,000-149,999	10.7%	9.7%	8.5%
\$150000-199999	18.4%	15.1%	12.1%
\$200,000-249,999	10.8%	8.7%	6.2%
\$250,000-299,999	9.5%	6.5%	3.8%
\$300,000-399,999	5.0%	3.6%	2.1%
\$400,000-499,999	1.5%	1.3%	0.8%
\$500,000+	5.9%	4.2%	2.4%
Average Household Income	\$193,775	\$161,600	\$126,468

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	109	98	90
Percent of Income for Mortgage	23.2%	25.7%	28.0%
Wealth Index	168	152	112

Median Home Value			
2026	\$599,724	\$537,949	\$459,365
2031	\$676,085	\$625,302	\$572,889

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	16,574	53,673	192,161
<\$50,000	0.2%	1.1%	2.3%
\$50,000 - \$99,999	0.1%	0.3%	1.1%
\$100,000 - \$149,999	0.0%	0.3%	1.3%
\$150,000 - \$199,999	0.1%	0.8%	2.4%
\$200,000 - \$249,999	0.4%	1.1%	3.5%
\$250,000 - \$299,999	1.2%	2.4%	4.7%
\$300,000 - \$399,999	10.9%	13.6%	20.3%
\$400,000 - \$499,999	21.5%	24.7%	24.3%
\$500,000 - \$749,999	39.3%	37.9%	27.4%
\$750,000 - \$999,999	16.3%	11.0%	7.8%
\$1,000,000 - \$1,499,999	7.3%	4.7%	2.5%
\$1,500,000 - \$1,999,999	1.1%	0.7%	0.8%
\$2,000,000 +	1.6%	1.5%	1.6%
Average Home Value	\$675,256	\$607,254	\$528,640

Housing Unit Summary			
2010 Total Housing Units	11,674	52,035	233,823
Owner Occupied Housing Units	76.8%	72.7%	65.4%
Renter Occupied Housing Units	15.0%	15.3%	21.4%
Vacant Housing Units	8.2%	12.1%	13.1%
2020 Housing Units	17,688	63,944	253,258
Owner Occupied Housing Units	84.0%	76.0%	67.8%
Renter Occupied Housing Units	11.1%	14.4%	23.1%
Vacant Housing Units	5.0%	9.4%	9.1%
2026 Housing Units	19,574	69,436	278,873
Owner Occupied Housing Units	84.7%	77.3%	68.9%
Renter Occupied Housing Units	10.8%	13.7%	22.2%
Vacant Housing Units	4.6%	9.0%	8.9%
2031 Total Housing Units	21,173	73,522	293,144
Owner Occupied Housing Units	83.6%	77.1%	69.4%
Renter Occupied Housing Units	11.3%	13.2%	21.0%
Vacant Housing Units	5.1%	9.7%	9.7%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	28,031	78,664	308,330
Females	28,417	83,412	325,056

Median Age			
2010	35.4	43.2	41.4
2020	38.2	45.8	44.6
2026	39.0	45.9	44.7
2031	39.0	46.3	45.4

2026 Population by Age			
Total	56,449	162,075	633,387
0 - 4	6.1%	4.9%	4.9%
5 - 9	7.0%	5.6%	5.3%
10 - 14	7.5%	6.1%	5.6%
15 - 24	13.0%	10.7%	10.8%
25 - 34	11.2%	10.1%	12.0%
35 - 44	14.2%	11.6%	11.8%
45 - 54	13.8%	11.3%	10.7%
55 - 64	12.5%	12.5%	11.8%
65 - 74	8.0%	12.8%	12.9%
75 - 84	4.7%	10.1%	10.3%
85 +	1.5%	3.6%	3.6%
18 +	74.8%	79.8%	80.8%

2026 Population 15+ by Marital Status			
Total	44,805	135,263	533,398
Never Married	25.2%	21.7%	27.5%
Married	65.2%	63.2%	55.4%
Widowed	3.2%	6.3%	6.7%
Divorced	6.5%	8.8%	10.4%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	37,467	117,958	464,910
Less than 9th Grade	1.3%	1.3%	1.9%
9th - 12th Grade, No Diploma	2.3%	2.2%	4.1%
High School Graduate	14.6%	15.6%	20.1%
GED/Alternative Credential	2.6%	2.4%	3.7%
Some College, No Degree	19.2%	20.1%	21.6%
Associate Degree	11.8%	11.3%	11.2%
Bachelor's Degree	27.9%	27.8%	22.8%
Graduate/Professional Degree	20.3%	19.2%	14.5%

2020 Population by Race/Ethnicity			
Total	52,237	151,126	585,329
White Alone	76.9%	80.3%	73.6%
Black Alone	2.4%	2.4%	3.8%
American Indian Alone	0.6%	0.6%	1.1%
Asian Alone	6.7%	5.2%	4.3%
Pacific Islander Alone	0.2%	0.1%	0.2%
Some Other Race Alone	2.9%	2.6%	6.3%
Two or More Races	2.9%	2.6%	6.3%
Hispanic Origin	12.8%	11.0%	18.3%
Diversity Index	52.7	47.3	60.7

2026 Population by Race/Ethnicity			
Total	56,447	162,076	633,385
White Alone	74.0%	77.6%	71.1%
Black Alone	2.6%	2.7%	4.2%
American Indian Alone	0.7%	0.6%	1.1%
Asian Alone	8.1%	6.3%	5.0%
Pacific Islander Alone	0.2%	0.1%	0.2%
Some Other Race Alone	3.2%	3.0%	6.8%
Two or More Races	11.2%	9.8%	11.6%
Hispanic Origin	13.8%	12.1%	19.4%
Diversity Index	56.7	51.4	63.7

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	30,437	79,373	310,207
White Collar	73.4%	74.3%	67.3%
Management/Business/Financial	24.6%	24.7%	20.6%
Professional	27.7%	28.1%	23.9%
Sales	12.1%	11.9%	10.6%
Administrative Support	9.1%	9.6%	12.3%
Services	13.3%	13.9%	15.5%

2026 Employed Pop 16+ by Occupation			
Total	30,437	79,373	310,207
Blue Collar	13.4%	11.8%	17.2%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	2.5%	2.4%	3.8%
Installation/Maintenance/Repair	3.9%	2.7%	3.4%
Production	2.0%	1.9%	3.1%
Transportation/Material Moving	4.9%	4.7%	6.8%
White Collar	73.4%	74.3%	67.3%
Management/Business/Financial	24.6%	24.7%	20.6%
Professional	27.7%	28.1%	23.9%
Sales	12.1%	11.9%	10.6%
Administrative Support	9.1%	9.6%	12.3%
Services	13.3%	13.9%	15.5%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	30,437	79,373	310,207
Population 16+ Employed	96.7%	96.3%	95.7%
Population 16+ Unemployment rate	3.3%	3.7%	4.3%
Population 16-24 Employed	13.6%	12.5%	12.7%
Population 16-24 Unemployment rate	6.6%	7.2%	8.1%
Population 25-54 Employed	61.5%	57.7%	58.1%
Population 25-54 Unemployment rate	2.8%	3.0%	3.8%
Population 55-64 Employed	17%	18%	16%
Population 55-64 Unemployment rate	2.9%	3.4%	4.0%
Population 65+ Employed	5%	8%	9%
Population 65+ Unemployment rate	1.6%	3.5%	2.8%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	29,427	76,422	296,785
Agriculture/Mining	0.3%	0.3%	0.3%
Construction	7.1%	5.9%	7.3%
Manufacturing	5.9%	6.1%	6.4%
Wholesale Trade	1.8%	2.3%	1.9%
Retail Trade	13.8%	12.6%	13.1%
Transportation/Utilities	5.3%	5.1%	5.9%
Information	1%	1%	1%
Finance/Insurance/Real Estate	11.8%	13.5%	11.7%
Services	48.1%	48.7%	48.3%
Public Administration	4.6%	4.2%	3.6%

2026 Consumer Spending			
Apparel & Services: Total \$	\$74,211,580	\$205,963,864	\$654,697,255
Average Spent	\$3,973.21	\$3,259.90	\$2,578.03
Spending Potential Index	156	128	101
Education: Total \$	\$59,901,495	\$161,799,226	\$500,783,561
Average Spent	\$3,207.06	\$2,560.88	\$1,971.95
Spending Potential Index	160	128	98
Entertainment/Recreation: Total \$	\$126,155,955	\$357,826,791	\$1,124,483,715
Average Spent	\$6,754.25	\$5,663.52	\$4,427.92
Spending Potential Index	157	132	103
Food at Home: Total \$	\$215,273,211	\$617,471,130	\$1,997,903,748
Average Spent	\$11,525.50	\$9,773.05	\$7,867.22
Spending Potential Index	146	124	100
Food Away from Home: Total \$	\$130,825,640	\$362,118,791	\$1,150,772,423
Average Spent	\$7,004.26	\$5,731.45	\$4,531.44
Spending Potential Index	157	128	102
Health Care: Total \$	\$225,381,319	\$675,673,827	\$2,155,719,100
Average Spent	\$12,066.67	\$10,694.26	\$8,488.65
Spending Potential Index	150	133	106
HH Furnishings & Equipment: Total \$	\$83,680,955	\$240,902,532	\$760,069,369
Average Spent	\$4,480.19	\$3,812.90	\$2,992.95
Spending Potential Index	158	134	105
Personal Care Products & Services: Total \$	\$33,876,624	\$97,350,014	\$307,393,702
Average Spent	\$1,813.72	\$1,540.81	\$1,210.44
Spending Potential Index	159	135	106

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$781,685,736	\$2,263,068,908	\$7,221,349,781
Average Spent	\$41,850.61	\$35,818.82	\$28,435.77
Spending Potential Index	152	130	103
Support Payments/Gifts in Kind: Total \$	\$95,437,222	\$290,301,581	\$895,038,796
Average Spent	\$5,109.61	\$4,594.76	\$3,524.43
Spending Potential Index	168	151	116
Travel: Total \$	\$110,940,081	\$317,763,446	\$979,025,015
Average Spent	\$5,939.61	\$5,029.41	\$3,855.14
Spending Potential Index	162	138	105
Vehicle Maintenance & Repairs: Total \$	\$34,753,779	\$99,960,508	\$321,700,096
Average Spent	\$1,860.68	\$1,582.13	\$1,266.77
Spending Potential Index	150	128	102

Top Tapestry Segment		
3 mile	5 mile	10 mile
Boomburbs (H2): This segment is characterized by high-earning suburban families in the South and West. Learn more about this segment...	The Elders (J2): This segment is characterized by retired suburban seniors in warm climates who travel seasonally. Learn more about this segment...	The Elders (J2): This segment is characterized by retired suburban seniors in warm climates who travel seasonally. 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.