

Community Profile



Rings: 3, 5, 10 mile radii

Population Summary	3 mile	5 mile	10 mile
2010 Total Population	187,968	463,004	1,447,689
2020 Total Population	193,678	475,260	1,474,505
2020 Group Quarters	2,664	8,233	24,464
2026 Total Population	189,999	463,601	1,434,294
2026 Group Quarters	2,644	8,203	23,797
2031 Total Population	188,801	462,715	1,424,959
2026-2031 Annual Rate	-0.13%	-0.04%	-0.13%
2026 Total Daytime Population	220,279	489,012	1,426,135
Workers	123,632	245,998	678,969
Residents	96,647	243,014	747,166

Household Summary	3 mile	5 mile	10 mile
2010 Total Households	68,385	162,907	477,915
2010 Average Household Size	2.71	2.81	3.00
2020 Total Households	71,085	168,706	499,598
2020 Average Household Size	2.69	2.77	2.90
2026 Total Households	72,121	170,589	505,864
2026 Average Household Size	2.60	2.67	2.79
2031 Total Households	73,089	173,492	513,134
2031 Average Household Size	2.55	2.62	2.73
2026-2031 Annual Rate	0.27%	0.34%	0.29%
2026 Families	49,129	117,722	339,638
2026 Average Family Size	3.16	3.24	3.43
2031 Families	49,749	119,771	344,063
2031 Average Family Size	3.10	3.17	3.36
2026-2031 Growth Rate	0.25%	0.35%	0.26%

Median Household Income	3 mile	5 mile	10 mile
2026	\$115,188	\$118,049	\$97,171
2031	\$133,361	\$137,632	\$111,056

Per Capita Income	3 mile	5 mile	10 mile
2026	\$62,256	\$62,971	\$49,629
2031	\$71,992	\$72,208	\$57,111

2026 Households by Income			
Household Income Base	72,119	170,587	505,866
<\$10,000	3.7%	3.8%	4.9%
\$10,000-14,999	2.0%	2.0%	3.0%
\$15,000-19,999	1.6%	1.8%	2.3%
\$20,000-24,999	2.0%	2.2%	2.6%
\$25,000-29,999	2.0%	2.0%	2.3%
\$30,000-34,999	2.0%	2.0%	2.6%
\$35,000-39,999	2.5%	2.3%	2.7%
\$40,000-44,999	2.8%	2.5%	2.8%
\$45,000-49,999	2.4%	2.2%	2.6%
\$50,000-59,999	4.8%	4.4%	5.4%
\$60,000-74,999	7.2%	6.7%	8.1%
\$75000-99999	10.4%	10.4%	11.7%
\$100,000-124,999	10.3%	10.2%	10.3%
\$125,000-149,999	8.4%	7.8%	7.6%
\$150000-199999	12.4%	12.5%	10.9%
\$200,000-249,999	8.9%	9.2%	7.4%
\$250,000-299,999	5.0%	5.3%	4.1%
\$300,000-399,999	5.8%	6.2%	4.3%
\$400,000-499,999	2.0%	2.3%	1.6%
\$500,000+	3.9%	4.2%	2.7%
Average Household Income	\$162,575	\$170,112	\$139,889

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	50	51	46
Percent of Income for Mortgage	49.8%	48.8%	53.5%
Wealth Index	142	148	111

Median Home Value			
2026	\$975,544	\$979,216	\$883,166
2031	\$1,154,628	\$1,175,832	\$997,520

2026 Home Value	3 mile	5 mile	10 mile
Total Owner Occupied Housing Units	39,274	94,674	236,286
<\$50,000	1.2%	1.0%	1.3%
\$50,000 - \$99,999	0.9%	1.0%	1.0%
\$100,000 - \$149,999	1.1%	0.7%	0.7%
\$150,000 - \$199,999	0.3%	0.3%	0.3%
\$200,000 - \$249,999	0.4%	0.3%	0.4%
\$250,000 - \$299,999	0.1%	0.3%	0.4%
\$300,000 - \$399,999	0.8%	0.8%	1.9%
\$400,000 - \$499,999	1.9%	2.2%	4.2%
\$500,000 - \$749,999	14.7%	17.6%	24.9%
\$750,000 - \$999,999	31.7%	28.3%	27.8%
\$1,000,000 - \$1,499,999	28.4%	25.4%	18.0%
\$1,500,000 - \$1,999,999	9.5%	10.7%	8.2%
\$2,000,000 +	9.0%	11.5%	10.8%
Average Home Value	\$1,108,617	\$1,137,686	\$1,040,973

Housing Unit Summary			
2010 Total Housing Units	71,601	170,558	506,822
Owner Occupied Housing Units	54.9%	55.8%	45.8%
Renter Occupied Housing Units	40.6%	39.8%	48.5%
Vacant Housing Units	4.5%	4.5%	5.7%
2020 Housing Units	73,897	175,245	521,102
Owner Occupied Housing Units	52.6%	53.8%	45.2%
Renter Occupied Housing Units	43.6%	42.4%	50.6%
Vacant Housing Units	3.8%	3.7%	4.1%
2026 Housing Units	75,695	178,782	532,699
Owner Occupied Housing Units	51.9%	53.0%	44.4%
Renter Occupied Housing Units	43.4%	42.5%	50.6%
Vacant Housing Units	4.7%	4.6%	5.0%
2031 Total Housing Units	76,849	182,205	541,153
Owner Occupied Housing Units	51.8%	52.6%	44.3%
Renter Occupied Housing Units	43.3%	42.6%	50.5%
Vacant Housing Units	4.9%	4.8%	5.2%

2026 Population by Sex	3 mile	5 mile	10 mile
Males	93,480	229,403	709,310
Females	96,519	234,198	724,984

Median Age			
2010	40.0	39.2	34.7
2020	42.3	41.8	37.8
2026	42.7	42.3	38.7
2031	43.5	43.0	39.8

2026 Population by Age			
Total	189,999	463,602	1,434,295
0 - 4	4.6%	4.6%	5.1%
5 - 9	5.1%	5.1%	5.4%
10 - 14	5.7%	5.7%	6.0%
15 - 24	11.4%	11.8%	13.1%
25 - 34	13.0%	13.3%	15.0%
35 - 44	13.3%	13.1%	13.9%
45 - 54	12.9%	12.8%	12.7%
55 - 64	13.4%	13.4%	12.3%
65 - 74	11.4%	11.0%	9.6%
75 - 84	6.4%	6.3%	5.1%
85 +	2.7%	2.6%	1.8%
18 +	81.0%	81.0%	79.5%

2026 Population 15+ by Marital Status			
Total	160,789	392,342	1,196,932
Never Married	33.9%	35.1%	42.2%
Married	52.4%	51.6%	45.1%
Widowed	5.3%	5.3%	4.9%
Divorced	8.4%	8.0%	7.9%

2026 Pop 25+ by Educational Attainment	3 mile	5 mile	10 mile
Total	139,176	337,467	1,008,562
Less than 9th Grade	4.1%	5.3%	9.1%
9th - 12th Grade, No Diploma	3.8%	5.1%	7.3%
High School Graduate	15.3%	16.4%	18.9%
GED/Alternative Credential	1.9%	1.9%	2.5%
Some College, No Degree	14.5%	15.0%	16.7%
Associate Degree	8.8%	8.2%	7.8%
Bachelor's Degree	33.7%	30.9%	24.6%
Graduate/Professional Degree	18.0%	17.3%	13.1%

2020 Population by Race/Ethnicity			
Total	193,678	475,260	1,474,505
White Alone	35.9%	35.5%	26.6%
Black Alone	5.8%	5.1%	14.6%
American Indian Alone	0.8%	1.0%	1.5%
Asian Alone	29.2%	25.1%	15.1%
Pacific Islander Alone	0.6%	0.7%	0.7%
Some Other Race Alone	14.6%	18.8%	27.7%
Two or More Races	14.6%	18.8%	27.7%
Hispanic Origin	28.3%	34.7%	45.1%
Diversity Index	84.8	86.5	89.3

2026 Population by Race/Ethnicity			
Total	189,999	463,601	1,434,294
White Alone	34.1%	33.8%	25.5%
Black Alone	5.7%	5.0%	14.2%
American Indian Alone	0.8%	1.1%	1.5%
Asian Alone	29.8%	25.8%	15.5%
Pacific Islander Alone	0.6%	0.7%	0.7%
Some Other Race Alone	15.3%	19.3%	28.5%
Two or More Races	13.7%	14.3%	14.2%
Hispanic Origin	29.3%	35.5%	46.1%
Diversity Index	85.3	86.9	89.4

2026 Employed Pop 16+ by Occupation	3 mile	5 mile	10 mile
Total	100,149	237,401	744,995
White Collar	70.3%	67.8%	60.1%
Management/Business/Financial	21.1%	20.3%	16.8%
Professional	30.2%	28.6%	23.2%
Sales	8.1%	8.5%	8.5%
Administrative Support	10.9%	10.4%	11.7%
Services	16.0%	16.5%	20.4%

2026 Employed Pop 16+ by Occupation			
Total	100,149	237,401	744,995
Blue Collar	13.7%	15.7%	19.5%
Farming/Forestry/Fishing	0.1%	0.1%	0.3%
Construction/Extraction	2.7%	3.1%	4.0%
Installation/Maintenance/Repair	2.1%	2.4%	2.5%
Production	3.0%	3.3%	4.3%
Transportation/Material Moving	5.9%	6.7%	8.4%
White Collar	70.3%	67.8%	60.1%
Management/Business/Financial	21.1%	20.3%	16.8%
Professional	30.2%	28.6%	23.2%
Sales	8.1%	8.5%	8.5%
Administrative Support	10.9%	10.4%	11.7%
Services	16.0%	16.5%	20.4%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	100,149	237,401	744,995
Population 16+ Employed	94.7%	94.6%	94.0%
Population 16+ Unemployment rate	5.3%	5.4%	6.0%
Population 16-24 Employed	9.8%	10.1%	11.3%
Population 16-24 Unemployment rate	9.2%	10.0%	10.6%
Population 25-54 Employed	59.3%	59.5%	61.3%
Population 25-54 Unemployment rate	5.1%	5.1%	5.5%
Population 55-64 Employed	17%	17%	15%
Population 55-64 Unemployment rate	5.1%	5.0%	5.4%
Population 65+ Employed	8%	8%	6%
Population 65+ Unemployment rate	1.7%	2.2%	2.8%

2026 Employed Population 16+ by Industry	3 mile	5 mile	10 mile
Total	94,883	224,634	700,481
Agriculture/Mining	0.4%	0.3%	0.4%
Construction	4.7%	4.9%	5.6%
Manufacturing	10.1%	10.4%	9.4%
Wholesale Trade	2.1%	2.3%	2.1%
Retail Trade	8.3%	8.6%	9.3%
Transportation/Utilities	8.0%	8.2%	8.8%
Information	3%	3%	3%
Finance/Insurance/Real Estate	6.7%	6.4%	5.4%
Services	52.9%	52.7%	52.8%
Public Administration	4.0%	3.7%	3.6%

2026 Consumer Spending			
Apparel & Services: Total \$	\$234,723,611	\$580,353,064	\$1,468,560,120
Average Spent	\$3,254.58	\$3,402.05	\$2,903.07
Spending Potential Index	128	133	114
Education: Total \$	\$202,430,207	\$503,002,214	\$1,187,785,551
Average Spent	\$2,806.81	\$2,948.62	\$2,348.03
Spending Potential Index	140	147	117
Entertainment/Recreation: Total \$	\$391,850,926	\$970,330,965	\$2,356,938,724
Average Spent	\$5,433.24	\$5,688.12	\$4,659.23
Spending Potential Index	126	132	108
Food at Home: Total \$	\$707,238,383	\$1,745,451,394	\$4,410,564,275
Average Spent	\$9,806.28	\$10,231.91	\$8,718.87
Spending Potential Index	124	130	111
Food Away from Home: Total \$	\$426,036,775	\$1,052,329,690	\$2,622,880,336
Average Spent	\$5,907.25	\$6,168.80	\$5,184.95
Spending Potential Index	132	138	116
Health Care: Total \$	\$665,271,956	\$1,646,950,050	\$4,017,210,610
Average Spent	\$9,224.39	\$9,654.49	\$7,941.29
Spending Potential Index	115	120	99
HH Furnishings & Equipment: Total \$	\$260,566,728	\$645,161,887	\$1,573,755,697
Average Spent	\$3,612.91	\$3,781.97	\$3,111.03
Spending Potential Index	127	133	109
Personal Care Products & Services: Total \$	\$106,754,441	\$263,155,303	\$647,375,279
Average Spent	\$1,480.21	\$1,542.63	\$1,279.74
Spending Potential Index	130	135	112

2026 Consumer Spending	3 mile	5 mile	10 mile
Shelter: Total \$	\$2,822,484,902	\$6,955,262,755	\$17,216,392,155
Average Spent	\$39,135.41	\$40,772.05	\$34,033.64
Spending Potential Index	142	148	123
Support Payments/Gifts in Kind: Total \$	\$244,629,554	\$607,104,803	\$1,446,954,254
Average Spent	\$3,391.93	\$3,558.87	\$2,860.36
Spending Potential Index	111	117	94
Travel: Total \$	\$364,781,351	\$904,101,748	\$2,139,629,141
Average Spent	\$5,057.91	\$5,299.88	\$4,229.65
Spending Potential Index	138	145	116
Vehicle Maintenance & Repairs: Total \$	\$110,182,494	\$271,961,113	\$675,229,468
Average Spent	\$1,527.74	\$1,594.25	\$1,334.80
Spending Potential Index	123	129	108

Top Tapestry Segment		
3 mile	5 mile	10 mile
Uptown Lights (F5): This segment is characterized by major metropolis urban and suburban professionals. 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...	Family Extensions (F2): This segment is characterized by metro multigenerational renters on the West Coast. 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.