

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	27,186	83,751	379,453
2020 Total Population	49,743	135,212	524,786
2020 Group Quarters	387	1,019	2,816
2026 Total Population	67,758	191,103	633,943
2026 Group Quarters	435	1,149	3,163
2031 Total Population	74,488	206,172	683,815
2026-2031 Annual Rate	1.91%	1.53%	1.53%
2026 Total Daytime Population	54,106	144,434	512,601
Workers	20,229	49,226	198,714
Residents	33,877	95,208	313,887

Household Summary	3 mile	5 mile	10 mile
2010 Total Households	8,159	26,067	123,942
2010 Average Household Size	3.33	3.20	3.06
2020 Total Households	14,545	41,756	170,232
2020 Average Household Size	3.39	3.21	3.07
2026 Total Households	20,232	61,003	211,031
2026 Average Household Size	3.33	3.11	2.99
2031 Total Households	22,481	66,485	229,957
2031 Average Household Size	3.29	3.08	2.96
2026-2031 Annual Rate	2.13%	1.74%	1.73%
2026 Families	17,602	50,968	166,656
2026 Average Family Size	3.57	3.39	3.34
2031 Families	19,576	55,500	181,217
2031 Average Family Size	3.53	3.35	3.30
2026-2031 Growth Rate	2.15%	1.72%	1.69%

Median Household Income	3 mile	5 mile	10 mile
2026	\$158,454	\$151,020	\$130,294
2031	\$179,550	\$168,577	\$152,175

Per Capita Income	3 mile	5 mile	10 mile
2026	\$59,786	\$59,513	\$55,939
2031	\$68,928	\$68,695	\$64,443

2026 Households by Income			
Household Income Base	20,232	61,002	211,031
<\$10,000	2.0%	2.0%	2.3%
\$10,000-14,999	0.7%	0.7%	0.8%
\$15,000-19,999	0.4%	0.5%	0.6%
\$20,000-24,999	0.5%	0.9%	1.2%
\$25,000-29,999	0.7%	0.8%	1.1%
\$30,000-34,999	0.6%	1.0%	1.5%
\$35,000-39,999	0.9%	1.2%	1.6%
\$40,000-44,999	1.1%	1.2%	1.8%
\$45,000-49,999	0.8%	1.1%	1.7%
\$50,000-59,999	2.9%	3.1%	4.2%
\$60,000-74,999	5.0%	5.6%	6.7%
\$75000-99999	9.1%	10.3%	12.1%
\$100,000-124,999	10.8%	11.3%	12.0%
\$125,000-149,999	9.8%	9.6%	9.3%
\$150000-199999	20.3%	19.6%	17.3%
\$200,000-249,999	13.4%	12.3%	10.4%
\$250,000-299,999	7.7%	6.5%	5.3%
\$300,000-399,999	5.7%	5.0%	3.9%
\$400,000-499,999	1.4%	1.3%	1.1%
\$500,000+	6.1%	5.9%	4.9%
Average Household Income	\$199,349	\$186,977	\$167,372

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	109	110	103
Percent of Income for Mortgage	23.2%	23.0%	24.6%
Wealth Index	172	160	140

Median Home Value			
2026	\$625,964	\$589,421	\$543,920
2031	\$691,539	\$660,193	\$632,559

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	17,512	51,026	167,217
<\$50,000	0.6%	0.3%	1.1%
\$50,000 - \$99,999	0.0%	0.1%	0.8%
\$100,000 - \$149,999	0.0%	0.1%	0.6%
\$150,000 - \$199,999	0.0%	0.1%	0.7%
\$200,000 - \$249,999	0.3%	0.6%	1.3%
\$250,000 - \$299,999	0.8%	1.6%	2.6%
\$300,000 - \$399,999	7.1%	11.2%	14.3%
\$400,000 - \$499,999	18.1%	20.5%	22.0%
\$500,000 - \$749,999	45.9%	43.3%	37.4%
\$750,000 - \$999,999	20.8%	17.0%	13.2%
\$1,000,000 - \$1,499,999	4.7%	3.9%	4.3%
\$1,500,000 - \$1,999,999	1.0%	0.7%	0.9%
\$2,000,000 +	0.8%	0.7%	0.8%
Average Home Value	\$671,295	\$631,797	\$597,951

Housing Unit Summary			
2010 Total Housing Units	9,091	29,281	142,429
Owner Occupied Housing Units	71.9%	69.2%	68.2%
Renter Occupied Housing Units	17.8%	19.9%	18.8%
Vacant Housing Units	10.3%	11.0%	13.0%
2020 Housing Units	15,422	44,570	185,557
Owner Occupied Housing Units	82.8%	79.3%	73.0%
Renter Occupied Housing Units	11.5%	14.3%	18.7%
Vacant Housing Units	6.0%	6.4%	8.2%
2026 Housing Units	21,733	65,507	229,659
Owner Occupied Housing Units	80.6%	77.9%	72.8%
Renter Occupied Housing Units	12.5%	15.2%	19.1%
Vacant Housing Units	6.9%	6.9%	8.1%
2031 Total Housing Units	24,026	71,612	251,179
Owner Occupied Housing Units	80.1%	77.7%	72.0%
Renter Occupied Housing Units	13.5%	15.2%	19.5%
Vacant Housing Units	6.4%	7.2%	8.4%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	34,035	95,475	314,860
Females	33,723	95,628	319,083

Median Age			
2010	30.4	30.3	31.7
2020	34.7	35.0	35.8
2026	35.7	35.8	36.6
2031	35.4	35.8	36.8

2026 Population by Age			
Total	67,757	191,103	633,942
0 - 4	6.2%	6.6%	6.4%
5 - 9	7.5%	7.5%	7.0%
10 - 14	9.0%	8.6%	7.9%
15 - 24	15.4%	14.6%	14.1%
25 - 34	11.0%	11.6%	12.5%
35 - 44	13.9%	14.2%	13.8%
45 - 54	15.5%	14.6%	13.8%
55 - 64	10.3%	10.1%	10.5%
65 - 74	7.0%	7.6%	7.9%
75 - 84	4.1%	4.5%	5.0%
85 +	0.8%	0.8%	1.3%
18 +	71.9%	72.2%	73.9%

2026 Population 15+ by Marital Status			
Total	52,362	147,627	498,978
Never Married	28.1%	28.5%	28.8%
Married	62.4%	60.5%	58.7%
Widowed	3.2%	3.1%	3.8%
Divorced	6.2%	7.9%	8.7%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	41,922	119,728	409,348
Less than 9th Grade	0.7%	0.7%	1.2%
9th - 12th Grade, No Diploma	1.5%	2.1%	2.7%
High School Graduate	14.4%	15.2%	16.6%
GED/Alternative Credential	3.0%	3.1%	3.0%
Some College, No Degree	20.2%	19.7%	19.7%
Associate Degree	11.5%	11.7%	11.3%
Bachelor's Degree	31.7%	30.6%	29.1%
Graduate/Professional Degree	16.9%	16.8%	16.5%

2020 Population by Race/Ethnicity			
Total	49,743	135,212	524,786
White Alone	76.6%	74.5%	72.0%
Black Alone	3.3%	3.7%	3.9%
American Indian Alone	0.9%	1.0%	1.0%
Asian Alone	2.6%	3.4%	5.4%
Pacific Islander Alone	0.2%	0.2%	0.3%
Some Other Race Alone	4.4%	5.0%	5.5%
Two or More Races	4.4%	5.0%	5.5%
Hispanic Origin	16.9%	17.6%	18.1%
Diversity Index	56.5	59.2	62.0

2026 Population by Race/Ethnicity			
Total	67,758	191,102	633,944
White Alone	74.3%	72.0%	69.2%
Black Alone	3.5%	4.1%	4.3%
American Indian Alone	1.1%	1.0%	1.1%
Asian Alone	3.0%	4.0%	6.1%
Pacific Islander Alone	0.2%	0.2%	0.3%
Some Other Race Alone	4.7%	5.5%	6.1%
Two or More Races	13.3%	13.2%	12.9%
Hispanic Origin	18.1%	19.0%	19.7%
Diversity Index	59.6	62.5	65.5

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	35,771	100,547	335,724
White Collar	71.7%	71.5%	71.0%
Management/Business/Financial	24.8%	25.5%	24.5%
Professional	25.4%	25.5%	25.8%
Sales	10.4%	10.1%	10.0%
Administrative Support	11.1%	10.4%	10.7%
Services	14.5%	14.1%	14.4%

2026 Employed Pop 16+ by Occupation			
Total	35,771	100,547	335,724
Blue Collar	13.8%	14.4%	14.6%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	3.1%	3.2%	3.0%
Installation/Maintenance/Repair	2.7%	3.2%	3.0%
Production	2.5%	2.7%	2.9%
Transportation/Material Moving	5.5%	5.2%	5.6%
White Collar	71.7%	71.5%	71.0%
Management/Business/Financial	24.8%	25.5%	24.5%
Professional	25.4%	25.5%	25.8%
Sales	10.4%	10.1%	10.0%
Administrative Support	11.1%	10.4%	10.7%
Services	14.5%	14.1%	14.4%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	35,771	100,547	335,724
Population 16+ Employed	95.7%	96.5%	96.5%
Population 16+ Unemployment rate	4.3%	3.6%	3.5%
Population 16-24 Employed	16.4%	15.8%	15.5%
Population 16-24 Unemployment rate	7.2%	7.0%	6.4%
Population 25-54 Employed	61.8%	63.0%	62.4%
Population 25-54 Unemployment rate	3.6%	2.7%	2.9%
Population 55-64 Employed	14%	14%	14%
Population 55-64 Unemployment rate	3.5%	3.1%	3.1%
Population 65+ Employed	4%	4%	5%
Population 65+ Unemployment rate	4.3%	4.2%	2.9%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	34,248	96,977	323,997
Agriculture/Mining	0.3%	0.4%	0.5%
Construction	8.8%	7.9%	7.0%
Manufacturing	7.8%	8.1%	9.8%
Wholesale Trade	1.8%	1.8%	1.8%
Retail Trade	9.6%	10.3%	11.2%
Transportation/Utilities	5.5%	5.5%	5.7%
Information	2%	2%	2%
Finance/Insurance/Real Estate	11.3%	11.1%	10.7%
Services	49.6%	49.7%	48.1%
Public Administration	3.8%	3.5%	3.4%

2026 Consumer Spending			
Apparel & Services: Total \$	\$82,976,767	\$235,334,610	\$732,069,448
Average Spent	\$4,101.26	\$3,857.75	\$3,469.01
Spending Potential Index	161	151	136
Education: Total \$	\$66,332,875	\$184,375,888	\$555,434,347
Average Spent	\$3,278.61	\$3,022.41	\$2,632.00
Spending Potential Index	164	151	131
Entertainment/Recreation: Total \$	\$139,730,224	\$396,602,986	\$1,229,905,976
Average Spent	\$6,906.40	\$6,501.37	\$5,828.08
Spending Potential Index	161	151	135
Food at Home: Total \$	\$237,832,284	\$679,579,092	\$2,146,018,322
Average Spent	\$11,755.25	\$11,140.09	\$10,169.21
Spending Potential Index	149	141	129
Food Away from Home: Total \$	\$146,660,494	\$415,533,775	\$1,290,664,911
Average Spent	\$7,248.94	\$6,811.69	\$6,116.00
Spending Potential Index	162	153	137
Health Care: Total \$	\$247,715,956	\$710,845,391	\$2,252,776,786
Average Spent	\$12,243.77	\$11,652.63	\$10,675.10
Spending Potential Index	153	145	133
HH Furnishings & Equipment: Total \$	\$92,983,121	\$264,322,408	\$823,597,102
Average Spent	\$4,595.84	\$4,332.94	\$3,902.73
Spending Potential Index	162	152	137
Personal Care Products & Services: Total \$	\$37,834,327	\$107,417,032	\$334,242,714
Average Spent	\$1,870.02	\$1,760.85	\$1,583.86
Spending Potential Index	164	154	139

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$870,189,072	\$2,469,069,722	\$7,711,115,904
Average Spent	\$43,010.53	\$40,474.56	\$36,540.20
Spending Potential Index	156	147	133
Support Payments/Gifts in Kind: Total \$	\$105,464,869	\$302,496,009	\$944,942,948
Average Spent	\$5,212.78	\$4,958.71	\$4,477.74
Spending Potential Index	171	163	147
Travel: Total \$	\$122,906,115	\$346,185,086	\$1,060,085,278
Average Spent	\$6,074.84	\$5,674.89	\$5,023.36
Spending Potential Index	166	155	137
Vehicle Maintenance & Repairs: Total \$	\$38,472,871	\$110,232,383	\$347,393,934
Average Spent	\$1,901.59	\$1,807.00	\$1,646.17
Spending Potential Index	154	146	133

Top Tapestry Segment		
3 mile	5 mile	10 mile
Professional Pride (L2): This segment is characterized by married, high-income tech households in the South and West. Learn more about this segment...	Boomburbs (H2): This segment is characterized by high-earning suburban families in the South and West. Learn more about this segment...	Boomburbs (H2): This segment is characterized by high-earning suburban families in the South and West. 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.