

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	113,045	265,295	842,550
2020 Total Population	116,122	272,559	885,835
2020 Group Quarters	3,882	11,509	14,768
2026 Total Population	117,066	279,028	901,329
2026 Group Quarters	3,791	13,706	16,817
2031 Total Population	118,951	286,773	917,179
2026-2031 Annual Rate	0.32%	0.55%	0.35%
2026 Total Daytime Population	147,431	302,385	866,719
Workers	86,134	155,600	398,242
Residents	61,297	146,785	468,477

Household Summary	3 mile	5 mile	10 mile
2010 Total Households	35,324	79,528	237,725
2010 Average Household Size	3.09	3.20	3.48
2020 Total Households	36,762	82,406	254,302
2020 Average Household Size	3.05	3.17	3.43
2026 Total Households	37,964	86,089	265,670
2026 Average Household Size	2.98	3.08	3.33
2031 Total Households	39,040	89,531	273,907
2031 Average Household Size	2.95	3.05	3.29
2026-2031 Annual Rate	0.56%	0.79%	0.61%
2026 Families	26,281	60,512	202,782
2026 Average Family Size	3.51	3.59	3.74
2031 Families	26,919	62,733	208,482
2031 Average Family Size	3.47	3.55	3.70
2026-2031 Growth Rate	0.48%	0.72%	0.56%

Median Household Income	3 mile	5 mile	10 mile
2026	\$93,939	\$93,737	\$96,962
2031	\$106,606	\$106,445	\$108,867

Per Capita Income	3 mile	5 mile	10 mile
2026	\$38,996	\$36,842	\$35,549
2031	\$44,014	\$41,777	\$40,441

2026 Households by Income			
Household Income Base	37,962	86,089	265,669
<\$10,000	4.0%	4.2%	3.7%
\$10,000-14,999	2.9%	2.7%	2.2%
\$15,000-19,999	1.5%	1.9%	1.6%
\$20,000-24,999	2.3%	2.5%	2.2%
\$25,000-29,999	2.1%	2.2%	2.1%
\$30,000-34,999	2.7%	2.5%	2.2%
\$35,000-39,999	2.9%	2.8%	2.7%
\$40,000-44,999	3.2%	3.3%	3.3%
\$45,000-49,999	3.0%	2.9%	3.1%
\$50,000-59,999	5.9%	6.0%	5.7%
\$60,000-74,999	9.3%	9.3%	9.2%
\$75000-99999	12.6%	12.4%	13.2%
\$100,000-124,999	11.3%	11.7%	12.2%
\$125,000-149,999	8.9%	8.9%	9.1%
\$150000-199999	13.0%	12.8%	12.9%
\$200,000-249,999	6.8%	6.6%	7.0%
\$250,000-299,999	3.0%	2.9%	3.0%
\$300,000-399,999	2.4%	2.3%	2.4%
\$400,000-499,999	1.1%	1.1%	1.1%
\$500,000+	1.1%	1.0%	0.9%
Average Household Income	\$119,043	\$117,534	\$119,632

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	61	62	66
Percent of Income for Mortgage	38.6%	38.3%	36.3%
Wealth Index	97	94	94

Median Home Value			
2026	\$615,697	\$610,008	\$598,537
2031	\$700,246	\$683,853	\$681,954

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	20,662	46,967	158,402
<\$50,000	1.1%	1.7%	1.8%
\$50,000 - \$99,999	1.0%	1.6%	2.0%
\$100,000 - \$149,999	0.2%	0.5%	0.7%
\$150,000 - \$199,999	0.4%	0.3%	0.4%
\$200,000 - \$249,999	0.7%	0.9%	0.8%
\$250,000 - \$299,999	0.7%	0.8%	1.2%
\$300,000 - \$399,999	7.1%	7.0%	8.1%
\$400,000 - \$499,999	16.5%	15.7%	16.6%
\$500,000 - \$749,999	48.3%	48.8%	46.9%
\$750,000 - \$999,999	18.0%	15.9%	16.5%
\$1,000,000 - \$1,499,999	4.6%	4.3%	3.3%
\$1,500,000 - \$1,999,999	0.8%	1.2%	0.9%
\$2,000,000 +	0.6%	1.3%	0.9%
Average Home Value	\$649,708	\$649,801	\$626,583

Housing Unit Summary			
2010 Total Housing Units	38,094	85,495	254,544
Owner Occupied Housing Units	51.5%	51.5%	56.7%
Renter Occupied Housing Units	41.2%	41.5%	36.7%
Vacant Housing Units	7.3%	7.0%	6.6%
2020 Housing Units	38,421	85,852	263,340
Owner Occupied Housing Units	52.3%	52.3%	57.3%
Renter Occupied Housing Units	43.3%	43.7%	39.2%
Vacant Housing Units	4.3%	4.0%	3.4%
2026 Housing Units	39,514	89,781	275,114
Owner Occupied Housing Units	52.3%	52.3%	57.6%
Renter Occupied Housing Units	43.8%	43.6%	39.0%
Vacant Housing Units	3.9%	4.1%	3.4%
2031 Total Housing Units	40,749	93,195	284,155
Owner Occupied Housing Units	52.4%	52.5%	57.8%
Renter Occupied Housing Units	43.4%	43.6%	38.6%
Vacant Housing Units	4.2%	3.9%	3.6%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	58,266	139,139	449,083
Females	58,800	139,889	452,246

Median Age			
2010	32.2	29.8	29.9
2020	35.1	33.2	33.6
2026	36.4	34.2	34.7
2031	37.8	35.8	36.3

2026 Population by Age			
Total	117,065	279,026	901,328
0 - 4	5.8%	5.7%	6.0%
5 - 9	6.1%	5.8%	6.1%
10 - 14	6.1%	6.0%	6.4%
15 - 24	14.0%	17.1%	15.1%
25 - 34	15.9%	16.8%	16.9%
35 - 44	14.0%	13.2%	13.4%
45 - 54	12.0%	11.3%	11.7%
55 - 64	10.8%	10.3%	10.9%
65 - 74	9.1%	8.5%	8.5%
75 - 84	4.9%	4.4%	4.0%
85 +	1.7%	1.4%	1.2%
18 +	78.0%	78.5%	77.2%

2026 Population 15+ by Marital Status			
Total	95,928	230,315	734,188
Never Married	41.5%	45.2%	42.2%
Married	45.1%	42.5%	46.1%
Widowed	4.5%	4.3%	4.2%
Divorced	8.8%	7.9%	7.4%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	79,496	182,454	598,089
Less than 9th Grade	7.9%	8.3%	9.3%
9th - 12th Grade, No Diploma	7.6%	8.2%	9.0%
High School Graduate	26.9%	28.2%	28.5%
GED/Alternative Credential	2.8%	2.9%	3.0%
Some College, No Degree	19.4%	18.3%	18.1%
Associate Degree	8.5%	8.4%	8.7%
Bachelor's Degree	16.2%	15.6%	15.3%
Graduate/Professional Degree	10.6%	10.0%	8.2%

2020 Population by Race/Ethnicity			
Total	116,122	272,559	885,835
White Alone	38.5%	36.0%	31.1%
Black Alone	5.9%	5.9%	7.1%
American Indian Alone	2.2%	2.2%	2.0%
Asian Alone	3.7%	5.8%	6.8%
Pacific Islander Alone	0.3%	0.3%	0.4%
Some Other Race Alone	32.8%	33.4%	35.2%
Two or More Races	32.8%	33.4%	35.2%
Hispanic Origin	57.2%	58.1%	62.0%
Diversity Index	85.3	85.9	86.2

2026 Population by Race/Ethnicity			
Total	117,066	279,029	901,329
White Alone	35.4%	32.9%	28.5%
Black Alone	5.9%	5.9%	7.0%
American Indian Alone	2.0%	2.0%	1.8%
Asian Alone	3.9%	6.3%	7.3%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	35.0%	35.5%	37.0%
Two or More Races	17.4%	17.1%	18.0%
Hispanic Origin	60.1%	60.8%	64.2%
Diversity Index	85.2	85.8	85.9

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	60,587	144,230	470,806
White Collar	53.9%	52.4%	50.3%
Management/Business/Financial	11.7%	11.1%	11.7%
Professional	20.4%	19.9%	18.1%
Sales	8.5%	8.6%	8.3%
Administrative Support	13.3%	12.8%	12.2%
Services	20.2%	20.7%	19.6%

2026 Employed Pop 16+ by Occupation			
Total	60,587	144,230	470,806
Blue Collar	25.9%	26.9%	30.2%
Farming/Forestry/Fishing	0.6%	0.7%	0.7%
Construction/Extraction	6.8%	6.8%	6.9%
Installation/Maintenance/Repair	3.3%	3.7%	3.8%
Production	4.8%	5.0%	5.3%
Transportation/Material Moving	10.5%	10.7%	13.5%
White Collar	53.9%	52.4%	50.3%
Management/Business/Financial	11.7%	11.1%	11.7%
Professional	20.4%	19.9%	18.1%
Sales	8.5%	8.6%	8.3%
Administrative Support	13.3%	12.8%	12.2%
Services	20.2%	20.7%	19.6%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	60,587	144,230	470,806
Population 16+ Employed	93.7%	93.6%	94.0%
Population 16+ Unemployment rate	6.3%	6.4%	6.0%
Population 16-24 Employed	13.2%	15.4%	14.1%
Population 16-24 Unemployment rate	10.2%	10.9%	10.3%
Population 25-54 Employed	61.2%	60.3%	61.8%
Population 25-54 Unemployment rate	5.8%	5.6%	5.3%
Population 55-64 Employed	14%	13%	13%
Population 55-64 Unemployment rate	6.0%	5.7%	5.5%
Population 65+ Employed	6%	5%	5%
Population 65+ Unemployment rate	2.5%	2.7%	3.9%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	56,755	135,045	442,495
Agriculture/Mining	0.6%	0.8%	0.8%
Construction	8.8%	9.1%	9.3%
Manufacturing	8.0%	8.3%	8.5%
Wholesale Trade	1.8%	2.0%	2.1%
Retail Trade	11.4%	11.6%	12.4%
Transportation/Utilities	8.7%	8.8%	11.2%
Information	2%	1%	1%
Finance/Insurance/Real Estate	4.3%	4.4%	4.1%
Services	49.0%	49.1%	45.7%
Public Administration	5.8%	4.7%	4.8%

2026 Consumer Spending			
Apparel & Services: Total \$	\$92,866,308	\$208,362,930	\$651,010,449
Average Spent	\$2,446.17	\$2,420.32	\$2,450.45
Spending Potential Index	96	95	96
Education: Total \$	\$73,591,644	\$164,141,617	\$509,161,744
Average Spent	\$1,938.46	\$1,906.65	\$1,916.52
Spending Potential Index	97	95	96
Entertainment/Recreation: Total \$	\$151,784,370	\$338,322,853	\$1,063,484,819
Average Spent	\$3,998.11	\$3,929.92	\$4,003.03
Spending Potential Index	93	91	93
Food at Home: Total \$	\$281,117,544	\$628,839,861	\$1,959,857,223
Average Spent	\$7,404.85	\$7,304.53	\$7,377.04
Spending Potential Index	94	93	94
Food Away from Home: Total \$	\$166,555,141	\$375,598,837	\$1,177,883,182
Average Spent	\$4,387.19	\$4,362.91	\$4,433.63
Spending Potential Index	98	98	99
Health Care: Total \$	\$265,064,840	\$589,925,935	\$1,855,745,826
Average Spent	\$6,982.01	\$6,852.51	\$6,985.15
Spending Potential Index	87	85	87
HH Furnishings & Equipment: Total \$	\$102,016,823	\$228,551,656	\$720,093,771
Average Spent	\$2,687.20	\$2,654.83	\$2,710.48
Spending Potential Index	94	93	95
Personal Care Products & Services: Total \$	\$41,516,449	\$93,186,122	\$291,343,355
Average Spent	\$1,093.57	\$1,082.44	\$1,096.64
Spending Potential Index	96	95	96

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$1,096,747,253	\$2,462,924,770	\$7,687,670,054
Average Spent	\$28,889.14	\$28,609.05	\$28,936.91
Spending Potential Index	105	104	105
Support Payments/Gifts in Kind: Total \$	\$96,908,340	\$213,922,566	\$676,622,823
Average Spent	\$2,552.64	\$2,484.90	\$2,546.85
Spending Potential Index	84	82	84
Travel: Total \$	\$136,216,938	\$302,200,577	\$951,083,960
Average Spent	\$3,588.06	\$3,510.33	\$3,579.94
Spending Potential Index	98	96	98
Vehicle Maintenance & Repairs: Total \$	\$44,073,016	\$99,000,320	\$310,213,943
Average Spent	\$1,160.92	\$1,149.98	\$1,167.67
Spending Potential Index	94	93	94

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...	Generational Ties (G3): This segment is characterized by large, multigenerational families in the suburban 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.