

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	206,603	557,134	2,754,223
2020 Total Population	206,618	554,326	2,739,309
2020 Group Quarters	1,816	5,967	46,880
2026 Total Population	200,414	535,399	2,644,872
2026 Group Quarters	1,823	5,939	46,752
2031 Total Population	197,805	528,526	2,613,989
2026-2031 Annual Rate	-0.26%	-0.26%	-0.23%
2026 Total Daytime Population	202,853	556,389	2,477,370
Workers	95,567	270,055	1,055,582
Residents	107,286	286,334	1,421,788

Household Summary	3 mile	5 mile	10 mile
2010 Total Households	57,681	156,555	756,336
2010 Average Household Size	3.55	3.52	3.59
2020 Total Households	59,799	162,196	791,689
2020 Average Household Size	3.42	3.38	3.40
2026 Total Households	60,772	163,817	798,832
2026 Average Household Size	3.27	3.23	3.25
2031 Total Households	61,223	164,998	805,641
2031 Average Household Size	3.20	3.17	3.19
2026-2031 Annual Rate	0.15%	0.14%	0.17%
2026 Families	47,809	127,330	609,832
2026 Average Family Size	3.63	3.63	3.68
2031 Families	48,125	128,179	614,369
2031 Average Family Size	3.55	3.55	3.60
2026-2031 Growth Rate	0.13%	0.13%	0.15%

Median Household Income	3 mile	5 mile	10 mile
2026	\$96,841	\$89,304	\$86,410
2031	\$114,088	\$105,506	\$101,901

Per Capita Income	3 mile	5 mile	10 mile
2026	\$38,160	\$35,695	\$35,101
2031	\$45,385	\$42,216	\$41,275

2026 Households by Income			
Household Income Base	60,773	163,815	798,832
<\$10,000	4.3%	4.1%	4.8%
\$10,000-14,999	2.9%	2.8%	3.4%
\$15,000-19,999	2.0%	2.2%	2.5%
\$20,000-24,999	2.0%	2.9%	3.0%
\$25,000-29,999	2.2%	2.6%	2.7%
\$30,000-34,999	2.3%	2.7%	3.0%
\$35,000-39,999	2.5%	2.7%	3.0%
\$40,000-44,999	3.0%	3.2%	3.2%
\$45,000-49,999	3.1%	3.1%	2.9%
\$50,000-59,999	5.7%	6.2%	5.8%
\$60,000-74,999	8.3%	9.1%	9.0%
\$75000-99999	12.8%	13.1%	12.9%
\$100,000-124,999	11.2%	11.2%	10.8%
\$125,000-149,999	8.5%	8.0%	7.9%
\$150000-199999	12.8%	12.1%	11.2%
\$200,000-249,999	7.1%	6.3%	6.0%
\$250,000-299,999	4.0%	3.3%	3.1%
\$300,000-399,999	3.0%	2.5%	2.6%
\$400,000-499,999	0.6%	0.7%	1.1%
\$500,000+	1.5%	1.1%	1.2%
Average Household Income	\$125,130	\$115,796	\$115,149

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	58	52	47
Percent of Income for Mortgage	42.8%	47.7%	51.9%
Wealth Index	99	86	86

Median Home Value			
2026	\$703,933	\$723,743	\$761,932
2031	\$838,252	\$857,131	\$890,121

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	35,934	83,686	380,507
<\$50,000	1.3%	1.5%	1.4%
\$50,000 - \$99,999	1.5%	1.2%	1.1%
\$100,000 - \$149,999	0.4%	0.3%	0.4%
\$150,000 - \$199,999	0.1%	0.1%	0.2%
\$200,000 - \$249,999	0.1%	0.2%	0.2%
\$250,000 - \$299,999	0.2%	0.2%	0.3%
\$300,000 - \$399,999	1.5%	1.7%	2.1%
\$400,000 - \$499,999	7.1%	6.5%	6.1%
\$500,000 - \$749,999	46.3%	42.9%	36.5%
\$750,000 - \$999,999	28.9%	32.1%	32.0%
\$1,000,000 - \$1,499,999	7.5%	9.2%	12.6%
\$1,500,000 - \$1,999,999	2.5%	1.9%	3.0%
\$2,000,000 +	2.6%	2.4%	3.9%
Average Home Value	\$778,442	\$787,013	\$844,575

Housing Unit Summary			
2010 Total Housing Units	59,842	163,022	792,712
Owner Occupied Housing Units	57.5%	49.7%	47.4%
Renter Occupied Housing Units	38.9%	46.3%	48.0%
Vacant Housing Units	3.6%	4.0%	4.6%
2020 Housing Units	61,264	166,815	817,935
Owner Occupied Housing Units	57.7%	49.6%	46.4%
Renter Occupied Housing Units	39.9%	47.6%	50.4%
Vacant Housing Units	2.4%	2.8%	3.2%
2026 Housing Units	62,765	169,906	832,229
Owner Occupied Housing Units	57.3%	49.3%	45.7%
Renter Occupied Housing Units	39.6%	47.2%	50.3%
Vacant Housing Units	3.2%	3.6%	4.0%
2031 Total Housing Units	63,385	171,575	841,074
Owner Occupied Housing Units	57.6%	49.7%	46.0%
Renter Occupied Housing Units	39.0%	46.5%	49.8%
Vacant Housing Units	3.4%	3.8%	4.2%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	98,590	264,681	1,314,791
Females	101,824	270,718	1,330,081

Median Age			
2010	34.0	32.9	32.6
2020	37.8	36.8	36.4
2026	38.5	37.7	37.3
2031	39.7	39.0	38.6

2026 Population by Age			
Total	200,412	535,399	2,644,871
0 - 4	5.0%	5.1%	5.2%
5 - 9	5.3%	5.4%	5.4%
10 - 14	5.8%	5.9%	6.0%
15 - 24	12.9%	13.6%	13.8%
25 - 34	16.1%	16.2%	16.3%
35 - 44	13.6%	13.8%	13.7%
45 - 54	12.7%	12.8%	12.4%
55 - 64	11.8%	11.6%	11.6%
65 - 74	9.5%	9.0%	8.9%
75 - 84	5.1%	4.7%	4.7%
85 +	2.0%	1.8%	1.7%
18 +	80.0%	79.5%	79.3%

2026 Population 15+ by Marital Status			
Total	168,050	447,166	2,204,177
Never Married	41.5%	43.7%	43.9%
Married	45.3%	43.8%	44.3%
Widowed	5.3%	5.0%	5.0%
Divorced	7.9%	7.5%	6.8%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	142,242	374,601	1,838,350
Less than 9th Grade	12.2%	13.5%	15.2%
9th - 12th Grade, No Diploma	9.5%	9.7%	10.0%
High School Graduate	26.0%	25.3%	23.1%
GED/Alternative Credential	3.2%	2.9%	2.7%
Some College, No Degree	17.6%	17.0%	15.4%
Associate Degree	8.4%	8.3%	7.5%
Bachelor's Degree	16.1%	16.3%	18.1%
Graduate/Professional Degree	7.0%	7.0%	8.0%

2020 Population by Race/Ethnicity			
Total	206,618	554,326	2,739,309
White Alone	23.0%	21.4%	18.4%
Black Alone	1.3%	1.7%	5.0%
American Indian Alone	2.5%	2.5%	2.2%
Asian Alone	5.2%	8.0%	17.4%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	43.0%	43.4%	39.1%
Two or More Races	43.0%	43.4%	39.1%
Hispanic Origin	84.8%	81.3%	67.4%
Diversity Index	77.5	79.6	85.9

2026 Population by Race/Ethnicity			
Total	200,414	535,399	2,644,872
White Alone	22.0%	20.5%	17.6%
Black Alone	1.2%	1.6%	4.8%
American Indian Alone	2.5%	2.5%	2.1%
Asian Alone	5.3%	8.1%	17.5%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	43.9%	44.3%	39.9%
Two or More Races	24.9%	22.9%	17.8%
Hispanic Origin	85.4%	81.9%	68.0%
Diversity Index	77.0	79.1	85.6

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	100,827	269,063	1,325,615
White Collar	56.6%	54.6%	53.6%
Management/Business/Financial	13.7%	12.9%	12.7%
Professional	18.8%	18.2%	18.8%
Sales	9.1%	8.9%	8.9%
Administrative Support	15.0%	14.6%	13.2%
Services	19.3%	19.9%	20.8%

2026 Employed Pop 16+ by Occupation			
Total	100,827	269,063	1,325,615
Blue Collar	24.2%	25.5%	25.6%
Farming/Forestry/Fishing	0.2%	0.3%	0.5%
Construction/Extraction	4.4%	5.1%	5.4%
Installation/Maintenance/Repair	3.8%	3.5%	3.1%
Production	6.0%	6.5%	6.6%
Transportation/Material Moving	9.8%	10.1%	10.0%
White Collar	56.6%	54.6%	53.6%
Management/Business/Financial	13.7%	12.9%	12.7%
Professional	18.8%	18.2%	18.8%
Sales	9.1%	8.9%	8.9%
Administrative Support	15.0%	14.6%	13.2%
Services	19.3%	19.9%	20.8%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	100,827	269,063	1,325,615
Population 16+ Employed	94.8%	95.0%	94.2%
Population 16+ Unemployment rate	5.1%	5.0%	5.8%
Population 16-24 Employed	10.9%	11.4%	11.7%
Population 16-24 Unemployment rate	9.4%	9.0%	10.2%
Population 25-54 Employed	64.6%	64.7%	63.4%
Population 25-54 Unemployment rate	4.7%	4.6%	5.3%
Population 55-64 Employed	15%	15%	14%
Population 55-64 Unemployment rate	4.7%	4.5%	5.2%
Population 65+ Employed	5%	4%	5%
Population 65+ Unemployment rate	2.2%	2.2%	2.2%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	95,634	255,600	1,248,585
Agriculture/Mining	0.4%	0.5%	0.6%
Construction	5.9%	6.5%	6.9%
Manufacturing	10.4%	10.4%	10.3%
Wholesale Trade	2.6%	2.9%	3.2%
Retail Trade	10.8%	10.7%	10.7%
Transportation/Utilities	9.2%	9.3%	8.5%
Information	1%	1%	2%
Finance/Insurance/Real Estate	4.8%	4.4%	4.5%
Services	50.2%	49.5%	49.7%
Public Administration	4.6%	4.3%	4.0%

2026 Consumer Spending			
Apparel & Services: Total \$	\$153,302,424	\$388,821,243	\$1,911,043,866
Average Spent	\$2,522.58	\$2,373.51	\$2,392.30
Spending Potential Index	99	93	94
Education: Total \$	\$122,912,213	\$305,621,817	\$1,504,799,885
Average Spent	\$2,022.51	\$1,865.63	\$1,883.75
Spending Potential Index	101	93	94
Entertainment/Recreation: Total \$	\$251,732,770	\$627,029,598	\$3,042,311,054
Average Spent	\$4,142.25	\$3,827.62	\$3,808.45
Spending Potential Index	96	89	89
Food at Home: Total \$	\$460,728,644	\$1,169,625,581	\$5,752,755,266
Average Spent	\$7,581.27	\$7,139.83	\$7,201.46
Spending Potential Index	96	91	91
Food Away from Home: Total \$	\$280,655,711	\$707,651,005	\$3,445,440,468
Average Spent	\$4,618.17	\$4,319.77	\$4,313.10
Spending Potential Index	103	97	97
Health Care: Total \$	\$426,239,480	\$1,057,187,200	\$5,131,104,839
Average Spent	\$7,013.75	\$6,453.46	\$6,423.26
Spending Potential Index	87	80	80
HH Furnishings & Equipment: Total \$	\$170,416,469	\$423,309,851	\$2,043,850,398
Average Spent	\$2,804.19	\$2,584.04	\$2,558.55
Spending Potential Index	99	91	90
Personal Care Products & Services: Total \$	\$68,311,182	\$171,281,825	\$833,894,046
Average Spent	\$1,124.06	\$1,045.57	\$1,043.89
Spending Potential Index	99	92	92

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$1,880,601,308	\$4,711,948,719	\$22,826,443,227
Average Spent	\$30,945.19	\$28,763.49	\$28,574.77
Spending Potential Index	112	104	104
Support Payments/Gifts in Kind: Total \$	\$150,817,955	\$369,206,683	\$1,788,483,631
Average Spent	\$2,481.70	\$2,253.78	\$2,238.87
Spending Potential Index	81	74	73
Travel: Total \$	\$231,654,214	\$572,195,831	\$2,766,717,650
Average Spent	\$3,811.86	\$3,492.90	\$3,463.45
Spending Potential Index	104	96	95
Vehicle Maintenance & Repairs: Total \$	\$72,672,238	\$182,002,124	\$878,367,860
Average Spent	\$1,195.82	\$1,111.01	\$1,099.57
Spending Potential Index	97	90	89

Top Tapestry Segment		
3 mile	5 mile	10 mile
Generational Ties (G3): This segment is characterized by large, multigenerational families in the suburban West. Learn more about this segment...	Generational Ties (G3): This segment is characterized by large, multigenerational families in the suburban West. Learn more about this segment...	Family Extensions (F2): This segment is characterized by metro multigenerational renters on the West Coast. 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.