

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	52,852	211,273	901,744
2020 Total Population	56,100	223,581	967,387
2020 Group Quarters	395	3,202	16,984
2026 Total Population	55,539	221,023	965,981
2026 Group Quarters	385	3,135	16,639
2031 Total Population	55,220	219,347	962,933
2026-2031 Annual Rate	-0.12%	-0.15%	-0.06%
2026 Total Daytime Population	42,610	184,081	780,590
Workers	13,621	65,571	284,361
Residents	28,989	118,510	496,229

Household Summary	3 mile	5 mile	10 mile
2010 Total Households	18,716	72,162	300,610
2010 Average Household Size	2.81	2.88	2.96
2020 Total Households	19,394	75,107	319,209
2020 Average Household Size	2.87	2.93	2.98
2026 Total Households	19,810	76,029	326,914
2026 Average Household Size	2.78	2.87	2.90
2031 Total Households	19,916	76,326	329,857
2031 Average Household Size	2.75	2.83	2.87
2026-2031 Annual Rate	0.11%	0.08%	0.18%
2026 Families	14,617	54,681	234,541
2026 Average Family Size	3.19	3.34	3.40
2031 Families	14,692	54,859	236,523
2031 Average Family Size	3.15	3.30	3.35
2026-2031 Growth Rate	0.10%	0.07%	0.17%

Median Household Income	3 mile	5 mile	10 mile
2026	\$131,013	\$96,488	\$105,740
2031	\$154,887	\$111,744	\$121,635

Per Capita Income	3 mile	5 mile	10 mile
2026	\$57,486	\$44,034	\$45,841
2031	\$65,507	\$50,679	\$52,656

2026 Households by Income			
Household Income Base	19,811	76,029	326,910
<\$10,000	2.1%	3.7%	3.7%
\$10,000-14,999	1.1%	2.6%	2.2%
\$15,000-19,999	1.9%	2.7%	2.2%
\$20,000-24,999	1.4%	2.6%	2.4%
\$25,000-29,999	1.6%	2.1%	2.2%
\$30,000-34,999	1.4%	2.3%	2.3%
\$35,000-39,999	1.7%	2.9%	2.5%
\$40,000-44,999	1.4%	2.9%	2.5%
\$45,000-49,999	1.5%	2.9%	2.4%
\$50,000-59,999	4.1%	6.0%	4.8%
\$60,000-74,999	7.9%	8.6%	7.9%
\$75000-99999	10.6%	12.2%	11.7%
\$100,000-124,999	11.0%	10.3%	11.1%
\$125,000-149,999	8.1%	7.3%	8.5%
\$150000-199999	14.9%	11.6%	13.1%
\$200,000-249,999	11.4%	7.8%	9.0%
\$250,000-299,999	8.9%	5.4%	4.7%
\$300,000-399,999	5.4%	3.7%	3.6%
\$400,000-499,999	2.1%	1.5%	1.6%
\$500,000+	1.4%	1.0%	1.4%
Average Household Income	\$159,707	\$127,455	\$134,808

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	61	48	54
Percent of Income for Mortgage	39.8%	51.0%	45.1%
Wealth Index	154	109	112

Median Home Value			
2026	\$886,449	\$836,082	\$810,589
2031	\$960,550	\$936,372	\$913,684

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	13,667	39,437	184,189
<\$50,000	1.1%	2.1%	1.6%
\$50,000 - \$99,999	1.1%	1.2%	1.4%
\$100,000 - \$149,999	0.4%	0.7%	0.8%
\$150,000 - \$199,999	0.0%	0.3%	0.6%
\$200,000 - \$249,999	0.1%	0.5%	0.6%
\$250,000 - \$299,999	0.3%	0.6%	0.7%
\$300,000 - \$399,999	1.2%	2.7%	2.4%
\$400,000 - \$499,999	2.1%	5.1%	5.3%
\$500,000 - \$749,999	21.8%	25.2%	27.8%
\$750,000 - \$999,999	40.0%	33.4%	36.0%
\$1,000,000 - \$1,499,999	22.2%	18.2%	15.5%
\$1,500,000 - \$1,999,999	4.9%	4.8%	3.2%
\$2,000,000 +	4.7%	5.1%	4.0%
Average Home Value	\$972,385	\$913,680	\$867,816

Housing Unit Summary			
2010 Total Housing Units	19,519	75,783	316,495
Owner Occupied Housing Units	66.8%	50.1%	54.4%
Renter Occupied Housing Units	29.1%	45.2%	40.6%
Vacant Housing Units	4.1%	4.8%	5.0%
2020 Housing Units	20,011	77,456	329,940
Owner Occupied Housing Units	66.1%	49.9%	54.5%
Renter Occupied Housing Units	30.8%	47.0%	42.3%
Vacant Housing Units	3.1%	3.0%	3.3%
2026 Housing Units	20,527	78,815	340,516
Owner Occupied Housing Units	66.6%	50.0%	54.1%
Renter Occupied Housing Units	29.9%	46.4%	41.9%
Vacant Housing Units	3.5%	3.5%	4.0%
2031 Total Housing Units	20,800	79,684	345,079
Owner Occupied Housing Units	66.4%	49.9%	53.8%
Renter Occupied Housing Units	29.3%	45.9%	41.7%
Vacant Housing Units	4.2%	4.2%	4.4%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	27,439	109,947	476,440
Females	28,100	111,076	489,541

Median Age			
2010	40.4	35.3	34.7
2020	40.9	37.6	37.0
2026	41.6	38.4	37.9
2031	42.5	39.4	39.1

2026 Population by Age			
Total	55,539	221,023	965,981
0 - 4	5.1%	5.8%	5.5%
5 - 9	5.5%	6.0%	5.9%
10 - 14	6.0%	6.4%	6.3%
15 - 24	11.3%	12.9%	13.5%
25 - 34	13.6%	14.1%	14.7%
35 - 44	13.1%	13.7%	14.2%
45 - 54	11.7%	12.2%	12.5%
55 - 64	12.4%	11.5%	11.2%
65 - 74	11.8%	10.3%	9.6%
75 - 84	7.3%	5.6%	5.2%
85 +	2.4%	1.9%	1.8%
18 +	79.7%	77.6%	78.5%

2026 Population 15+ by Marital Status			
Total	46,315	180,706	795,399
Never Married	30.1%	35.9%	37.1%
Married	57.3%	49.6%	48.8%
Widowed	4.9%	5.0%	4.8%
Divorced	7.8%	9.4%	9.3%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	40,020	152,132	665,097
Less than 9th Grade	3.1%	5.2%	5.1%
9th - 12th Grade, No Diploma	3.3%	5.3%	5.4%
High School Graduate	14.8%	21.1%	19.4%
GED/Alternative Credential	3.0%	3.5%	3.0%
Some College, No Degree	20.2%	21.6%	20.0%
Associate Degree	11.2%	10.3%	10.2%
Bachelor's Degree	27.6%	21.7%	24.5%
Graduate/Professional Degree	16.8%	11.4%	12.3%

2020 Population by Race/Ethnicity			
Total	56,100	223,581	967,387
White Alone	62.5%	54.0%	43.2%
Black Alone	7.0%	7.7%	8.1%
American Indian Alone	0.8%	1.1%	1.1%
Asian Alone	5.2%	5.7%	12.9%
Pacific Islander Alone	0.5%	0.5%	0.6%
Some Other Race Alone	9.9%	15.4%	16.9%
Two or More Races	9.9%	15.4%	16.9%
Hispanic Origin	24.5%	32.5%	37.0%
Diversity Index	73.0	80.4	85.7

2026 Population by Race/Ethnicity			
Total	55,540	221,023	965,980
White Alone	60.2%	51.8%	41.2%
Black Alone	7.1%	7.7%	7.9%
American Indian Alone	0.8%	1.1%	1.1%
Asian Alone	5.7%	6.0%	13.5%
Pacific Islander Alone	0.5%	0.5%	0.6%
Some Other Race Alone	10.6%	16.5%	17.8%
Two or More Races	15.1%	16.4%	17.9%
Hispanic Origin	26.0%	34.3%	38.4%
Diversity Index	75.1	81.8	86.4

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	28,149	111,188	496,856
White Collar	68.4%	59.8%	61.5%
Management/Business/Financial	20.4%	15.8%	16.7%
Professional	25.7%	21.7%	25.0%
Sales	11.9%	10.9%	8.8%
Administrative Support	10.5%	11.3%	10.9%
Services	16.6%	20.5%	21.3%

2026 Employed Pop 16+ by Occupation			
Total	28,149	111,188	496,856
Blue Collar	15.0%	19.7%	17.2%
Farming/Forestry/Fishing	0.0%	0.3%	0.2%
Construction/Extraction	4.0%	5.5%	4.6%
Installation/Maintenance/Repair	3.1%	3.5%	2.7%
Production	3.1%	3.8%	4.0%
Transportation/Material Moving	4.9%	6.7%	5.7%
White Collar	68.4%	59.8%	61.5%
Management/Business/Financial	20.4%	15.8%	16.7%
Professional	25.7%	21.7%	25.0%
Sales	11.9%	10.9%	8.8%
Administrative Support	10.5%	11.3%	10.9%
Services	16.6%	20.5%	21.3%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	28,149	111,188	496,856
Population 16+ Employed	93.6%	92.4%	93.9%
Population 16+ Unemployment rate	6.4%	7.6%	6.1%
Population 16-24 Employed	10.6%	12.0%	12.2%
Population 16-24 Unemployment rate	11.8%	13.1%	10.6%
Population 25-54 Employed	58.7%	59.0%	61.1%
Population 25-54 Unemployment rate	5.9%	7.1%	5.5%
Population 55-64 Employed	16%	14%	14%
Population 55-64 Unemployment rate	6.3%	7.3%	5.6%
Population 65+ Employed	8%	7%	6%
Population 65+ Unemployment rate	2.7%	2.6%	2.9%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	26,340	102,698	466,664
Agriculture/Mining	0.1%	0.6%	0.5%
Construction	7.3%	7.9%	6.8%
Manufacturing	5.1%	6.8%	7.3%
Wholesale Trade	1.3%	1.3%	1.2%
Retail Trade	11.5%	11.9%	10.2%
Transportation/Utilities	4.9%	5.5%	5.4%
Information	2%	1%	1%
Finance/Insurance/Real Estate	7.7%	5.9%	5.5%
Services	52.5%	52.9%	55.5%
Public Administration	7.9%	5.8%	6.4%

2026 Consumer Spending			
Apparel & Services: Total \$	\$61,812,929	\$200,792,584	\$902,805,347
Average Spent	\$3,120.29	\$2,641.00	\$2,761.60
Spending Potential Index	122	103	108
Education: Total \$	\$54,824,127	\$161,564,572	\$733,979,270
Average Spent	\$2,767.50	\$2,125.04	\$2,245.18
Spending Potential Index	138	106	112
Entertainment/Recreation: Total \$	\$106,740,152	\$325,118,188	\$1,481,549,240
Average Spent	\$5,388.20	\$4,276.24	\$4,531.92
Spending Potential Index	125	99	105
Food at Home: Total \$	\$187,403,258	\$605,940,497	\$2,716,344,755
Average Spent	\$9,460.03	\$7,969.86	\$8,309.05
Spending Potential Index	120	101	105
Food Away from Home: Total \$	\$112,756,827	\$355,571,841	\$1,617,582,074
Average Spent	\$5,691.91	\$4,676.79	\$4,948.04
Spending Potential Index	128	105	111
Health Care: Total \$	\$183,675,181	\$561,094,301	\$2,558,586,043
Average Spent	\$9,271.84	\$7,380.00	\$7,826.48
Spending Potential Index	116	92	98
HH Furnishings & Equipment: Total \$	\$71,187,925	\$217,323,087	\$990,319,820
Average Spent	\$3,593.53	\$2,858.42	\$3,029.30
Spending Potential Index	126	101	107
Personal Care Products & Services: Total \$	\$28,760,042	\$89,045,619	\$405,161,069
Average Spent	\$1,451.79	\$1,171.21	\$1,239.35
Spending Potential Index	127	103	109

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$751,933,445	\$2,350,465,070	\$10,583,909,363
Average Spent	\$37,957.27	\$30,915.38	\$32,375.21
Spending Potential Index	138	112	117
Support Payments/Gifts in Kind: Total \$	\$69,640,972	\$207,066,478	\$949,449,599
Average Spent	\$3,515.45	\$2,723.52	\$2,904.28
Spending Potential Index	115	89	95
Travel: Total \$	\$100,122,860	\$295,341,948	\$1,343,872,555
Average Spent	\$5,054.16	\$3,884.60	\$4,110.78
Spending Potential Index	138	106	112
Vehicle Maintenance & Repairs: Total \$	\$29,906,360	\$93,381,311	\$423,893,179
Average Spent	\$1,509.66	\$1,228.23	\$1,296.65
Spending Potential Index	122	99	105

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.