	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	29,484	334,600	780,722
2020 Total Population	35,466	356,755	854,473
2020 Group Quarters	677	20,146	71,891
2023 Total Population	36,525	361,412	869,298
2023 Group Quarters	682	20,147	71,893
2028 Total Population	37,457	366,189	881,911
2023-2028 Annual Rate	0.51%	0.26%	0.29%
2023 Total Daytime Population	34,905	332,830	1,113,786
Workers	20,822	194,546	753,057
Residents	14,083	138,284	360,729
Household Summary			
2010 Households	13,461	140,596	328,530
2010 Average Household Size	2.14	2.21	2.16
2020 Total Households	15,983	149,618	355,102
2020 Average Household Size	2.18	2.25	2.20
2023 Households	16,496	152,610	363,367
2023 Average Household Size	2.17	2.24	2.19
2028 Households	17,107	155,670	371,386
2028 Average Household Size	2.15	2.22	2.18
2023-2028 Annual Rate	0.73%	0.40%	0.44%
2010 Families	6,828	63,632	146,930
2010 Average Family Size	2.84	2.90	2.91
2023 Families	8,071	67,162	157,838
2023 Average Family Size	2.93	2.97	3.00
2028 Families	8,338	68,466	161,287
2028 Average Family Size	2.90	2.94	2.98
2023-2028 Annual Rate	0.65%	0.39%	0.43%
Housing Unit Summary			
2000 Housing Units	13,543	143,955	332,997
Owner Occupied Housing Units	40.7%	37.0%	37.5%
Renter Occupied Housing Units	55.8%	60.0%	58.9%
Vacant Housing Units	3.5%	2.9%	3.6%
2010 Housing Units	14,206	148,104	349,419
Owner Occupied Housing Units	42.4%	37.7%	37.7%
Renter Occupied Housing Units	52.4%	57.2%	56.3%
Vacant Housing Units	5.2%	5.1%	6.0%
2020 Housing Units	17,286	158,999	380,207
Vacant Housing Units	7.5%	5.9%	6.6%
2023 Housing Units	17,912	163,018	390,721
Owner Occupied Housing Units	36.0%	37.1%	36.6%
Renter Occupied Housing Units	56.1%	56.5%	56.4%
Vacant Housing Units	7.9%	6.4%	7.0%
2028 Housing Units	18,437	166,221	398,994
Owner Occupied Housing Units	36.0%	37.6%	36.9%
Renter Occupied Housing Units	56.8%	56.1%	56.2%
Vacant Housing Units	7.2%	6.3%	6.9%
Median Household Income			
2023	$143,866	$113,997	$107,547
2028	$161,302	$130,475	$122,141
Median Home Value			
2023	$1,015,691	$867,238	$869,612
2028	$1,158,899	$926,087	$936,026
Per Capita Income			
2023	$89,442	$71,585	$70,172
2028	$101,951	$82,172	$80,414
Median Age			
2010	36.7	32.3	32.0
2023	38.5	34.6	34.2
2028	38.6	35.1	34.6

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 2023 and 2028. 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
2023 Households by Income			
Household Income Base	16,496	152,594	363,341
<$15,000	6.7%	8.5%	11.2%
$15,000 - $24,999	2.6%	4.3%	4.6%
$25,000 - $34,999	3.3%	3.7%	4.0%
$35,000 - $49,999	5.4%	5.8%	5.9%
$50,000 - $74,999	7.2%	10.6%	11.0%
$75,000 - $99,999	9.2%	10.5%	9.7%
$100,000 - $149,999	17.1%	18.1%	16.6%
$150,000 - $199,999	14.5%	12.9%	11.3%
$200,000+	33.9%	25.6%	25.5%
Average Household Income	$200,717	$168,554	$166,396
2028 Households by Income			
Household Income Base	17,107	155,654	371,360
<$15,000	5.6%	7.6%	10.3%
$15,000 - $24,999	2.1%	3.6%	4.0%
$25,000 - $34,999	2.5%	3.0%	3.3%
$35,000 - $49,999	4.2%	4.7%	4.8%
$50,000 - $74,999	6.3%	9.5%	10.0%
$75,000 - $99,999	8.3%	9.5%	9.0%
$100,000 - $149,999	16.4%	17.6%	16.1%
$150,000 - $199,999	16.3%	14.6%	12.9%
$200,000+	38.4%	30.0%	29.6%
Average Household Income	$226,147	$192,291	$189,442
2023 Owner Occupied Housing Units by Value			
Total	6,446	60,480	142,877
<$50,000	0.2%	0.7%	0.8%
$50,000 - $99,999	0.6%	0.3%	0.3%
$100,000 - $149,999	0.2%	0.0%	0.1%
$150,000 - $199,999	0.1%	0.0%	0.1%
$200,000 - $249,999	0.0%	0.2%	0.2%
$250,000 - $299,999	0.0%	0.2%	0.4%
$300,000 - $399,999	0.5%	1.2%	1.7%
$400,000 - $499,999	1.4%	3.7%	4.5%
$500,000 - $749,999	16.9%	28.1%	28.2%
$750,000 - $999,999	29.4%	33.0%	28.8%
$1,000,000 - $1,499,999	25.7%	19.9%	18.5%
$1,500,000 - $1,999,999	10.9%	6.2%	8.1%
$2,000,000 +	14.2%	6.3%	8.4%
Average Home Value	$1,203,060	$986,796	$1,018,628
2028 Owner Occupied Housing Units by Value			
Total	6,643	62,424	147,188
<$50,000	0.0%	0.2%	0.2%
$50,000 - $99,999	0.0%	0.0%	0.0%
$100,000 - $149,999	0.0%	0.0%	0.0%
$150,000 - $199,999	0.0%	0.0%	0.0%
$200,000 - $249,999	0.0%	0.0%	0.0%
$250,000 - $299,999	0.0%	0.0%	0.1%
$300,000 - $399,999	0.0%	0.3%	0.6%
$400,000 - $499,999	0.6%	1.7%	2.4%
$500,000 - $749,999	11.3%	23.2%	24.1%
$750,000 - $999,999	28.4%	35.0%	30.4%
$1,000,000 - $1,499,999	30.4%	24.5%	22.4%
$1,500,000 - $1,999,999	14.3%	8.2%	10.5%
$2,000,000 +	14.9%	6.9%	9.3%
Average Home Value	$1,288,715	$1,065,883	$1,102,829

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 2023 and 2028. 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	29,484	334,600	780,720
0 - 4	6.1%	4.8%	4.6%
5 - 9	4.8%	3.7%	3.7%
10 - 14	4.3%	3.4%	3.5%
15 - 24	10.5%	18.6%	21.4%
25 - 34	21.6%	25.1%	22.2%
35 - 44	14.6%	13.1%	12.5%
45 - 54	12.6%	11.0%	11.0%
55 - 64	11.8%	9.3%	9.5%
65 - 74	7.1%	5.5%	5.7%
75 - 84	4.3%	3.8%	3.9%
85 +	2.3%	1.7%	1.9%
18 +	82.2%	86.1%	85.9%
2023 Population by Age			
Total	36,525	361,413	869,298
0 - 4	5.0%	4.1%	3.9%
5 - 9	4.6%	3.7%	3.7%
10 - 14	4.7%	3.7%	3.8%
15 - 24	11.9%	16.4%	19.5%
25 - 34	17.3%	22.8%	20.7%
35 - 44	16.5%	14.9%	13.9%
45 - 54	11.4%	10.0%	9.8%
55 - 64	11.3%	9.8%	9.8%
65 - 74	10.1%	8.2%	8.4%
75 - 84	5.2%	4.4%	4.6%
85 +	1.9%	1.8%	1.9%
18 +	82.9%	86.1%	86.2%
2028 Population by Age			
Total	37,458	366,189	881,911
0 - 4	5.1%	4.2%	4.0%
5 - 9	4.2%	3.5%	3.5%
10 - 14	4.0%	3.3%	3.4%
15 - 24	11.7%	16.5%	19.4%
25 - 34	19.2%	22.3%	20.4%
35 - 44	15.4%	15.2%	14.1%
45 - 54	11.8%	10.4%	10.0%
55 - 64	10.2%	9.0%	9.0%
65 - 74	10.0%	8.3%	8.4%
75 - 84	6.3%	5.3%	5.5%
85 +	2.2%	2.1%	2.2%
18 +	84.2%	86.8%	86.9%
2010 Population by Sex			
Males	13,607	161,412	374,931
Females	15,877	173,188	405,791
2023 Population by Sex			
Males	17,285	176,628	422,803
Females	19,240	184,784	446,495
2028 Population by Sex			
Males	17,737	178,686	428,193
Females	19,720	187,503	453,718

	1 mile	3 mile	5 mile
2010 Population by Race/Ethnicity			
Total	29,485	334,601	780,722
White Alone	68.9%	74.5%	73.0%
Black Alone	14.1%	7.4%	7.6%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	11.2%	11.0%	12.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	3.4%	3.7%
Two or More Races	3.9%	3.5%	3.1%
Hispanic Origin	5.7%	7.4%	8.4%
Diversity Index	54.6	50.4	52.9
2020 Population by Race/Ethnicity			
Total	35,466	356,755	854,473
White Alone	60.6%	65.3%	62.6%
Black Alone	12.3%	6.8%	7.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	15.9%	14.6%	16.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.5%	4.1%	5.2%
Two or More Races	8.5%	8.9%	8.5%
Hispanic Origin	6.9%	8.6%	9.9%
Diversity Index	63.8	61.1	64.4
2023 Population by Race/Ethnicity			
Total	36,524	361,413	869,298
White Alone	59.3%	63.8%	61.1%
Black Alone	12.5%	7.1%	7.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	16.7%	15.3%	17.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.5%	4.4%	5.4%
Two or More Races	8.8%	9.2%	8.8%
Hispanic Origin	7.2%	9.2%	10.5%
Diversity Index	65.1	62.9	66.0
2028 Population by Race/Ethnicity			
Total	37,457	366,190	881,911
White Alone	56.6%	60.6%	58.1%
Black Alone	12.7%	7.5%	7.7%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	18.1%	16.6%	18.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.8%	4.9%	6.0%
Two or More Races	9.6%	10.1%	9.7%
Hispanic Origin	7.8%	10.0%	11.3%
Diversity Index	67.5	66.1	68.9
2010 Population by Relationship and Household Type			
Total	29,484	334,600	780,721
In Households	97.8%	93.0%	90.9%
In Family Households	67.4%	56.8%	56.4%
Householder	22.8%	19.0%	18.8%
Spouse	16.8%	14.1%	14.0%
Child	23.1%	18.7%	18.9%
Other relative	3.1%	3.3%	3.2%
Nonrelative	1.6%	1.7%	1.5%
In Nonfamily Households	30.4%	36.3%	34.5%
In Group Quarters	2.2%	7.0%	9.1%
Institutionalized Population	0.7%	0.4%	0.6%
Noninstitutionalized Population	1.6%	6.6%	8.5%

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 2023 and 2028. 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
2023 Population 25+ by Educational Attainment			
Total	26,938	260,334	600,535
Less than 9th Grade	1.7%	2.8%	3.5%
9th - 12th Grade, No Diploma	1.6%	2.1%	2.5%
High School Graduate	6.8%	9.5%	10.9%
GED/Alternative Credential	0.8%	1.5%	1.5%
Some College, No Degree	6.5%	7.0%	7.4%
Associate Degree	1.9%	3.6%	3.8%
Bachelor's Degree	29.4%	33.3%	32.2%
Graduate/Professional Degree	51.4%	40.1%	38.2%
2023 Population 15+ by Marital Status			
Total	31,295	319,704	770,259
Never Married	43.6%	52.7%	52.8%
Married	46.5%	38.5%	37.9%
Widowed	3.5%	3.4%	3.6%
Divorced	6.4%	5.4%	5.7%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	23,489	234,888	538,356
Population 16+ Employed	97.1%	96.7%	96.3%
Population 16+ Unemployment rate	2.9%	3.3%	3.7%
Population 16-24 Employed	11.5%	14.7%	16.8%
Population 16-24 Unemployment rate	7.7%	6.0%	7.7%
Population 25-54 Employed	63.1%	66.3%	64.0%
Population 25-54 Unemployment rate	2.6%	2.5%	2.6%
Population 55-64 Employed	15.0%	11.4%	11.9%
Population 55-64 Unemployment rate	1.4%	4.0%	3.9%
Population 65+ Employed	10.4%	7.5%	7.4%
Population 65+ Unemployment rate	1.2%	3.2%	4.1%
2023 Employed Population 16+ by Industry			
Total	22,804	227,218	518,176
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	1.4%	2.7%	2.9%
Manufacturing	9.3%	7.1%	6.6%
Wholesale Trade	0.5%	0.6%	0.8%
Retail Trade	6.2%	6.4%	6.3%
Transportation/Utilities	3.2%	2.3%	2.2%
Information	3.0%	3.0%	2.7%
Finance/Insurance/Real Estate	6.4%	5.9%	8.1%
Services	67.0%	68.8%	67.5%
Public Administration	3.0%	3.0%	2.8%
2023 Employed Population 16+ by Occupation			
Total	22,805	227,217	518,175
White Collar	89.0%	85.1%	83.1%
Management/Business/Financial	25.3%	23.5%	25.1%
Professional	53.4%	49.7%	45.2%
Sales	5.5%	5.2%	5.8%
Administrative Support	4.9%	6.6%	6.9%
Services	5.8%	8.9%	10.6%
Blue Collar	5.2%	6.0%	6.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	1.1%	1.9%	1.9%
Installation/Maintenance/Repair	0.6%	0.6%	0.6%
Production	1.1%	1.3%	1.4%
Transportation/Material Moving	2.5%	2.2%	2.4%

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	1 mile	3 mile	5 mile
2010 Households by Type			
Total	13,461	140,596	328,527
Households with 1 Person	35.5%	34.3%	37.3%
Households with 2+ People	64.5%	65.7%	62.7%
Family Households	50.7%	45.3%	44.7%
Husband-wife Families	37.3%	33.5%	33.2%
With Related Children	16.6%	14.0%	13.8%
Other Family (No Spouse Present)	13.4%	11.8%	11.5%
Other Family with Male Householder	2.9%	3.0%	2.8%
With Related Children	1.2%	1.1%	1.0%
Other Family with Female Householder	10.5%	8.7%	8.6%
With Related Children	6.0%	4.7%	4.8%
Nonfamily Households	13.8%	20.5%	18.0%
All Households with Children	24.0%	20.0%	19.8%
Multigenerational Households	1.8%	1.8%	1.9%
Unmarried Partner Households	7.8%	8.3%	7.5%
Male-female	6.0%	6.9%	6.1%
Same-sex	1.8%	1.4%	1.4%
2010 Households by Size			
Total	13,461	140,594	328,530
1 Person Household	35.5%	34.3%	37.3%
2 Person Household	34.1%	34.4%	33.2%
3 Person Household	15.4%	15.7%	14.4%
4 Person Household	10.1%	10.1%	9.7%
5 Person Household	3.4%	3.7%	3.6%
6 Person Household	1.0%	1.2%	1.2%
7 + Person Household	0.5%	0.7%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	13,461	140,595	328,530
Owner Occupied	44.7%	39.8%	40.1%
Owned with a Mortgage/Loan	31.7%	28.2%	28.9%
Owned Free and Clear	13.0%	11.6%	11.2%
Renter Occupied	55.3%	60.2%	59.9%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	61	55	52
Percent of Income for Mortgage	42.4%	45.7%	48.6%
Wealth Index	163	133	134
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	14,206	148,104	349,419
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	29,484	334,600	780,722
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 2023 and 2028. 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.	Trendsetters (3C)	Trendsetters (3C)	Laptops and Lattes (3A)
2.	Laptops and Lattes (3A)	Metro Renters (3B)	Metro Renters (3B)
3.	Urban Chic (2A)	Laptops and Lattes (3A)	Trendsetters (3C)
2023 Consumer Spending			
Apparel & Services: Total $	$72,522,418	$562,603,757	$1,332,266,663
Average Spent	$4,396.36	$3,686.55	$3,666.45
Spending Potential Index	200	168	167
Education: Total $	$64,802,503	$500,469,488	$1,189,430,991
Average Spent	$3,928.38	$3,279.40	$3,273.36
Spending Potential Index	219	183	183
Entertainment/Recreation: Total $	$108,963,649	$853,616,170	$2,006,665,727
Average Spent	$6,605.46	$5,593.45	$5,522.42
Spending Potential Index	175	148	146
Food at Home: Total $	$210,586,298	$1,635,211,924	$3,851,285,286
Average Spent	$12,765.90	$10,714.97	$10,598.89
Spending Potential Index	188	158	156
Food Away from Home: Total $	$119,057,918	$931,403,084	$2,187,493,705
Average Spent	$7,217.38	$6,103.16	$6,020.07
Spending Potential Index	194	164	162
Health Care: Total $	$187,321,783	$1,493,438,867	$3,535,991,199
Average Spent	$11,355.59	$9,785.98	$9,731.18
Spending Potential Index	154	133	132
HH Furnishings & Equipment: Total $	$89,964,956	$700,283,023	$1,653,901,540
Average Spent	$5,453.74	$4,588.71	$4,551.60
Spending Potential Index	185	155	154
Personal Care Products & Services: Total $	$29,812,206	$233,605,547	$548,588,565
Average Spent	$1,807.24	$1,530.74	$1,509.74
Spending Potential Index	189	160	158
Shelter: Total $	$820,235,795	$6,338,946,639	$14,839,012,776
Average Spent	$49,723.31	$41,536.90	$40,837.54
Spending Potential Index	201	168	165
Support Payments/Cash Contributions/Gifts in Kind: Total $	$79,779,794	$629,593,818	$1,493,795,164
Average Spent	$4,836.31	$4,125.51	$4,110.98
Spending Potential Index	155	132	131
Travel: Total $	$68,313,133	$531,610,333	$1,245,141,418
Average Spent	$4,141.19	$3,483.46	$3,426.68
Spending Potential Index	184	155	152
Vehicle Maintenance & Repairs: Total $	$35,519,720	$285,603,602	$671,695,807
Average Spent	$2,153.23	$1,871.46	$1,848.53
Spending Potential Index	164	143	141

Data Note: 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.
Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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