

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	121,932	197,392	634,415
2020 Total Population	131,244	215,135	686,424
2020 Group Quarters	3,671	8,265	12,994
2026 Total Population	141,342	227,110	700,630
2026 Group Quarters	3,751	8,433	13,244
2031 Total Population	150,983	238,478	718,089
2026-2031 Annual Rate	1.33%	0.98%	0.49%
2026 Total Daytime Population	199,075	385,133	865,394
Workers	140,747	290,703	544,333
Residents	58,328	94,430	321,061

Household Summary	3 mile	5 mile	10 mile
2010 Total Households	49,336	77,700	225,327
2010 Average Household Size	2.41	2.47	2.77
2020 Total Households	57,471	89,573	250,086
2020 Average Household Size	2.22	2.31	2.69
2026 Total Households	65,898	100,522	268,689
2026 Average Household Size	2.09	2.18	2.56
2031 Total Households	72,874	109,227	283,353
2031 Average Household Size	2.02	2.11	2.49
2026-2031 Annual Rate	2.03%	1.67%	1.07%
2026 Families	26,194	44,822	157,241
2026 Average Family Size	3.10	3.09	3.30
2031 Families	28,155	47,381	162,335
2031 Average Family Size	3.03	3.02	3.24
2026-2031 Growth Rate	1.45%	1.12%	0.64%

Median Household Income	3 mile	5 mile	10 mile
2026	\$75,152	\$80,273	\$91,922
2031	\$91,503	\$97,249	\$109,453

Per Capita Income	3 mile	5 mile	10 mile
2026	\$52,260	\$54,731	\$48,691
2031	\$62,406	\$64,523	\$57,236

2026 Households by Income			
Household Income Base	65,898	100,520	268,691
<\$10,000	5.8%	5.4%	4.1%
\$10,000-14,999	4.2%	3.6%	2.4%
\$15,000-19,999	2.7%	2.3%	1.8%
\$20,000-24,999	3.3%	2.9%	2.3%
\$25,000-29,999	2.9%	2.7%	2.1%
\$30,000-34,999	3.9%	3.6%	2.9%
\$35,000-39,999	4.2%	3.8%	3.4%
\$40,000-44,999	3.4%	3.2%	3.2%
\$45,000-49,999	2.8%	2.7%	2.8%
\$50,000-59,999	7.0%	6.8%	6.3%
\$60,000-74,999	9.9%	9.8%	9.6%
\$75000-99999	11.7%	12.1%	12.6%
\$100,000-124,999	10.0%	9.8%	11.3%
\$125,000-149,999	7.3%	7.5%	9.2%
\$150000-199999	8.4%	8.8%	10.8%
\$200,000-249,999	4.5%	5.0%	5.7%
\$250,000-299,999	3.1%	3.4%	3.7%
\$300,000-399,999	1.8%	2.1%	2.3%
\$400,000-499,999	0.8%	1.2%	1.1%
\$500,000+	2.5%	3.1%	2.4%
Average Household Income	\$111,635	\$122,654	\$126,137

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	59	57	67
Percent of Income for Mortgage	42.5%	44.3%	37.4%
Wealth Index	68	81	95

Median Home Value			
2026	\$543,162	\$604,151	\$583,722
2031	\$676,863	\$720,080	\$694,097

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	21,314	37,948	146,458
<\$50,000	2.3%	2.0%	2.1%
\$50,000 - \$99,999	1.7%	1.2%	1.6%
\$100,000 - \$149,999	0.7%	0.8%	0.7%
\$150,000 - \$199,999	1.1%	1.0%	0.7%
\$200,000 - \$249,999	1.7%	1.5%	1.3%
\$250,000 - \$299,999	3.8%	2.8%	2.4%
\$300,000 - \$399,999	12.3%	8.9%	9.2%
\$400,000 - \$499,999	21.1%	17.5%	19.7%
\$500,000 - \$749,999	30.3%	34.4%	36.7%
\$750,000 - \$999,999	12.1%	17.0%	14.8%
\$1,000,000 - \$1,499,999	7.7%	8.2%	6.8%
\$1,500,000 - \$1,999,999	2.9%	2.8%	2.0%
\$2,000,000 +	2.2%	1.9%	1.8%
Average Home Value	\$648,664	\$683,673	\$656,296

Housing Unit Summary			
2010 Total Housing Units	53,847	84,245	239,520
Owner Occupied Housing Units	38.0%	43.4%	57.9%
Renter Occupied Housing Units	53.7%	48.8%	36.2%
Vacant Housing Units	8.4%	7.8%	5.9%
2020 Housing Units	63,357	97,895	265,455
Owner Occupied Housing Units	33.4%	38.5%	54.4%
Renter Occupied Housing Units	57.3%	53.0%	39.8%
Vacant Housing Units	9.3%	8.5%	5.9%
2026 Housing Units	74,516	111,940	288,078
Owner Occupied Housing Units	28.6%	33.9%	50.8%
Renter Occupied Housing Units	59.8%	55.9%	42.4%
Vacant Housing Units	11.6%	10.2%	6.7%
2031 Total Housing Units	80,261	119,780	303,478
Owner Occupied Housing Units	27.4%	32.6%	49.7%
Renter Occupied Housing Units	63.4%	58.5%	43.6%
Vacant Housing Units	9.2%	8.8%	6.6%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	74,276	118,092	356,566
Females	67,066	109,018	344,064

Median Age			
2010	30.5	30.7	31.4
2020	32.1	32.1	33.3
2026	33.3	33.2	34.4
2031	34.5	34.5	35.8

2026 Population by Age			
Total	141,343	227,109	700,629
0 - 4	4.8%	5.0%	6.0%
5 - 9	4.3%	4.5%	6.1%
10 - 14	4.4%	4.7%	6.2%
15 - 24	16.5%	16.9%	14.6%
25 - 34	23.7%	22.6%	18.1%
35 - 44	15.2%	14.9%	14.8%
45 - 54	11.3%	11.6%	12.7%
55 - 64	8.6%	8.5%	8.9%
65 - 74	7.1%	7.1%	7.9%
75 - 84	3.6%	3.6%	4.3%
85 +	1.1%	1.1%	1.5%
18 +	83.6%	82.7%	77.9%

2026 Population 15+ by Marital Status			
Total	122,238	194,746	572,069
Never Married	52.7%	50.0%	40.2%
Married	33.5%	36.6%	45.6%
Widowed	3.0%	3.1%	3.9%
Divorced	10.8%	10.4%	10.3%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	98,931	156,329	469,512
Less than 9th Grade	4.1%	3.7%	3.7%
9th - 12th Grade, No Diploma	4.4%	4.0%	4.6%
High School Graduate	16.8%	15.6%	19.8%
GED/Alternative Credential	4.0%	3.7%	3.6%
Some College, No Degree	16.0%	14.9%	17.6%
Associate Degree	7.4%	7.6%	8.8%
Bachelor's Degree	27.8%	29.2%	25.9%
Graduate/Professional Degree	19.6%	21.3%	15.9%

2020 Population by Race/Ethnicity			
Total	131,244	215,135	686,424
White Alone	62.3%	66.2%	67.9%
Black Alone	3.6%	3.1%	2.5%
American Indian Alone	1.9%	1.6%	1.4%
Asian Alone	5.5%	5.6%	4.6%
Pacific Islander Alone	2.8%	2.3%	2.3%
Some Other Race Alone	12.8%	10.9%	11.1%
Two or More Races	12.8%	10.9%	11.1%
Hispanic Origin	26.6%	22.6%	22.2%
Diversity Index	74.3	69.7	68.1

2026 Population by Race/Ethnicity			
Total	141,342	227,110	700,630
White Alone	58.7%	62.6%	64.4%
Black Alone	4.2%	3.6%	2.9%
American Indian Alone	1.9%	1.6%	1.4%
Asian Alone	6.4%	6.5%	5.4%
Pacific Islander Alone	2.7%	2.3%	2.4%
Some Other Race Alone	14.1%	12.2%	12.5%
Two or More Races	12.0%	11.2%	11.1%
Hispanic Origin	28.7%	24.7%	24.5%
Diversity Index	77.2	73.3	71.8

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	88,781	141,076	402,354
White Collar	64.3%	65.4%	62.5%
Management/Business/Financial	17.8%	18.4%	18.1%
Professional	29.0%	29.4%	24.6%
Sales	8.0%	8.2%	8.4%
Administrative Support	9.5%	9.3%	11.3%
Services	16.5%	16.3%	15.8%

2026 Employed Pop 16+ by Occupation			
Total	88,781	141,076	402,354
Blue Collar	19.2%	18.3%	21.7%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	5.3%	5.0%	5.9%
Installation/Maintenance/Repair	2.0%	1.9%	2.8%
Production	5.0%	4.8%	5.6%
Transportation/Material Moving	6.7%	6.6%	7.3%
White Collar	64.3%	65.4%	62.5%
Management/Business/Financial	17.8%	18.4%	18.1%
Professional	29.0%	29.4%	24.6%
Sales	8.0%	8.2%	8.4%
Administrative Support	9.5%	9.3%	11.3%
Services	16.5%	16.3%	15.8%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	88,781	141,076	402,354
Population 16+ Employed	95.2%	95.7%	95.8%
Population 16+ Unemployment rate	4.9%	4.3%	4.2%
Population 16-24 Employed	16.6%	16.9%	15.7%
Population 16-24 Unemployment rate	6.7%	6.3%	6.4%
Population 25-54 Employed	64.8%	64.8%	63.8%
Population 25-54 Unemployment rate	4.5%	3.9%	3.9%
Population 55-64 Employed	10%	10%	11%
Population 55-64 Unemployment rate	4.6%	4.0%	3.9%
Population 65+ Employed	4%	4%	5%
Population 65+ Unemployment rate	2.7%	2.5%	2.6%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	84,474	135,003	385,353
Agriculture/Mining	0.3%	0.3%	0.4%
Construction	6.6%	6.3%	8.0%
Manufacturing	8.8%	8.5%	9.5%
Wholesale Trade	1.0%	1.1%	1.5%
Retail Trade	10.5%	10.4%	11.0%
Transportation/Utilities	5.4%	5.2%	6.0%
Information	2%	2%	1%
Finance/Insurance/Real Estate	6.9%	7.1%	7.8%
Services	55.4%	56.0%	50.6%
Public Administration	3.2%	3.3%	3.6%

2026 Consumer Spending			
Apparel & Services: Total \$	\$164,236,062	\$271,598,320	\$720,685,144
Average Spent	\$2,492.28	\$2,701.88	\$2,682.23
Spending Potential Index	98	106	105
Education: Total \$	\$122,173,613	\$208,064,776	\$565,358,898
Average Spent	\$1,853.98	\$2,069.84	\$2,104.14
Spending Potential Index	93	103	105
Entertainment/Recreation: Total \$	\$249,541,290	\$420,090,042	\$1,163,044,033
Average Spent	\$3,786.78	\$4,179.09	\$4,328.59
Spending Potential Index	88	97	101
Food at Home: Total \$	\$486,902,294	\$807,585,988	\$2,163,896,735
Average Spent	\$7,388.73	\$8,033.92	\$8,053.54
Spending Potential Index	94	102	102
Food Away from Home: Total \$	\$284,278,325	\$471,047,451	\$1,262,016,214
Average Spent	\$4,313.91	\$4,686.01	\$4,696.94
Spending Potential Index	97	105	105
Health Care: Total \$	\$439,583,305	\$740,373,608	\$2,083,402,791
Average Spent	\$6,670.66	\$7,365.29	\$7,753.96
Spending Potential Index	83	92	97
HH Furnishings & Equipment: Total \$	\$166,757,431	\$280,204,700	\$776,695,784
Average Spent	\$2,530.54	\$2,787.50	\$2,890.69
Spending Potential Index	89	98	102
Personal Care Products & Services: Total \$	\$71,041,728	\$118,517,501	\$321,330,719
Average Spent	\$1,078.06	\$1,179.02	\$1,195.92
Spending Potential Index	95	103	105

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$1,762,867,020	\$2,928,443,661	\$7,885,056,715
Average Spent	\$26,751.45	\$29,132.37	\$29,346.41
Spending Potential Index	97	106	106
Support Payments/Gifts in Kind: Total \$	\$162,190,078	\$276,866,051	\$799,909,185
Average Spent	\$2,461.23	\$2,754.28	\$2,977.08
Spending Potential Index	81	90	98
Travel: Total \$	\$204,903,092	\$348,545,188	\$989,827,740
Average Spent	\$3,109.40	\$3,467.35	\$3,683.92
Spending Potential Index	85	95	101
Vehicle Maintenance & Repairs: Total \$	\$74,371,053	\$124,267,671	\$339,343,419
Average Spent	\$1,128.58	\$1,236.22	\$1,262.96
Spending Potential Index	91	100	102

Top Tapestry Segment		
3 mile	5 mile	10 mile
Metro Renters (D4): This segment is characterized by young, educated professionals in urban rentals. Learn more about this segment...	Metro Renters (D4): This segment is characterized by young, educated professionals in urban rentals. Learn more about this segment...	Emerging Hub (D1): This segment is characterized by young, high-earning, mobile urban professionals. 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.