	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	21,907	89,064	389,112
2020 Total Population	26,583	117,226	451,793
2020 Group Quarters	261	2,411	9,076
2022 Total Population	26,729	120,877	465,022
2022 Group Quarters	261	2,411	9,076
2027 Total Population	26,320	123,444	466,565
2022-2027 Annual Rate	-0.31%	0.42%	0.07%
2022 Total Daytime Population	51,361	277,674	631,597
Workers	40,365	224,374	419,472
Residents	10,996	53,300	212,125
Household Summary			
2010 Households	8,387	31,568	136,367
2010 Average Household Size	2.56	2.71	2.79
2020 Total Households	10,646	43,924	162,588
2020 Average Household Size	2.47	2.61	2.72
2022 Households	10,627	45,167	167,020
2022 Average Household Size	2.49	2.62	2.73
2027 Households	10,517	46,607	169,803
2027 Average Household Size	2.48	2.60	2.69
2022-2027 Annual Rate	-0.21%	0.63%	0.33%
2010 Families	5,411	20,807	91,536
2010 Average Family Size	3.13	3.27	3.32
2022 Families	6,857	29,584	111,283
2022 Average Family Size	3.06	3.17	3.26
2027 Families	6,821	30,605	113,028
2027 Average Family Size	3.03	3.13	3.22
2022-2027 Annual Rate	-0.11%	0.68%	0.31%
Housing Unit Summary			
2000 Housing Units	3,499	24,283	124,819
Owner Occupied Housing Units	33.9%	47.9%	50.3%
Renter Occupied Housing Units	53.0%	46.4%	46.8%
Vacant Housing Units	13.1%	5.6%	2.9%
2010 Housing Units	8,871	33,181	143,034
Owner Occupied Housing Units	31.6%	42.7%	47.7%
Renter Occupied Housing Units	63.0%	52.4%	47.6%
Vacant Housing Units	5.5%	4.9%	4.7%
2020 Housing Units	11,184	46,335	171,943
Vacant Housing Units	4.8%	5.2%	5.4%
2022 Housing Units	11,170	48,785	179,412
Owner Occupied Housing Units	25.6%	34.2%	41.5%
Renter Occupied Housing Units	69.5%	58.4%	51.6%
Vacant Housing Units	4.9%	7.4%	6.9%
2027 Housing Units	11,345	51,310	185,764
Owner Occupied Housing Units	25.1%	32.5%	40.2%
Renter Occupied Housing Units	67.5%	58.3%	51.2%
Vacant Housing Units	7.3%	9.2%	8.6%
Median Household Income			
2022	$167,201	$153,576	$146,357
2027	$186,069	$171,862	$167,210
Median Home Value			
2022	$1,228,823	$1,004,859	$1,133,903
2027	$1,253,498	$1,056,304	$1,174,460
Per Capita Income			
2022	$83,877	$71,200	$66,025
2027	$96,582	$83,473	$78,010
Median Age			
2010	32.2	33.2	34.6
2022	34.2	35.6	37.1
2027	34.5	36.2	37.8

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.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 07, 2022

	1 mile	3 mile	5 mile
2022 Households by Income			
Household Income Base	10,627	45,165	167,018
<$15,000	2.5%	3.2%	3.6%
$15,000 - $24,999	1.2%	2.4%	2.8%
$25,000 - $34,999	1.8%	2.9%	3.2%
$35,000 - $49,999	2.5%	4.5%	4.8%
$50,000 - $74,999	5.9%	7.6%	9.0%
$75,000 - $99,999	5.5%	8.0%	8.8%
$100,000 - $149,999	21.8%	19.5%	18.6%
$150,000 - $199,999	20.6%	18.4%	16.3%
$200,000+	38.3%	33.4%	32.7%
Average Household Income	$211,134	$189,930	$183,739
2027 Households by Income			
Household Income Base	10,517	46,605	169,801
<$15,000	1.5%	1.9%	2.3%
$15,000 - $24,999	0.7%	1.4%	1.6%
$25,000 - $34,999	1.1%	2.1%	2.0%
$35,000 - $49,999	1.5%	3.2%	3.4%
$50,000 - $74,999	3.9%	6.0%	7.2%
$75,000 - $99,999	4.3%	7.2%	8.0%
$100,000 - $149,999	19.7%	17.8%	17.8%
$150,000 - $199,999	22.0%	20.0%	18.1%
$200,000+	45.3%	40.5%	39.6%
Average Household Income	$241,873	$220,503	$214,289
2022 Owner Occupied Housing Units by Value			
Total	2,860	16,677	74,490
<$50,000	0.0%	1.7%	1.0%
$50,000 - $99,999	0.0%	2.9%	1.1%
$100,000 - $149,999	0.1%	2.0%	0.8%
$150,000 - $199,999	0.0%	2.0%	0.9%
$200,000 - $249,999	0.0%	2.9%	1.3%
$250,000 - $299,999	0.0%	2.0%	1.2%
$300,000 - $399,999	0.0%	0.9%	1.0%
$400,000 - $499,999	0.1%	1.6%	1.0%
$500,000 - $749,999	3.4%	6.4%	6.7%
$750,000 - $999,999	24.9%	27.2%	24.2%
$1,000,000 - $1,499,999	46.6%	37.9%	40.5%
$1,500,000 - $1,999,999	18.4%	8.5%	12.7%
$2,000,000 +	6.3%	4.0%	7.6%
Average Home Value	$1,287,233	$1,020,752	$1,171,286
2027 Owner Occupied Housing Units by Value			
Total	2,849	16,674	74,649
<$50,000	0.0%	1.6%	0.7%
$50,000 - $99,999	0.0%	1.8%	0.6%
$100,000 - $149,999	0.0%	1.0%	0.3%
$150,000 - $199,999	0.0%	0.6%	0.4%
$200,000 - $249,999	0.0%	1.4%	0.7%
$250,000 - $299,999	0.0%	1.5%	0.8%
$300,000 - $399,999	0.0%	1.6%	1.0%
$400,000 - $499,999	0.0%	2.1%	0.7%
$500,000 - $749,999	1.9%	5.3%	4.9%
$750,000 - $999,999	24.0%	28.5%	25.0%
$1,000,000 - $1,499,999	47.7%	40.3%	42.6%
$1,500,000 - $1,999,999	19.9%	9.5%	14.1%
$2,000,000 +	6.6%	4.7%	8.2%
Average Home Value	$1,313,970	$1,085,573	$1,224,480

Data Note: 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.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	3 mile	5 mile
2010 Population by Age			
Total	21,909	89,064	389,112
0 - 4	10.5%	8.5%	7.6%
5 - 9	5.7%	5.6%	5.8%
10 - 14	3.4%	4.5%	5.0%
15 - 24	8.7%	11.1%	12.1%
25 - 34	31.2%	24.9%	20.2%
35 - 44	19.3%	17.6%	16.5%
45 - 54	9.0%	12.1%	13.5%
55 - 64	6.4%	8.4%	9.8%
65 - 74	3.6%	4.3%	5.2%
75 - 84	1.6%	2.2%	3.0%
85 +	0.6%	0.8%	1.3%
18 +	78.6%	78.7%	78.6%
2022 Population by Age			
Total	26,729	120,877	465,022
0 - 4	8.3%	7.0%	6.3%
5 - 9	6.1%	6.5%	6.2%
10 - 14	3.7%	5.5%	6.0%
15 - 24	7.1%	9.8%	11.3%
25 - 34	27.5%	19.8%	16.5%
35 - 44	21.1%	18.9%	16.8%
45 - 54	9.0%	11.7%	12.6%
55 - 64	7.8%	9.9%	11.1%
65 - 74	5.7%	6.7%	7.8%
75 - 84	2.8%	3.1%	3.9%
85 +	1.0%	1.0%	1.5%
18 +	80.3%	78.3%	78.5%
2027 Population by Age			
Total	26,322	123,445	466,565
0 - 4	8.3%	6.9%	6.2%
5 - 9	5.7%	6.0%	5.7%
10 - 14	4.2%	5.5%	5.6%
15 - 24	7.9%	10.6%	11.8%
25 - 34	25.4%	18.7%	16.1%
35 - 44	20.9%	17.9%	15.9%
45 - 54	10.0%	12.8%	13.4%
55 - 64	7.3%	9.4%	10.6%
65 - 74	5.8%	7.1%	8.4%
75 - 84	3.3%	3.8%	4.7%
85 +	1.2%	1.2%	1.7%
18 +	80.2%	78.8%	79.4%
2010 Population by Sex			
Males	11,407	46,404	198,773
Females	10,500	42,660	190,339
2022 Population by Sex			
Males	13,756	61,835	235,278
Females	12,973	59,042	229,743
2027 Population by Sex			
Males	13,502	62,852	235,418
Females	12,817	60,592	231,147

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	1 mile	3 mile	5 mile
2010 Population by Race/Ethnicity			
Total	21,907	89,063	389,112
White Alone	28.4%	32.5%	36.3%
Black Alone	2.9%	3.6%	2.8%
American Indian Alone	0.5%	0.6%	0.7%
Asian Alone	57.3%	46.9%	44.2%
Pacific Islander Alone	0.5%	0.6%	0.5%
Some Other Race Alone	5.6%	10.7%	10.6%
Two or More Races	4.9%	5.2%	4.9%
Hispanic Origin	12.2%	21.8%	23.1%
Diversity Index	67.4	77.6	78.0
2020 Population by Race/Ethnicity			
Total	26,583	117,226	451,793
White Alone	21.4%	21.2%	23.8%
Black Alone	2.5%	2.8%	2.4%
American Indian Alone	0.4%	0.8%	0.9%
Asian Alone	63.2%	55.9%	52.3%
Pacific Islander Alone	0.3%	0.4%	0.4%
Some Other Race Alone	5.6%	10.7%	11.1%
Two or More Races	6.6%	8.1%	9.1%
Hispanic Origin	10.5%	18.5%	20.1%
Diversity Index	63.3	73.7	76.2
2022 Population by Race/Ethnicity			
Total	26,729	120,877	465,021
White Alone	20.4%	20.3%	23.0%
Black Alone	2.4%	2.8%	2.3%
American Indian Alone	0.5%	0.8%	0.9%
Asian Alone	64.4%	57.3%	53.4%
Pacific Islander Alone	0.3%	0.4%	0.4%
Some Other Race Alone	5.5%	10.5%	11.0%
Two or More Races	6.6%	8.0%	9.0%
Hispanic Origin	10.3%	18.0%	19.7%
Diversity Index	62.1	72.7	75.5
2027 Population by Race/Ethnicity			
Total	26,320	123,445	466,565
White Alone	18.2%	18.2%	20.8%
Black Alone	2.2%	2.5%	2.2%
American Indian Alone	0.5%	0.9%	1.0%
Asian Alone	67.0%	60.0%	56.0%
Pacific Islander Alone	0.3%	0.4%	0.4%
Some Other Race Alone	5.4%	10.3%	10.8%
Two or More Races	6.4%	7.7%	8.9%
Hispanic Origin	9.7%	17.2%	18.9%
Diversity Index	59.6	70.7	73.9
2010 Population by Relationship and Household Type			
Total	21,907	89,064	389,111
In Households	98.0%	96.2%	97.6%
In Family Households	79.4%	79.4%	81.2%
Householder	24.8%	23.4%	23.5%
Spouse	21.0%	18.2%	18.0%
Child	25.8%	27.3%	28.2%
Other relative	5.7%	7.6%	8.3%
Nonrelative	2.0%	2.9%	3.1%
In Nonfamily Households	18.6%	16.9%	16.4%
In Group Quarters	2.0%	3.8%	2.4%
Institutionalized Population	0.9%	3.1%	1.2%
Noninstitutionalized Population	1.1%	0.7%	1.2%

Data Note: 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.
Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	3 mile	5 mile
2022 Population 25+ by Educational Attainment			
Total	19,996	86,010	326,798
Less than 9th Grade	2.0%	3.6%	4.5%
9th - 12th Grade, No Diploma	2.4%	4.2%	4.2%
High School Graduate	7.9%	12.0%	11.8%
GED/Alternative Credential	0.6%	1.1%	1.2%
Some College, No Degree	7.3%	10.5%	11.3%
Associate Degree	3.9%	6.0%	7.0%
Bachelor's Degree	37.9%	31.2%	32.4%
Graduate/Professional Degree	38.1%	31.3%	27.6%
2022 Population 15+ by Marital Status			
Total	21,884	97,892	379,177
Never Married	34.9%	36.0%	36.1%
Married	58.2%	54.9%	53.9%
Widowed	2.9%	3.1%	3.6%
Divorced	4.1%	5.9%	6.4%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	16,345	69,300	265,087
Population 16+ Employed	97.7%	97.1%	96.5%
Population 16+ Unemployment rate	2.3%	2.9%	3.5%
Population 16-24 Employed	7.9%	10.2%	11.1%
Population 16-24 Unemployment rate	2.7%	4.7%	6.2%
Population 25-54 Employed	81.2%	73.7%	69.6%
Population 25-54 Unemployment rate	2.0%	2.4%	2.8%
Population 55-64 Employed	7.7%	11.6%	14.3%
Population 55-64 Unemployment rate	4.8%	4.7%	4.4%
Population 65+ Employed	3.1%	4.5%	5.0%
Population 65+ Unemployment rate	1.8%	1.9%	4.2%
2022 Employed Population 16+ by Industry			
Total	15,972	67,280	255,790
Agriculture/Mining	0.2%	0.2%	0.2%
Construction	1.5%	3.5%	4.1%
Manufacturing	19.8%	18.3%	17.6%
Wholesale Trade	0.8%	1.9%	2.0%
Retail Trade	7.2%	7.4%	7.6%
Transportation/Utilities	2.1%	3.7%	3.7%
Information	9.8%	7.0%	5.5%
Finance/Insurance/Real Estate	3.3%	4.1%	4.1%
Services	54.2%	52.0%	52.7%
Public Administration	1.1%	1.8%	2.5%
2022 Employed Population 16+ by Occupation			
Total	15,972	67,280	255,788
White Collar	86.6%	78.1%	75.6%
Management/Business/Financial	23.7%	19.9%	19.3%
Professional	53.3%	46.1%	42.2%
Sales	4.6%	5.5%	6.3%
Administrative Support	5.0%	6.6%	7.9%
Services	7.0%	10.3%	11.4%
Blue Collar	6.5%	11.6%	13.0%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	0.9%	2.6%	2.7%
Installation/Maintenance/Repair	0.8%	1.7%	1.8%
Production	2.8%	3.7%	4.2%
Transportation/Material Moving	1.8%	3.5%	4.2%

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	1 mile	3 mile	5 mile
2010 Households by Type			
Total	8,396	31,567	136,365
Households with 1 Person	25.3%	24.5%	23.5%
Households with 2+ People	74.7%	75.5%	76.5%
Family Households	64.4%	65.9%	67.1%
Husband-wife Families	54.7%	51.5%	51.3%
With Related Children	28.6%	27.1%	26.7%
Other Family (No Spouse Present)	9.7%	14.5%	15.8%
Other Family with Male Householder	3.3%	4.7%	5.3%
With Related Children	1.4%	2.2%	2.4%
Other Family with Female Householder	6.4%	9.7%	10.5%
With Related Children	3.8%	5.4%	5.6%
Nonfamily Households	10.2%	9.6%	9.4%
All Households with Children	33.9%	34.9%	35.1%
Multigenerational Households	4.5%	5.8%	6.3%
Unmarried Partner Households	5.6%	6.0%	6.1%
Male-female	4.9%	5.3%	5.3%
Same-sex	0.7%	0.7%	0.8%
2010 Households by Size			
Total	8,387	31,568	136,367
1 Person Household	25.4%	24.5%	23.5%
2 Person Household	34.4%	30.7%	29.6%
3 Person Household	18.6%	18.9%	18.8%
4 Person Household	12.8%	13.7%	14.8%
5 Person Household	4.4%	6.0%	6.7%
6 Person Household	2.3%	3.1%	3.3%
7 + Person Household	2.1%	3.1%	3.3%
2010 Households by Tenure and Mortgage Status			
Total	8,388	31,565	136,366
Owner Occupied	33.4%	44.9%	50.1%
Owned with a Mortgage/Loan	30.1%	35.8%	39.4%
Owned Free and Clear	3.3%	9.1%	10.7%
Renter Occupied	66.6%	55.1%	49.9%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	64	72	61
Percent of Income for Mortgage	38.7%	34.5%	40.8%
Wealth Index	136	140	153
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	8,871	33,181	143,034
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
2010 Population By Urban/ Rural Status			
Total Population	21,907	89,064	389,112
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	3 mile	5 mile
Top 3 Tapestry Segments			
1.	Enterprising Professionals (2D)	Enterprising Professionals (2D)	Enterprising Professionals (2D)
2.	Laptops and Lattes (3A)	Laptops and Lattes (3A)	Pacific Heights (2C)
3.	Metro Renters (3B)	Pacific Heights (2C)	Trendsetters (3C)
2022 Consumer Spending			
Apparel & Services: Total $	$52,170,769	$199,189,938	$701,744,829
Average Spent	$4,909.27	$4,410.08	$4,201.56
Spending Potential Index	204	183	174
Education: Total $	$46,029,603	$172,648,626	$630,304,244
Average Spent	$4,331.38	$3,822.45	$3,773.82
Spending Potential Index	221	195	192
Entertainment/Recreation: Total $	$73,950,373	$284,511,725	$1,016,462,842
Average Spent	$6,958.73	$6,299.11	$6,085.87
Spending Potential Index	190	172	166
Food at Home: Total $	$126,848,234	$492,323,862	$1,752,070,040
Average Spent	$11,936.41	$10,900.08	$10,490.18
Spending Potential Index	193	176	169
Food Away from Home: Total $	$95,061,664	$364,527,300	$1,290,291,742
Average Spent	$8,945.30	$8,070.66	$7,725.37
Spending Potential Index	207	187	179
Health Care: Total $	$128,131,815	$499,646,839	$1,775,628,478
Average Spent	$12,057.20	$11,062.21	$10,631.23
Spending Potential Index	170	156	150
HH Furnishings & Equipment: Total $	$51,637,342	$198,489,477	$705,150,003
Average Spent	$4,859.07	$4,394.57	$4,221.95
Spending Potential Index	190	172	165
Personal Care Products & Services: Total $	$21,407,627	$81,943,768	$290,563,779
Average Spent	$2,014.46	$1,814.24	$1,739.69
Spending Potential Index	198	178	171
Shelter: Total $	$519,132,532	$1,993,012,208	$7,223,175,181
Average Spent	$48,850.34	$44,125.41	$43,247.37
Spending Potential Index	213	193	189
Support Payments/Cash Contributions/Gifts in Kind: Total $	$49,347,211	$191,444,797	$687,927,577
Average Spent	$4,643.57	$4,238.60	$4,118.83
Spending Potential Index	171	156	152
Travel: Total $	$62,238,426	$237,220,713	$855,465,749
Average Spent	$5,856.63	$5,252.08	$5,121.94
Spending Potential Index	204	183	178
Vehicle Maintenance & Repairs: Total $	$23,637,552	$92,200,639	$325,080,079
Average Spent	$2,224.29	$2,041.33	$1,946.35
Spending Potential Index	177	162	155

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