

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	76,797	208,477	723,425
2020 Total Population	84,505	226,926	802,429
2020 Group Quarters	875	2,700	7,818
2026 Total Population	90,842	238,645	835,028
2026 Group Quarters	828	2,553	7,664
2031 Total Population	92,455	242,865	851,542
2026-2031 Annual Rate	0.35%	0.35%	0.39%
2026 Total Daytime Population	138,183	269,512	1,008,916
Workers	93,735	155,109	630,939
Residents	44,448	114,403	377,977

Household Summary			
2010 Total Households	25,107	68,230	241,979
2010 Average Household Size	3.04	3.03	2.96
2020 Total Households	26,853	72,878	271,404
2020 Average Household Size	3.11	3.08	2.93
2026 Total Households	28,801	76,569	283,926
2026 Average Household Size	3.13	3.08	2.91
2031 Total Households	29,204	77,703	290,399
2031 Average Household Size	3.14	3.09	2.91
2026-2031 Annual Rate	0.28%	0.29%	0.45%
2026 Families	22,781	60,145	201,834
2026 Average Family Size	3.47	3.44	3.38
2031 Families	23,085	60,984	205,936
2031 Average Family Size	3.49	3.45	3.37
2026-2031 Growth Rate	0.27%	0.28%	0.40%

Median Household Income			
2026	\$182,741	\$182,421	\$191,273
2031	\$211,857	\$211,171	\$214,893

Per Capita Income	3 mile	5 mile	10 mile
2026	\$73,180	\$73,690	\$83,007
2031	\$81,160	\$81,704	\$91,409

2026 Households by Income			
Household Income Base	28,801	76,569	283,925
<\$10,000	2.3%	2.4%	2.3%
\$10,000-14,999	1.5%	1.4%	1.4%
\$15,000-19,999	1.0%	1.1%	0.9%
\$20,000-24,999	1.2%	1.6%	1.4%
\$25,000-29,999	0.8%	1.0%	1.0%
\$30,000-34,999	0.7%	0.8%	0.9%
\$35,000-39,999	0.9%	1.1%	1.0%
\$40,000-44,999	1.0%	1.4%	1.3%
\$45,000-49,999	1.1%	1.2%	1.2%
\$50,000-59,999	3.3%	2.9%	2.8%
\$60,000-74,999	3.6%	3.7%	3.8%
\$75000-99999	6.9%	6.8%	7.0%
\$100,000-124,999	8.1%	7.3%	7.0%
\$125,000-149,999	7.2%	7.7%	7.1%
\$150000-199999	14.5%	13.8%	12.9%
\$200,000-249,999	11.6%	12.4%	12.4%
\$250,000-299,999	8.2%	8.8%	8.7%
\$300,000-399,999	13.6%	12.9%	12.5%
\$400,000-499,999	6.3%	6.0%	6.1%
\$500,000+	6.1%	5.8%	8.5%
Average Household Income	\$230,227	\$228,862	\$243,620

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	58	54	57
Percent of Income for Mortgage	42.5%	45.1%	43.1%
Wealth Index	192	190	186

Median Home Value			
2026	\$1,320,781	\$1,398,985	\$1,402,939
2031	\$1,425,354	\$1,513,349	\$1,521,731

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	17,135	45,153	145,272
<\$50,000	0.4%	0.8%	1.0%
\$50,000 - \$99,999	0.1%	0.2%	0.7%
\$100,000 - \$149,999	0.7%	0.6%	1.0%
\$150,000 - \$199,999	0.5%	0.3%	0.9%
\$200,000 - \$249,999	0.3%	0.4%	0.8%
\$250,000 - \$299,999	0.1%	0.1%	0.7%
\$300,000 - \$399,999	0.2%	0.5%	1.1%
\$400,000 - \$499,999	0.7%	0.6%	0.6%
\$500,000 - \$749,999	5.3%	4.2%	4.1%
\$750,000 - \$999,999	15.2%	13.1%	11.6%
\$1,000,000 - \$1,499,999	41.5%	36.8%	34.0%
\$1,500,000 - \$1,999,999	23.4%	24.7%	24.3%
\$2,000,000 +	11.8%	17.9%	19.1%
Average Home Value	\$1,364,307	\$1,441,708	\$1,420,739

Housing Unit Summary			
2010 Total Housing Units	26,145	71,133	253,175
Owner Occupied Housing Units	59.2%	58.6%	54.8%
Renter Occupied Housing Units	36.8%	37.3%	40.8%
Vacant Housing Units	4.0%	4.1%	4.4%
2020 Housing Units	28,058	75,940	283,536
Owner Occupied Housing Units	57.0%	56.7%	49.9%
Renter Occupied Housing Units	38.7%	39.3%	45.8%
Vacant Housing Units	4.4%	4.0%	4.3%
2026 Housing Units	31,289	81,617	304,624
Owner Occupied Housing Units	54.8%	55.3%	47.7%
Renter Occupied Housing Units	37.3%	38.5%	45.5%
Vacant Housing Units	8.0%	6.2%	6.8%
2031 Total Housing Units	31,967	83,221	310,752
Owner Occupied Housing Units	54.7%	55.4%	47.6%
Renter Occupied Housing Units	36.6%	38.0%	45.8%
Vacant Housing Units	8.6%	6.6%	6.5%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	46,112	121,113	429,882
Females	44,730	117,532	405,146

Median Age			
2010	36.4	36.4	35.5
2020	37.5	37.6	36.3
2026	39.1	39.0	37.8
2031	40.7	40.5	39.3

2026 Population by Age			
Total	90,842	238,647	835,029
0 - 4	5.8%	5.6%	5.5%
5 - 9	6.5%	6.2%	5.8%
10 - 14	7.0%	6.6%	5.7%
15 - 24	11.0%	10.9%	10.3%
25 - 34	12.7%	13.9%	17.4%
35 - 44	17.8%	17.2%	17.6%
45 - 54	14.8%	14.6%	13.4%
55 - 64	11.2%	11.2%	10.6%
65 - 74	8.4%	8.5%	8.2%
75 - 84	4.2%	4.3%	4.4%
85 +	1.6%	1.7%	1.6%
18 +	76.9%	77.9%	79.8%

2026 Population 15+ by Marital Status			
Total	73,293	194,660	692,692
Never Married	29.3%	29.4%	33.9%
Married	61.4%	60.7%	56.1%
Widowed	4.3%	4.4%	4.2%
Divorced	5.1%	5.5%	5.8%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	63,310	168,737	606,314
Less than 9th Grade	3.4%	3.1%	4.0%
9th - 12th Grade, No Diploma	4.4%	3.9%	3.6%
High School Graduate	14.3%	13.3%	12.1%
GED/Alternative Credential	1.1%	1.1%	1.3%
Some College, No Degree	8.8%	9.4%	9.9%
Associate Degree	6.1%	6.3%	6.0%
Bachelor's Degree	33.4%	32.9%	31.6%
Graduate/Professional Degree	28.6%	29.9%	31.6%

2020 Population by Race/Ethnicity			
Total	84,505	226,926	802,429
White Alone	18.6%	18.8%	21.0%
Black Alone	2.3%	2.5%	2.9%
American Indian Alone	0.7%	0.7%	0.8%
Asian Alone	61.2%	59.8%	54.6%
Pacific Islander Alone	0.5%	0.6%	0.8%
Some Other Race Alone	8.7%	9.3%	10.8%
Two or More Races	8.7%	9.3%	10.8%
Hispanic Origin	15.8%	16.5%	19.0%
Diversity Index	68.9	70.4	74.9

2026 Population by Race/Ethnicity			
Total	90,842	238,644	835,028
White Alone	15.9%	16.4%	18.5%
Black Alone	2.2%	2.3%	2.7%
American Indian Alone	0.7%	0.8%	0.8%
Asian Alone	64.2%	62.5%	57.5%
Pacific Islander Alone	0.4%	0.6%	0.8%
Some Other Race Alone	8.5%	9.1%	10.8%
Two or More Races	8.1%	8.3%	8.9%
Hispanic Origin	15.3%	16.2%	18.6%
Diversity Index	66.5	68.4	73.1

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	49,109	131,697	483,219
White Collar	77.7%	77.7%	77.7%
Management/Business/Financial	18.2%	19.6%	18.9%
Professional	46.2%	45.0%	46.3%
Sales	5.6%	5.9%	5.4%
Administrative Support	7.7%	7.2%	7.1%
Services	10.9%	11.3%	11.8%

2026 Employed Pop 16+ by Occupation			
Total	49,109	131,697	483,219
Blue Collar	11.3%	11.0%	10.5%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	1.6%	1.8%	1.9%
Installation/Maintenance/Repair	2.1%	2.1%	1.6%
Production	2.8%	2.8%	3.1%
Transportation/Material Moving	4.7%	4.2%	3.7%
White Collar	77.7%	77.7%	77.7%
Management/Business/Financial	18.2%	19.6%	18.9%
Professional	46.2%	45.0%	46.3%
Sales	5.6%	5.9%	5.4%
Administrative Support	7.7%	7.2%	7.1%
Services	10.9%	11.3%	11.8%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	49,109	131,697	483,219
Population 16+ Employed	96.2%	96.0%	95.9%
Population 16+ Unemployment rate	3.8%	4.0%	4.1%
Population 16-24 Employed	9.3%	9.1%	9.1%
Population 16-24 Unemployment rate	7.5%	8.2%	8.4%
Population 25-54 Employed	68.2%	67.7%	69.0%
Population 25-54 Unemployment rate	3.4%	3.6%	3.6%
Population 55-64 Employed	14%	14%	13%
Population 55-64 Unemployment rate	4.1%	4.0%	4.4%
Population 65+ Employed	4%	5%	5%
Population 65+ Unemployment rate	1.3%	0.8%	2.1%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	47,230	126,427	463,257
Agriculture/Mining	0.2%	0.2%	0.2%
Construction	3.0%	3.2%	3.1%
Manufacturing	15.1%	14.9%	15.2%
Wholesale Trade	1.4%	1.7%	1.2%
Retail Trade	7.9%	7.4%	7.5%
Transportation/Utilities	5.2%	4.6%	4.0%
Information	4%	4%	7%
Finance/Insurance/Real Estate	5.0%	5.2%	4.4%
Services	56.0%	56.1%	55.2%
Public Administration	2.2%	2.3%	2.2%

2026 Consumer Spending			
Apparel & Services: Total \$	\$131,859,013	\$349,035,654	\$1,405,747,258
Average Spent	\$4,578.28	\$4,558.45	\$4,951.10
Spending Potential Index	179	179	194
Education: Total \$	\$116,975,332	\$310,954,295	\$1,211,569,128
Average Spent	\$4,061.50	\$4,061.10	\$4,267.20
Spending Potential Index	203	203	213
Entertainment/Recreation: Total \$	\$222,166,783	\$587,976,842	\$2,316,855,300
Average Spent	\$7,713.86	\$7,679.05	\$8,160.07
Spending Potential Index	179	178	190
Food at Home: Total \$	\$393,225,744	\$1,037,127,502	\$4,145,688,303
Average Spent	\$13,653.20	\$13,545.01	\$14,601.30
Spending Potential Index	173	172	185
Food Away from Home: Total \$	\$238,813,393	\$630,881,513	\$2,522,427,249
Average Spent	\$8,291.84	\$8,239.39	\$8,884.10
Spending Potential Index	186	185	199
Health Care: Total \$	\$376,517,023	\$996,179,232	\$3,918,875,595
Average Spent	\$13,073.05	\$13,010.22	\$13,802.45
Spending Potential Index	163	162	172
HH Furnishings & Equipment: Total \$	\$147,257,549	\$389,150,994	\$1,531,816,279
Average Spent	\$5,112.93	\$5,082.36	\$5,395.13
Spending Potential Index	180	179	190
Personal Care Products & Services: Total \$	\$60,182,222	\$159,204,233	\$632,180,462
Average Spent	\$2,089.59	\$2,079.23	\$2,226.57
Spending Potential Index	183	182	195

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$1,567,258,224	\$4,116,881,977	\$16,309,347,295
Average Spent	\$54,416.80	\$53,766.95	\$57,442.25
Spending Potential Index	197	195	208
Support Payments/Gifts in Kind: Total \$	\$142,071,714	\$377,770,059	\$1,469,216,025
Average Spent	\$4,932.87	\$4,933.72	\$5,174.64
Spending Potential Index	162	162	170
Travel: Total \$	\$208,504,738	\$550,389,363	\$2,141,702,772
Average Spent	\$7,239.50	\$7,188.15	\$7,543.17
Spending Potential Index	198	197	206
Vehicle Maintenance & Repairs: Total \$	\$61,296,519	\$161,868,645	\$640,346,821
Average Spent	\$2,128.28	\$2,114.02	\$2,255.33
Spending Potential Index	172	171	182

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.