

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	69,584	200,588	684,652
2020 Total Population	87,631	235,075	793,432
2020 Group Quarters	767	1,501	5,396
2026 Total Population	95,382	245,339	823,833
2026 Group Quarters	863	1,688	6,066
2031 Total Population	100,845	253,376	850,145
2026-2031 Annual Rate	1.12%	0.65%	0.63%
2026 Total Daytime Population	100,716	250,722	819,009
Workers	58,127	136,663	444,797
Residents	42,589	114,059	374,212

Household Summary	3 mile	5 mile	10 mile
2010 Total Households	26,162	75,551	255,029
2010 Average Household Size	2.65	2.65	2.68
2020 Total Households	33,388	89,352	295,484
2020 Average Household Size	2.60	2.61	2.67
2026 Total Households	37,129	95,606	314,446
2026 Average Household Size	2.55	2.55	2.60
2031 Total Households	39,788	99,912	327,805
2031 Average Household Size	2.51	2.52	2.57
2026-2031 Annual Rate	1.39%	0.88%	0.84%
2026 Families	24,360	63,903	209,912
2026 Average Family Size	3.11	3.09	3.13
2031 Families	25,831	66,198	218,147
2031 Average Family Size	3.07	3.05	3.09
2026-2031 Growth Rate	1.18%	0.71%	0.77%

Median Household Income	3 mile	5 mile	10 mile
2026	\$124,097	\$114,187	\$111,681
2031	\$142,926	\$132,125	\$129,064

Per Capita Income	3 mile	5 mile	10 mile
2026	\$67,816	\$61,202	\$56,851
2031	\$77,742	\$70,319	\$65,460

2026 Households by Income			
Household Income Base	37,129	95,605	314,447
<\$10,000	2.2%	3.1%	3.2%
\$10,000-14,999	1.1%	1.2%	1.2%
\$15,000-19,999	1.0%	1.1%	1.1%
\$20,000-24,999	1.4%	1.7%	1.6%
\$25,000-29,999	1.6%	1.6%	1.6%
\$30,000-34,999	1.8%	1.9%	1.9%
\$35,000-39,999	1.7%	1.9%	2.1%
\$40,000-44,999	1.7%	2.1%	2.5%
\$45,000-49,999	2.1%	2.1%	2.4%
\$50,000-59,999	5.2%	5.3%	5.3%
\$60,000-74,999	7.7%	8.5%	8.4%
\$75000-99999	12.5%	12.8%	12.7%
\$100,000-124,999	10.4%	10.8%	11.6%
\$125,000-149,999	8.6%	9.3%	9.2%
\$150000-199999	15.1%	14.0%	13.9%
\$200,000-249,999	8.4%	8.2%	8.6%
\$250,000-299,999	5.2%	4.7%	4.5%
\$300,000-399,999	3.8%	3.3%	3.2%
\$400,000-499,999	1.8%	1.6%	1.2%
\$500,000+	6.7%	4.9%	3.8%
Average Household Income	\$173,260	\$156,414	\$148,603

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	89	93	92
Percent of Income for Mortgage	28.5%	27.2%	27.4%
Wealth Index	138	131	122

Median Home Value			
2026	\$600,898	\$527,222	\$520,073
2031	\$663,890	\$627,734	\$622,964

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	20,324	62,410	202,905
<\$50,000	0.9%	1.6%	1.3%
\$50,000 - \$99,999	0.3%	0.3%	0.4%
\$100,000 - \$149,999	0.1%	0.3%	0.4%
\$150,000 - \$199,999	0.3%	0.5%	0.5%
\$200,000 - \$249,999	0.5%	1.4%	1.3%
\$250,000 - \$299,999	1.1%	2.7%	2.7%
\$300,000 - \$399,999	10.4%	14.9%	16.0%
\$400,000 - \$499,999	19.6%	24.5%	24.6%
\$500,000 - \$749,999	41.6%	34.5%	35.5%
\$750,000 - \$999,999	18.1%	13.4%	11.3%
\$1,000,000 - \$1,499,999	5.8%	4.5%	4.2%
\$1,500,000 - \$1,999,999	0.5%	0.5%	0.9%
\$2,000,000 +	0.8%	0.8%	0.9%
Average Home Value	\$647,270	\$591,772	\$588,113

Housing Unit Summary			
2010 Total Housing Units	28,840	83,466	278,914
Owner Occupied Housing Units	56.1%	62.7%	59.5%
Renter Occupied Housing Units	34.6%	27.8%	31.9%
Vacant Housing Units	9.3%	9.5%	8.6%
2020 Housing Units	35,815	95,776	313,102
Owner Occupied Housing Units	50.6%	59.9%	59.5%
Renter Occupied Housing Units	42.6%	33.4%	34.9%
Vacant Housing Units	6.8%	6.7%	5.6%
2026 Housing Units	39,991	102,318	332,402
Owner Occupied Housing Units	50.8%	61.0%	61.0%
Renter Occupied Housing Units	42.0%	32.4%	33.6%
Vacant Housing Units	7.2%	6.6%	5.4%
2031 Total Housing Units	42,964	107,781	349,701
Owner Occupied Housing Units	51.0%	61.4%	61.5%
Renter Occupied Housing Units	41.6%	31.3%	32.3%
Vacant Housing Units	7.4%	7.3%	6.3%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	47,298	121,314	410,198
Females	48,084	124,025	413,635

Median Age			
2010	34.8	36.1	33.8
2020	37.4	39.2	36.7
2026	37.9	40.0	37.9
2031	38.4	40.8	38.9

2026 Population by Age			
Total	95,382	245,340	823,833
0 - 4	5.3%	5.1%	5.5%
5 - 9	5.7%	5.5%	5.9%
10 - 14	6.2%	6.2%	6.4%
15 - 24	13.6%	12.8%	13.2%
25 - 34	15.5%	14.0%	15.0%
35 - 44	13.3%	13.2%	13.9%
45 - 54	13.8%	13.1%	13.1%
55 - 64	11.8%	12.1%	11.3%
65 - 74	7.8%	9.3%	8.8%
75 - 84	5.3%	6.5%	5.4%
85 +	1.6%	2.2%	1.6%
18 +	78.8%	79.3%	78.2%

2026 Population 15+ by Marital Status			
Total	79,046	204,411	677,408
Never Married	35.5%	33.6%	34.6%
Married	52.2%	51.8%	51.4%
Widowed	3.5%	4.6%	3.9%
Divorced	8.8%	10.0%	10.1%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	66,076	172,948	568,695
Less than 9th Grade	1.9%	2.4%	2.1%
9th - 12th Grade, No Diploma	2.2%	2.6%	2.9%
High School Graduate	12.1%	14.4%	14.9%
GED/Alternative Credential	2.8%	2.4%	2.7%
Some College, No Degree	16.3%	18.0%	18.5%
Associate Degree	9.1%	9.6%	10.2%
Bachelor's Degree	32.0%	29.9%	29.6%
Graduate/Professional Degree	23.7%	20.7%	19.1%

2020 Population by Race/Ethnicity			
Total	87,631	235,075	793,432
White Alone	57.1%	59.2%	62.7%
Black Alone	6.5%	5.6%	5.3%
American Indian Alone	1.8%	1.9%	2.8%
Asian Alone	15.4%	12.1%	8.0%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	6.5%	8.1%	8.0%
Two or More Races	6.5%	8.1%	8.0%
Hispanic Origin	19.4%	22.0%	22.3%
Diversity Index	74.3	74.3	72.1

2026 Population by Race/Ethnicity			
Total	95,382	245,340	823,832
White Alone	52.9%	55.6%	59.8%
Black Alone	7.2%	6.2%	5.8%
American Indian Alone	1.9%	2.0%	2.9%
Asian Alone	17.0%	13.8%	9.2%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	7.5%	8.7%	8.5%
Two or More Races	13.3%	13.5%	13.6%
Hispanic Origin	21.2%	23.1%	23.3%
Diversity Index	77.5	76.9	74.6

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	55,244	137,940	474,797
White Collar	73.8%	72.7%	70.8%
Management/Business/Financial	22.0%	22.0%	21.5%
Professional	32.7%	29.9%	28.3%
Sales	9.0%	9.6%	9.5%
Administrative Support	10.2%	11.3%	11.4%
Services	13.1%	13.3%	14.3%

2026 Employed Pop 16+ by Occupation			
Total	55,244	137,940	474,797
Blue Collar	13.1%	14.1%	14.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.0%	3.7%	3.8%
Installation/Maintenance/Repair	2.6%	2.5%	2.6%
Production	3.1%	2.9%	3.2%
Transportation/Material Moving	4.3%	4.9%	5.2%
White Collar	73.8%	72.7%	70.8%
Management/Business/Financial	22.0%	22.0%	21.5%
Professional	32.7%	29.9%	28.3%
Sales	9.0%	9.6%	9.5%
Administrative Support	10.2%	11.3%	11.4%
Services	13.1%	13.3%	14.3%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	55,244	137,940	474,797
Population 16+ Employed	96.9%	96.5%	96.1%
Population 16+ Unemployment rate	3.1%	3.5%	3.9%
Population 16-24 Employed	14.9%	14.1%	14.1%
Population 16-24 Unemployment rate	5.3%	6.1%	6.8%
Population 25-54 Employed	61.9%	60.3%	61.5%
Population 25-54 Unemployment rate	2.6%	2.9%	3.4%
Population 55-64 Employed	15%	16%	15%
Population 55-64 Unemployment rate	3.1%	3.1%	3.4%
Population 65+ Employed	5%	6%	6%
Population 65+ Unemployment rate	1.6%	3.7%	3.3%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	53,543	133,155	456,228
Agriculture/Mining	0.2%	0.3%	0.3%
Construction	5.7%	6.5%	6.6%
Manufacturing	16.3%	13.5%	11.2%
Wholesale Trade	1.7%	1.9%	1.9%
Retail Trade	10.4%	11.2%	11.2%
Transportation/Utilities	4.2%	4.7%	5.3%
Information	2%	2%	2%
Finance/Insurance/Real Estate	10.5%	11.2%	10.8%
Services	46.9%	46.1%	47.9%
Public Administration	2.6%	2.7%	3.1%

2026 Consumer Spending			
Apparel & Services: Total \$	\$136,341,048	\$312,235,482	\$979,956,765
Average Spent	\$3,672.09	\$3,265.86	\$3,116.45
Spending Potential Index	144	128	122
Education: Total \$	\$102,777,039	\$238,069,160	\$757,890,948
Average Spent	\$2,768.11	\$2,490.11	\$2,410.24
Spending Potential Index	138	124	120
Entertainment/Recreation: Total \$	\$220,586,632	\$516,425,619	\$1,618,261,689
Average Spent	\$5,941.09	\$5,401.60	\$5,146.39
Spending Potential Index	138	126	120
Food at Home: Total \$	\$401,623,698	\$929,396,750	\$2,926,948,657
Average Spent	\$10,816.98	\$9,721.11	\$9,308.27
Spending Potential Index	137	123	118
Food Away from Home: Total \$	\$238,929,064	\$548,758,632	\$1,718,943,078
Average Spent	\$6,435.11	\$5,739.79	\$5,466.58
Spending Potential Index	144	129	122
Health Care: Total \$	\$399,075,554	\$950,730,197	\$2,951,637,151
Average Spent	\$10,748.35	\$9,944.25	\$9,386.79
Spending Potential Index	134	124	117
HH Furnishings & Equipment: Total \$	\$148,455,013	\$347,810,365	\$1,084,192,903
Average Spent	\$3,998.36	\$3,637.96	\$3,447.95
Spending Potential Index	141	128	121
Personal Care Products & Services: Total \$	\$61,396,188	\$142,595,225	\$444,263,322
Average Spent	\$1,653.59	\$1,491.49	\$1,412.84
Spending Potential Index	145	131	124

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$1,456,718,920	\$3,375,490,161	\$10,544,172,387
Average Spent	\$39,233.99	\$35,306.26	\$33,532.54
Spending Potential Index	142	128	122
Support Payments/Gifts in Kind: Total \$	\$161,951,256	\$388,004,723	\$1,190,150,936
Average Spent	\$4,361.85	\$4,058.37	\$3,784.91
Spending Potential Index	143	133	124
Travel: Total \$	\$188,307,804	\$444,782,341	\$1,382,401,715
Average Spent	\$5,071.72	\$4,652.24	\$4,396.31
Spending Potential Index	139	127	120
Vehicle Maintenance & Repairs: Total \$	\$63,826,517	\$148,492,007	\$466,884,306
Average Spent	\$1,719.05	\$1,553.17	\$1,484.78
Spending Potential Index	139	125	120

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...	Modern Minds (D3): This segment is characterized by urban, educated, affluent households with commutes. Learn more about this segment...	Modern Minds (D3): This segment is characterized by urban, educated, affluent households with commutes. 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.