

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	56,963	138,338	428,693
2020 Total Population	65,320	151,844	468,546
2020 Group Quarters	1,109	1,886	4,179
2026 Total Population	72,384	161,287	485,542
2026 Group Quarters	1,222	2,107	4,701
2031 Total Population	77,967	169,246	504,895
2026-2031 Annual Rate	1.50%	0.97%	0.78%
2026 Total Daytime Population	130,312	254,438	609,295
Workers	98,150	178,279	382,483
Residents	32,162	76,159	226,812

Household Summary			
2010 Total Households	26,018	60,936	185,832
2010 Average Household Size	2.17	2.25	2.29
2020 Total Households	30,126	67,482	205,575
2020 Average Household Size	2.13	2.22	2.26
2026 Total Households	34,603	74,002	218,987
2026 Average Household Size	2.06	2.15	2.20
2031 Total Households	38,036	79,109	231,555
2031 Average Household Size	2.02	2.11	2.16
2026-2031 Annual Rate	1.91%	1.34%	1.12%
2026 Families	18,639	43,328	129,311
2026 Average Family Size	2.76	2.77	2.80
2031 Families	20,325	45,819	135,692
2031 Average Family Size	2.69	2.72	2.75
2026-2031 Growth Rate	1.75%	1.12%	0.97%

Median Household Income			
2026	\$130,807	\$136,070	\$121,528
2031	\$153,837	\$160,193	\$145,091

Per Capita Income	3 mile	5 mile	10 mile
2026	\$94,158	\$94,534	\$84,806
2031	\$107,978	\$108,482	\$98,004

2026 Households by Income			
Household Income Base	34,604	74,002	218,986
<\$10,000	2.9%	2.8%	3.3%
\$10,000-14,999	1.1%	1.1%	1.3%
\$15,000-19,999	0.7%	0.8%	1.2%
\$20,000-24,999	1.4%	1.6%	1.7%
\$25,000-29,999	1.8%	1.7%	1.8%
\$30,000-34,999	1.4%	1.5%	1.7%
\$35,000-39,999	1.6%	1.5%	1.8%
\$40,000-44,999	2.2%	2.0%	2.4%
\$45,000-49,999	1.9%	1.7%	2.3%
\$50,000-59,999	4.2%	4.0%	4.6%
\$60,000-74,999	7.1%	6.4%	7.1%
\$75000-99999	10.7%	10.3%	11.1%
\$100,000-124,999	11.0%	10.6%	10.9%
\$125,000-149,999	8.1%	7.9%	7.6%
\$150000-199999	12.9%	12.8%	12.5%
\$200,000-249,999	8.8%	9.6%	8.7%
\$250,000-299,999	6.2%	6.5%	5.7%
\$300,000-399,999	5.8%	5.7%	4.5%
\$400,000-499,999	2.5%	2.7%	2.1%
\$500,000+	7.8%	8.6%	7.7%
Average Household Income	\$195,971	\$205,288	\$187,692

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	76	74	76
Percent of Income for Mortgage	33.5%	34.1%	33.3%
Wealth Index	169	191	174

Median Home Value			
2026	\$745,693	\$788,910	\$687,549
2031	\$811,049	\$843,432	\$749,170

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	18,423	47,182	149,798
<\$50,000	0.1%	0.1%	1.1%
\$50,000 - \$99,999	0.0%	0.0%	0.5%
\$100,000 - \$149,999	0.1%	0.1%	0.5%
\$150,000 - \$199,999	0.2%	0.3%	0.6%
\$200,000 - \$249,999	0.8%	0.8%	1.2%
\$250,000 - \$299,999	1.1%	0.9%	1.5%
\$300,000 - \$399,999	5.4%	3.7%	7.6%
\$400,000 - \$499,999	11.7%	8.7%	13.5%
\$500,000 - \$749,999	31.0%	31.2%	31.3%
\$750,000 - \$999,999	24.2%	27.1%	19.6%
\$1,000,000 - \$1,499,999	14.9%	16.2%	11.7%
\$1,500,000 - \$1,999,999	5.6%	5.6%	4.8%
\$2,000,000 +	4.7%	5.3%	6.0%
Average Home Value	\$873,715	\$908,554	\$829,872

Housing Unit Summary			
2010 Total Housing Units	30,937	71,819	216,736
Owner Occupied Housing Units	50.8%	57.7%	59.9%
Renter Occupied Housing Units	33.3%	27.1%	25.8%
Vacant Housing Units	15.9%	15.2%	14.3%
2020 Housing Units	35,812	79,185	235,009
Owner Occupied Housing Units	47.6%	55.1%	58.8%
Renter Occupied Housing Units	36.6%	30.1%	28.7%
Vacant Housing Units	16.1%	14.8%	12.6%
2026 Housing Units	41,163	86,360	249,365
Owner Occupied Housing Units	44.8%	54.6%	60.1%
Renter Occupied Housing Units	39.3%	31.1%	27.7%
Vacant Housing Units	15.9%	14.3%	12.2%
2031 Total Housing Units	44,398	92,096	264,977
Owner Occupied Housing Units	44.3%	54.0%	59.8%
Renter Occupied Housing Units	41.4%	31.9%	27.6%
Vacant Housing Units	14.3%	14.1%	12.6%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	34,912	78,051	238,237
Females	37,472	83,236	247,305

Median Age			
2010	41.8	44.0	42.7
2020	46.1	47.6	45.8
2026	46.9	47.9	46.3
2031	47.7	48.3	47.1

2026 Population by Age			
Total	72,383	161,287	485,541
0 - 4	3.7%	3.8%	4.1%
5 - 9	4.4%	4.5%	4.7%
10 - 14	4.8%	5.1%	5.0%
15 - 24	10.2%	10.1%	10.1%
25 - 34	11.9%	11.2%	12.2%
35 - 44	12.6%	12.1%	12.5%
45 - 54	12.0%	11.6%	11.7%
55 - 64	14.0%	14.1%	14.0%
65 - 74	12.2%	13.0%	13.0%
75 - 84	9.2%	9.9%	9.2%
85 +	3.9%	3.8%	3.1%
18 +	83.9%	83.5%	83.2%

2026 Population 15+ by Marital Status			
Total	63,046	139,741	418,884
Never Married	31.8%	28.3%	29.7%
Married	50.8%	55.1%	53.7%
Widowed	5.6%	5.9%	5.4%
Divorced	11.9%	10.7%	11.2%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	55,631	123,483	369,871
Less than 9th Grade	0.5%	0.6%	1.3%
9th - 12th Grade, No Diploma	1.3%	1.4%	2.3%
High School Graduate	9.3%	8.5%	11.6%
GED/Alternative Credential	1.4%	1.6%	1.8%
Some College, No Degree	15.4%	14.9%	15.8%
Associate Degree	6.8%	6.6%	7.8%
Bachelor's Degree	39.3%	38.5%	35.0%
Graduate/Professional Degree	25.9%	28.1%	24.5%

2020 Population by Race/Ethnicity			
Total	65,320	151,844	468,546
White Alone	80.3%	80.8%	77.0%
Black Alone	1.9%	1.6%	2.2%
American Indian Alone	0.4%	0.4%	1.4%
Asian Alone	8.0%	7.6%	5.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.1%	2.0%	4.6%
Two or More Races	2.1%	2.0%	4.6%
Hispanic Origin	7.2%	7.3%	12.4%
Diversity Index	43.1	42.5	52.5

2026 Population by Race/Ethnicity			
Total	72,383	161,287	485,542
White Alone	77.6%	77.9%	74.5%
Black Alone	2.1%	1.9%	2.4%
American Indian Alone	0.4%	0.4%	1.4%
Asian Alone	9.4%	9.3%	7.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.3%	2.2%	5.0%
Two or More Races	8.1%	8.2%	9.6%
Hispanic Origin	7.8%	7.9%	13.1%
Diversity Index	47.0	46.8	55.8

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	41,837	88,863	271,812
White Collar	82.3%	81.8%	77.8%
Management/Business/Financial	31.9%	30.9%	27.9%
Professional	30.1%	30.8%	28.4%
Sales	12.2%	11.7%	11.9%
Administrative Support	8.2%	8.4%	9.6%
Services	10.4%	10.5%	12.5%

2026 Employed Pop 16+ by Occupation			
Total	41,837	88,863	271,812
Blue Collar	7.3%	7.7%	9.7%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	1.6%	1.7%	2.2%
Installation/Maintenance/Repair	1.0%	1.3%	1.7%
Production	0.8%	1.2%	1.6%
Transportation/Material Moving	3.6%	3.4%	4.2%
White Collar	82.3%	81.8%	77.8%
Management/Business/Financial	31.9%	30.9%	27.9%
Professional	30.1%	30.8%	28.4%
Sales	12.2%	11.7%	11.9%
Administrative Support	8.2%	8.4%	9.6%
Services	10.4%	10.5%	12.5%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	41,837	88,863	271,812
Population 16+ Employed	97.3%	96.9%	96.3%
Population 16+ Unemployment rate	2.7%	3.1%	3.6%
Population 16-24 Employed	10.9%	10.9%	10.8%
Population 16-24 Unemployment rate	5.9%	6.8%	7.6%
Population 25-54 Employed	56.2%	54.9%	55.8%
Population 25-54 Unemployment rate	2.3%	2.7%	3.2%
Population 55-64 Employed	18%	19%	18%
Population 55-64 Unemployment rate	2.4%	3.0%	3.5%
Population 65+ Employed	12%	12%	11%
Population 65+ Unemployment rate	2.0%	1.7%	2.1%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	40,715	86,076	261,892
Agriculture/Mining	0.4%	0.3%	0.3%
Construction	5.4%	5.4%	5.6%
Manufacturing	5.5%	5.6%	5.9%
Wholesale Trade	2.6%	2.5%	2.1%
Retail Trade	9.3%	9.4%	10.6%
Transportation/Utilities	3.7%	3.7%	4.5%
Information	2%	2%	2%
Finance/Insurance/Real Estate	15.2%	13.9%	13.4%
Services	54.9%	55.8%	53.8%
Public Administration	1.4%	1.8%	2.0%

2026 Consumer Spending			
Apparel & Services: Total \$	\$137,850,782	\$305,517,232	\$836,551,266
Average Spent	\$3,983.78	\$4,128.50	\$3,820.10
Spending Potential Index	156	162	150
Education: Total \$	\$119,746,490	\$268,391,996	\$703,986,831
Average Spent	\$3,460.58	\$3,626.82	\$3,214.74
Spending Potential Index	173	181	160
Entertainment/Recreation: Total \$	\$233,801,939	\$525,302,032	\$1,428,015,930
Average Spent	\$6,756.70	\$7,098.48	\$6,521.01
Spending Potential Index	157	165	152
Food at Home: Total \$	\$416,037,601	\$925,078,775	\$2,543,273,246
Average Spent	\$12,023.17	\$12,500.73	\$11,613.81
Spending Potential Index	153	159	147
Food Away from Home: Total \$	\$242,694,880	\$538,436,375	\$1,465,941,402
Average Spent	\$7,013.69	\$7,275.97	\$6,694.19
Spending Potential Index	157	163	150
Health Care: Total \$	\$417,000,025	\$942,382,754	\$2,597,003,886
Average Spent	\$12,050.98	\$12,734.56	\$11,859.17
Spending Potential Index	150	159	148
HH Furnishings & Equipment: Total \$	\$154,524,085	\$347,678,424	\$948,212,169
Average Spent	\$4,465.63	\$4,698.23	\$4,329.99
Spending Potential Index	157	165	152
Personal Care Products & Services: Total \$	\$63,214,040	\$141,112,935	\$384,349,127
Average Spent	\$1,826.84	\$1,906.88	\$1,755.12
Spending Potential Index	160	167	154

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$1,552,769,114	\$3,459,799,417	\$9,347,686,009
Average Spent	\$44,873.83	\$46,752.78	\$42,686.03
Spending Potential Index	163	170	155
Support Payments/Gifts in Kind: Total \$	\$165,868,874	\$379,204,849	\$1,045,163,956
Average Spent	\$4,793.48	\$5,124.25	\$4,772.72
Spending Potential Index	157	168	157
Travel: Total \$	\$209,329,574	\$473,905,544	\$1,266,937,893
Average Spent	\$6,049.46	\$6,403.96	\$5,785.45
Spending Potential Index	165	175	158
Vehicle Maintenance & Repairs: Total \$	\$65,607,032	\$146,964,000	\$404,422,412
Average Spent	\$1,895.99	\$1,985.95	\$1,846.79
Spending Potential Index	153	160	149

Top Tapestry Segment		
3 mile	5 mile	10 mile
Urban Chic (H4): This segment is characterized by affluent, educated families in the suburbs of coastal metropolises. Learn more about this segment...	Top Tier (L3): This segment is characterized by highly educated professionals in affluent suburbs. Learn more about this segment...	Burbs and Beyond (K8): This segment is characterized by affluent, aging population in the scenic 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.