

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	117,693	459,609	1,966,913
2020 Total Population	121,940	472,013	1,990,978
2020 Group Quarters	2,715	6,969	29,118
2026 Total Population	119,198	459,211	1,939,887
2026 Group Quarters	2,763	6,964	29,076
2031 Total Population	117,576	454,493	1,927,130
2026-2031 Annual Rate	-0.27%	-0.21%	-0.13%
2026 Total Daytime Population	126,200	429,642	1,803,684
Workers	62,588	199,641	822,911
Residents	63,612	230,001	980,773

Household Summary	3 mile	5 mile	10 mile
2010 Total Households	45,521	168,476	620,171
2010 Average Household Size	2.53	2.69	3.13
2020 Total Households	46,292	172,652	645,847
2020 Average Household Size	2.58	2.69	3.04
2026 Total Households	46,333	173,041	653,193
2026 Average Household Size	2.51	2.61	2.93
2031 Total Households	46,379	173,833	660,417
2031 Average Household Size	2.48	2.57	2.87
2026-2031 Annual Rate	0.02%	0.09%	0.22%
2026 Families	31,235	114,470	458,590
2026 Average Family Size	3.11	3.22	3.47
2031 Families	31,175	114,943	463,085
2031 Average Family Size	3.06	3.17	3.41
2026-2031 Growth Rate	-0.04%	0.08%	0.20%

Median Household Income	3 mile	5 mile	10 mile
2026	\$132,226	\$115,064	\$101,522
2031	\$155,766	\$131,586	\$115,320

Per Capita Income	3 mile	5 mile	10 mile
2026	\$67,003	\$57,677	\$44,970
2031	\$76,158	\$65,710	\$51,762

2026 Households by Income			
Household Income Base	46,334	173,041	653,193
<\$10,000	3.1%	4.0%	4.2%
\$10,000-14,999	1.5%	2.1%	2.6%
\$15,000-19,999	1.6%	1.8%	2.0%
\$20,000-24,999	2.0%	2.0%	2.3%
\$25,000-29,999	2.5%	2.0%	2.2%
\$30,000-34,999	1.8%	2.0%	2.4%
\$35,000-39,999	2.0%	2.1%	2.5%
\$40,000-44,999	2.7%	2.5%	2.9%
\$45,000-49,999	1.7%	1.8%	2.3%
\$50,000-59,999	3.7%	4.3%	5.2%
\$60,000-74,999	5.7%	6.8%	7.9%
\$75000-99999	9.8%	11.3%	12.6%
\$100,000-124,999	9.4%	11.2%	11.1%
\$125,000-149,999	7.4%	8.3%	8.4%
\$150000-199999	13.6%	13.2%	12.4%
\$200,000-249,999	13.3%	10.0%	8.0%
\$250,000-299,999	6.5%	5.2%	4.3%
\$300,000-399,999	5.9%	4.8%	3.4%
\$400,000-499,999	2.5%	2.0%	1.4%
\$500,000+	3.2%	2.6%	1.8%
Average Household Income	\$172,092	\$152,419	\$132,789

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	59	53	50
Percent of Income for Mortgage	42.1%	47.1%	49.5%
Wealth Index	170	133	107

Median Home Value			
2026	\$946,396	\$921,300	\$853,543
2031	\$1,107,507	\$1,063,132	\$959,482

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	35,480	101,379	332,297
<\$50,000	0.7%	1.0%	1.6%
\$50,000 - \$99,999	0.6%	1.0%	1.4%
\$100,000 - \$149,999	1.3%	0.8%	1.0%
\$150,000 - \$199,999	2.9%	1.2%	0.7%
\$200,000 - \$249,999	2.1%	0.9%	0.6%
\$250,000 - \$299,999	1.4%	0.8%	0.5%
\$300,000 - \$399,999	2.8%	1.6%	1.8%
\$400,000 - \$499,999	2.4%	2.5%	3.9%
\$500,000 - \$749,999	10.3%	15.2%	24.5%
\$750,000 - \$999,999	32.5%	36.6%	34.1%
\$1,000,000 - \$1,499,999	31.2%	25.0%	20.3%
\$1,500,000 - \$1,999,999	7.5%	6.7%	5.0%
\$2,000,000 +	4.4%	6.7%	4.7%
Average Home Value	\$1,004,200	\$1,021,778	\$929,180

Housing Unit Summary			
2010 Total Housing Units	47,887	177,458	653,795
Owner Occupied Housing Units	75.4%	57.9%	50.9%
Renter Occupied Housing Units	19.7%	37.0%	44.0%
Vacant Housing Units	4.9%	5.1%	5.1%
2020 Housing Units	48,247	180,036	669,859
Owner Occupied Housing Units	74.0%	56.6%	49.5%
Renter Occupied Housing Units	22.0%	39.3%	46.9%
Vacant Housing Units	4.1%	4.1%	3.6%
2026 Housing Units	48,492	181,384	681,301
Owner Occupied Housing Units	73.2%	55.9%	48.8%
Renter Occupied Housing Units	22.4%	39.5%	47.1%
Vacant Housing Units	4.5%	4.6%	4.1%
2031 Total Housing Units	48,737	182,608	689,889
Owner Occupied Housing Units	73.1%	56.0%	48.9%
Renter Occupied Housing Units	22.1%	39.2%	46.8%
Vacant Housing Units	4.8%	4.8%	4.3%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	57,208	224,577	959,880
Females	61,990	234,634	980,007

Median Age			
2010	44.4	39.1	35.1
2020	45.8	41.5	38.4
2026	46.3	42.1	39.3
2031	46.9	43.0	40.4

2026 Population by Age			
Total	119,199	459,212	1,939,887
0 - 4	4.0%	4.4%	4.8%
5 - 9	4.7%	4.8%	5.1%
10 - 14	5.8%	5.3%	5.6%
15 - 24	11.9%	11.9%	12.7%
25 - 34	11.4%	14.3%	15.8%
35 - 44	10.6%	13.1%	13.6%
45 - 54	12.2%	12.3%	12.2%
55 - 64	13.3%	13.0%	12.5%
65 - 74	12.8%	11.2%	9.9%
75 - 84	9.0%	6.8%	5.5%
85 +	4.1%	2.6%	1.9%
18 +	82.0%	82.2%	80.9%

2026 Population 15+ by Marital Status			
Total	101,889	392,633	1,639,708
Never Married	29.8%	36.0%	40.3%
Married	54.2%	49.9%	46.7%
Widowed	7.3%	5.3%	5.0%
Divorced	8.7%	8.7%	8.0%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	87,657	338,079	1,393,520
Less than 9th Grade	2.3%	4.9%	8.8%
9th - 12th Grade, No Diploma	2.6%	4.4%	7.1%
High School Graduate	13.6%	15.7%	19.3%
GED/Alternative Credential	1.6%	1.9%	2.5%
Some College, No Degree	16.9%	17.2%	17.4%
Associate Degree	8.9%	9.0%	8.5%
Bachelor's Degree	32.9%	29.8%	24.8%
Graduate/Professional Degree	21.3%	17.1%	11.6%

2020 Population by Race/Ethnicity			
Total	121,940	472,013	1,990,978
White Alone	57.5%	45.7%	30.7%
Black Alone	2.4%	3.9%	5.7%
American Indian Alone	0.6%	0.9%	1.4%
Asian Alone	17.6%	21.8%	23.9%
Pacific Islander Alone	0.4%	0.5%	0.6%
Some Other Race Alone	7.7%	13.4%	23.3%
Two or More Races	7.7%	13.4%	23.3%
Hispanic Origin	21.5%	28.7%	42.3%
Diversity Index	74.4	82.6	88.2

2026 Population by Race/Ethnicity			
Total	119,198	459,210	1,939,885
White Alone	54.8%	43.4%	29.0%
Black Alone	2.5%	3.9%	5.5%
American Indian Alone	0.6%	0.9%	1.4%
Asian Alone	19.1%	23.1%	24.9%
Pacific Islander Alone	0.4%	0.5%	0.6%
Some Other Race Alone	8.1%	13.9%	23.9%
Two or More Races	14.5%	14.3%	14.8%
Hispanic Origin	22.3%	29.4%	42.8%
Diversity Index	76.1	83.4	88.4

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	59,333	245,708	1,036,399
White Collar	76.9%	69.9%	60.6%
Management/Business/Financial	23.1%	20.6%	16.1%
Professional	33.8%	30.0%	23.6%
Sales	9.9%	9.0%	9.1%
Administrative Support	10.2%	10.3%	11.9%
Services	13.2%	16.2%	19.8%

2026 Employed Pop 16+ by Occupation			
Total	59,333	245,708	1,036,399
Blue Collar	9.9%	13.9%	19.6%
Farming/Forestry/Fishing	0.2%	0.3%	0.4%
Construction/Extraction	2.2%	3.0%	4.1%
Installation/Maintenance/Repair	1.5%	2.1%	2.7%
Production	2.2%	3.6%	5.5%
Transportation/Material Moving	3.8%	4.9%	6.9%
White Collar	76.9%	69.9%	60.6%
Management/Business/Financial	23.1%	20.6%	16.1%
Professional	33.8%	30.0%	23.6%
Sales	9.9%	9.0%	9.1%
Administrative Support	10.2%	10.3%	11.9%
Services	13.2%	16.2%	19.8%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	59,333	245,708	1,036,399
Population 16+ Employed	95.3%	95.2%	94.7%
Population 16+ Unemployment rate	4.7%	4.8%	5.3%
Population 16-24 Employed	10.6%	10.2%	11.0%
Population 16-24 Unemployment rate	9.6%	9.6%	9.6%
Population 25-54 Employed	56.6%	60.7%	62.0%
Population 25-54 Unemployment rate	4.0%	4.2%	4.8%
Population 55-64 Employed	19%	17%	16%
Population 55-64 Unemployment rate	4.4%	4.5%	5.0%
Population 65+ Employed	9%	7%	6%
Population 65+ Unemployment rate	4.2%	3.0%	2.6%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	56,518	234,016	981,374
Agriculture/Mining	0.4%	0.4%	0.6%
Construction	4.8%	5.1%	6.0%
Manufacturing	8.9%	9.7%	10.8%
Wholesale Trade	2.3%	2.2%	2.2%
Retail Trade	8.7%	8.8%	10.2%
Transportation/Utilities	5.0%	5.8%	6.3%
Information	3%	2%	2%
Finance/Insurance/Real Estate	8.2%	7.0%	5.8%
Services	55.3%	55.0%	52.9%
Public Administration	3.8%	3.8%	3.6%

2026 Consumer Spending			
Apparel & Services: Total \$	\$153,238,898	\$527,471,490	\$1,776,946,781
Average Spent	\$3,307.34	\$3,048.25	\$2,720.40
Spending Potential Index	130	119	107
Education: Total \$	\$137,253,195	\$453,139,858	\$1,453,721,307
Average Spent	\$2,962.32	\$2,618.68	\$2,225.56
Spending Potential Index	148	131	111
Entertainment/Recreation: Total \$	\$270,625,293	\$884,404,697	\$2,888,337,765
Average Spent	\$5,840.88	\$5,110.95	\$4,421.87
Spending Potential Index	136	119	103
Food at Home: Total \$	\$467,503,939	\$1,588,591,462	\$5,349,953,138
Average Spent	\$10,090.09	\$9,180.43	\$8,190.46
Spending Potential Index	128	116	104
Food Away from Home: Total \$	\$279,799,644	\$953,693,582	\$3,199,900,351
Average Spent	\$6,038.88	\$5,511.37	\$4,898.86
Spending Potential Index	135	123	110
Health Care: Total \$	\$479,662,548	\$1,516,888,281	\$4,925,457,697
Average Spent	\$10,352.50	\$8,766.06	\$7,540.59
Spending Potential Index	129	109	94
HH Furnishings & Equipment: Total \$	\$181,522,325	\$588,996,618	\$1,932,191,048
Average Spent	\$3,917.78	\$3,403.80	\$2,958.07
Spending Potential Index	138	120	104
Personal Care Products & Services: Total \$	\$72,999,349	\$240,608,404	\$791,682,500
Average Spent	\$1,575.54	\$1,390.47	\$1,212.02
Spending Potential Index	138	122	106

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$1,879,837,578	\$6,337,496,612	\$21,168,688,084
Average Spent	\$40,572.33	\$36,624.25	\$32,408.01
Spending Potential Index	147	133	118
Support Payments/Gifts in Kind: Total \$	\$188,779,701	\$567,139,951	\$1,779,136,614
Average Spent	\$4,074.41	\$3,277.49	\$2,723.75
Spending Potential Index	134	108	89
Travel: Total \$	\$255,720,569	\$825,514,023	\$2,647,866,012
Average Spent	\$5,519.19	\$4,770.63	\$4,053.73
Spending Potential Index	151	130	111
Vehicle Maintenance & Repairs: Total \$	\$75,245,450	\$247,163,366	\$822,924,824
Average Spent	\$1,624.01	\$1,428.35	\$1,259.85
Spending Potential Index	131	115	102

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.