

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2010 Total Population	14,021	86,131	201,364
2020 Total Population	15,388	100,556	242,126
2020 Group Quarters	228	872	1,524
2024 Total Population	15,421	106,210	254,797
2024 Group Quarters	224	808	1,489
2029 Total Population	15,587	112,522	267,138
2024-2029 Annual Rate	0.21%	1.16%	0.95%
2024 Total Daytime Population	11,945	118,803	263,057
Workers	4,812	72,735	148,096
Residents	7,133	46,068	114,961
<b>Household Summary</b>			
2010 Households	5,133	35,256	82,216
2010 Average Household Size	2.69	2.42	2.43
2020 Total Households	5,528	40,751	96,908
2020 Average Household Size	2.74	2.45	2.48
2024 Households	5,503	43,197	102,082
2024 Average Household Size	2.76	2.44	2.48
2029 Households	5,500	45,681	106,766
2029 Average Household Size	2.79	2.45	2.49
2024-2029 Annual Rate	-0.01%	1.12%	0.90%
2010 Families	3,580	21,954	52,852
2010 Average Family Size	3.17	3.00	2.99
2024 Families	3,948	26,319	64,776
2024 Average Family Size	3.22	3.07	3.08
2029 Families	3,973	27,930	67,526
2029 Average Family Size	3.25	3.08	3.09
2024-2029 Annual Rate	0.13%	1.20%	0.84%
<b>Housing Unit Summary</b>			
2000 Housing Units	5,043	33,199	76,411
Owner Occupied Housing Units	77.3%	62.7%	64.6%
Renter Occupied Housing Units	20.1%	34.1%	31.7%
Vacant Housing Units	2.6%	3.1%	3.7%
2010 Housing Units	5,413	37,612	87,871
Owner Occupied Housing Units	74.8%	60.7%	62.2%
Renter Occupied Housing Units	20.1%	33.1%	31.3%
Vacant Housing Units	5.2%	6.3%	6.4%
2020 Housing Units	5,668	42,717	102,119
Owner Occupied Housing Units	73.3%	55.8%	57.6%
Renter Occupied Housing Units	24.3%	39.6%	37.3%
Vacant Housing Units	2.4%	4.8%	5.1%
2024 Housing Units	5,621	45,430	107,697
Owner Occupied Housing Units	75.9%	55.5%	57.7%
Renter Occupied Housing Units	22.0%	39.6%	37.1%
Vacant Housing Units	2.1%	4.9%	5.2%
2029 Housing Units	5,689	48,106	112,667
Owner Occupied Housing Units	75.5%	53.5%	56.7%
Renter Occupied Housing Units	21.1%	41.4%	38.0%
Vacant Housing Units	3.3%	5.0%	5.2%

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 mile	5 mile
<b>2024 Households by Income</b>			
Household Income Base	5,503	43,197	102,082
<\$15,000	2.4%	5.2%	4.6%
\$15,000 - \$24,999	1.4%	2.5%	2.3%
\$25,000 - \$34,999	3.5%	3.2%	2.7%
\$35,000 - \$49,999	5.6%	5.1%	4.4%
\$50,000 - \$74,999	8.7%	10.4%	8.8%
\$75,000 - \$99,999	9.0%	10.2%	9.0%
\$100,000 - \$149,999	21.4%	18.5%	17.5%
\$150,000 - \$199,999	15.8%	13.5%	13.8%
\$200,000+	32.1%	31.6%	36.9%
Average Household Income	\$187,546	\$185,917	\$204,831
<b>2029 Households by Income</b>			
Household Income Base	5,500	45,681	106,766
<\$15,000	1.8%	4.3%	3.7%
\$15,000 - \$24,999	0.9%	1.8%	1.6%
\$25,000 - \$34,999	2.2%	2.2%	1.8%
\$35,000 - \$49,999	3.9%	4.2%	3.3%
\$50,000 - \$74,999	6.6%	7.8%	6.7%
\$75,000 - \$99,999	7.7%	8.7%	7.6%
\$100,000 - \$149,999	19.1%	17.9%	16.3%
\$150,000 - \$199,999	17.9%	15.5%	15.4%
\$200,000+	39.7%	37.6%	43.5%
Average Household Income	\$220,192	\$215,323	\$236,511
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	4,268	25,215	62,089
<\$50,000	0.1%	0.8%	0.5%
\$50,000 - \$99,999	0.1%	0.2%	0.2%
\$100,000 - \$149,999	0.0%	0.1%	0.1%
\$150,000 - \$199,999	0.0%	0.1%	0.1%
\$200,000 - \$249,999	0.1%	0.2%	0.2%
\$250,000 - \$299,999	0.1%	0.2%	0.2%
\$300,000 - \$399,999	0.4%	1.1%	0.7%
\$400,000 - \$499,999	1.3%	2.1%	1.6%
\$500,000 - \$749,999	21.0%	18.9%	14.5%
\$750,000 - \$999,999	41.7%	32.3%	29.2%
\$1,000,000 - \$1,499,999	27.0%	27.7%	29.7%
\$1,500,000 - \$1,999,999	6.7%	11.1%	13.8%
\$2,000,000 +	1.3%	5.3%	9.4%
Average Home Value	\$988,485	\$1,074,402	\$1,180,054
<b>2029 Owner Occupied Housing Units by Value</b>			
Total	4,298	25,756	63,907
<\$50,000	0.0%	0.0%	0.0%
\$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%	0.0%
\$300,000 - \$399,999	0.0%	0.0%	0.0%
\$400,000 - \$499,999	0.2%	0.4%	0.6%
\$500,000 - \$749,999	8.5%	9.1%	6.7%
\$750,000 - \$999,999	37.2%	28.1%	23.7%
\$1,000,000 - \$1,499,999	39.0%	37.0%	36.4%
\$1,500,000 - \$1,999,999	12.9%	17.8%	19.9%
\$2,000,000 +	2.2%	7.6%	12.8%
Average Home Value	\$1,142,159	\$1,249,171	\$1,342,199

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 mile	5 mile
<b>Median Household Income</b>			
2024	\$143,046	\$132,653	\$152,035
2029	\$167,400	\$157,723	\$175,381
<b>Median Home Value</b>			
2024	\$910,163	\$954,031	\$1,047,937
2029	\$1,052,239	\$1,167,322	\$1,262,127
<b>Per Capita Income</b>			
2024	\$67,827	\$75,843	\$82,014
2029	\$78,731	\$87,675	\$94,465
<b>Median Age</b>			
2010	37.7	37.0	37.6
2020	37.9	37.4	37.5
2024	38.8	38.5	38.3
2029	40.3	40.1	39.7
<b>2020 Population by Age</b>			
Total	15,388	100,556	242,126
0 - 4	6.4%	6.1%	6.2%
5 - 9	6.3%	6.1%	6.5%
10 - 14	6.3%	5.9%	6.1%
15 - 24	9.8%	10.3%	10.1%
25 - 34	15.7%	17.2%	16.5%
35 - 44	16.7%	16.8%	16.9%
45 - 54	13.0%	12.8%	13.0%
55 - 64	11.7%	11.5%	11.4%
65 - 74	8.4%	8.0%	8.0%
75 - 84	4.1%	3.7%	3.7%
85 +	1.5%	1.8%	1.6%
18 +	77.6%	78.7%	77.8%
<b>2024 Population by Age</b>			
Total	15,421	106,209	254,797
0 - 4	6.2%	5.9%	5.9%
5 - 9	6.7%	6.3%	6.6%
10 - 14	6.1%	5.6%	6.0%
15 - 24	9.9%	10.3%	10.1%
25 - 34	13.8%	15.6%	15.4%
35 - 44	18.7%	18.0%	18.1%
45 - 54	13.2%	13.2%	13.4%
55 - 64	10.9%	10.5%	10.4%
65 - 74	8.3%	8.1%	8.1%
75 - 84	4.6%	4.5%	4.4%
85 +	1.7%	1.9%	1.7%
18 +	77.6%	79.1%	78.3%
<b>2029 Population by Age</b>			
Total	15,587	112,520	267,139
0 - 4	5.8%	5.4%	5.5%
5 - 9	6.1%	5.7%	6.0%
10 - 14	6.8%	6.2%	6.4%
15 - 24	10.3%	10.5%	10.4%
25 - 34	11.7%	13.4%	13.5%
35 - 44	17.7%	17.1%	17.2%
45 - 54	14.8%	14.5%	14.7%
55 - 64	10.8%	10.5%	10.4%
65 - 74	8.5%	8.5%	8.4%
75 - 84	5.5%	5.7%	5.5%
85 +	2.0%	2.3%	2.0%
18 +	77.7%	79.4%	78.7%

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 mile	5 mile
<b>2020 Population by Sex</b>			
Males	7,725	49,764	120,825
Females	7,663	50,792	121,301
<b>2024 Population by Sex</b>			
Males	7,886	53,440	129,678
Females	7,535	52,770	125,119
<b>2029 Population by Sex</b>			
Males	7,923	56,153	135,072
Females	7,663	56,370	132,066
<b>2010 Population by Race/Ethnicity</b>			
Total	14,021	86,130	201,363
White Alone	75.6%	77.5%	77.7%
Black Alone	1.7%	1.7%	1.6%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	13.7%	12.1%	13.0%
Pacific Islander Alone	0.3%	0.2%	0.2%
Some Other Race Alone	4.1%	3.4%	2.8%
Two or More Races	4.2%	4.6%	4.3%
Hispanic Origin	9.2%	8.3%	7.2%
Diversity Index	50.6	47.5	45.9
<b>2020 Population by Race/Ethnicity</b>			
Total	15,388	100,556	242,126
White Alone	62.0%	64.0%	62.0%
Black Alone	2.0%	2.1%	2.0%
American Indian Alone	0.7%	0.5%	0.5%
Asian Alone	18.5%	18.2%	21.9%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	5.2%	4.2%	3.4%
Two or More Races	11.4%	10.7%	10.1%
Hispanic Origin	10.3%	9.1%	8.0%
Diversity Index	64.6	61.9	62.1
<b>2024 Population by Race/Ethnicity</b>			
Total	15,421	106,211	254,797
White Alone	59.0%	61.1%	58.8%
Black Alone	2.1%	2.3%	2.1%
American Indian Alone	0.8%	0.6%	0.5%
Asian Alone	20.5%	20.2%	24.3%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	5.5%	4.4%	3.6%
Two or More Races	12.0%	11.3%	10.6%
Hispanic Origin	11.1%	9.8%	8.5%
Diversity Index	67.3	64.7	64.8
<b>2029 Population by Race/Ethnicity</b>			
Total	15,587	112,521	267,139
White Alone	56.4%	58.5%	56.1%
Black Alone	2.1%	2.4%	2.1%
American Indian Alone	0.8%	0.6%	0.5%
Asian Alone	22.1%	21.7%	26.2%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	5.9%	4.7%	3.8%
Two or More Races	12.6%	11.9%	11.1%
Hispanic Origin	11.8%	10.6%	9.1%
Diversity Index	69.4	67.0	66.8

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 mile	5 mile
<b>2020 Population by Relationship and Household Type</b>			
Total	15,388	100,556	242,126
In Households	98.5%	99.1%	99.4%
Householder	36.6%	40.6%	39.9%
Opposite-Sex Spouse	21.4%	20.5%	21.5%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.3%	2.8%	2.4%
Same-Sex Unmarried Partner	0.1%	0.2%	0.1%
Biological Child	27.2%	25.4%	26.4%
Adopted Child	0.5%	0.5%	0.5%
Stepchild	0.6%	0.7%	0.6%
Grandchild	0.9%	0.9%	0.8%
Brother or Sister	1.0%	0.8%	0.7%
Parent	1.3%	1.1%	1.1%
Parent-in-law	0.5%	0.4%	0.4%
Son-in-law or Daughter-in-law	0.3%	0.3%	0.3%
Other Relatives	1.1%	0.8%	0.7%
Foster Child	0.1%	0.0%	0.0%
Other Nonrelatives	4.5%	4.0%	3.6%
In Group Quarters	1.5%	0.9%	0.6%
Institutionalized	0.2%	0.2%	0.1%
Noninstitutionalized	1.2%	0.7%	0.5%
<b>2024 Population 25+ by Educational Attainment</b>			
Total	10,970	76,390	181,834
Less than 9th Grade	2.0%	1.7%	1.2%
9th - 12th Grade, No Diploma	1.8%	1.7%	1.4%
High School Graduate	12.5%	10.3%	8.9%
GED/Alternative Credential	2.3%	1.8%	1.5%
Some College, No Degree	14.4%	13.9%	12.8%
Associate Degree	8.8%	8.6%	7.5%
Bachelor's Degree	37.2%	38.4%	38.1%
Graduate/Professional Degree	21.0%	23.6%	28.6%
<b>2024 Population 15+ by Marital Status</b>			
Total	12,498	87,360	207,675
Never Married	31.2%	30.8%	29.6%
Married	57.9%	56.8%	58.8%
Widowed	3.4%	4.0%	3.5%
Divorced	7.5%	8.4%	8.1%
<b>2024 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	8,840	63,862	147,785
Population 16+ Employed	95.5%	95.7%	95.9%
Population 16+ Unemployment rate	4.5%	4.3%	4.1%
Population 16-24 Employed	8.4%	10.2%	9.5%
Population 16-24 Unemployment rate	18.9%	12.5%	12.9%
Population 25-54 Employed	71.3%	70.0%	70.8%
Population 25-54 Unemployment rate	2.9%	3.1%	2.9%
Population 55-64 Employed	14.6%	13.7%	13.6%
Population 55-64 Unemployment rate	3.7%	3.5%	3.3%
Population 65+ Employed	5.8%	6.2%	6.1%
Population 65+ Unemployment rate	0.8%	5.2%	4.6%

	1 mile	3 mile	5 mile
<b>2024 Employed Population 16+ by Industry</b>			
Total	8,445	61,087	141,728
Agriculture/Mining	0.7%	0.3%	0.3%
Construction	6.3%	5.0%	4.9%
Manufacturing	10.5%	8.7%	8.3%
Wholesale Trade	2.3%	1.8%	1.7%
Retail Trade	10.8%	11.5%	10.9%
Transportation/Utilities	2.8%	3.1%	2.8%
Information	4.7%	5.5%	6.1%
Finance/Insurance/Real Estate	6.7%	6.5%	6.3%
Services	52.9%	55.5%	56.6%
Public Administration	2.2%	2.1%	2.1%
<b>2024 Employed Population 16+ by Occupation</b>			
Total	8,444	61,085	141,727
White Collar	78.2%	79.7%	82.1%
Management/Business/Financial	21.6%	25.2%	25.8%
Professional	42.9%	40.5%	43.4%
Sales	7.9%	7.0%	6.6%
Administrative Support	5.7%	6.9%	6.4%
Services	11.4%	11.0%	9.6%
Blue Collar	10.4%	9.3%	8.3%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	2.6%	2.5%	2.1%
Installation/Maintenance/Repair	1.5%	1.4%	1.2%
Production	3.5%	2.1%	1.7%
Transportation/Material Moving	2.8%	3.3%	3.2%
<b>2020 Households by Type</b>			
Total	5,528	40,751	96,908
Married Couple Households	59.4%	51.0%	54.3%
With Own Children <18	26.7%	23.1%	25.5%
Without Own Children <18	32.7%	27.9%	28.8%
Cohabiting Couple Households	6.5%	7.3%	6.4%
With Own Children <18	1.5%	1.2%	1.0%
Without Own Children <18	4.9%	6.1%	5.4%
Male Householder, No Spouse/Partner	14.5%	17.9%	17.6%
Living Alone	8.6%	12.3%	12.2%
65 Years and over	1.9%	2.7%	2.4%
With Own Children <18	1.3%	1.3%	1.3%
Without Own Children <18, With Relatives	2.1%	2.0%	2.0%
No Relatives Present	2.5%	2.4%	2.2%
Female Householder, No Spouse/Partner	19.6%	23.8%	21.7%
Living Alone	10.5%	15.2%	13.8%
65 Years and over	4.7%	6.8%	6.1%
With Own Children <18	2.8%	3.1%	3.0%
Without Own Children <18, With Relatives	4.7%	4.0%	3.6%
No Relatives Present	1.7%	1.6%	1.4%
<b>2020 Households by Size</b>			
Total	5,528	40,751	96,908
1 Person Household	19.1%	27.4%	26.0%
2 Person Household	34.2%	34.1%	33.6%
3 Person Household	19.7%	16.5%	16.9%
4 Person Household	17.7%	14.4%	15.8%
5 Person Household	5.9%	4.9%	5.0%
6 Person Household	2.2%	1.7%	1.7%
7 + Person Household	1.2%	1.0%	1.0%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 mile	5 mile
<b>2020 Households by Tenure and Mortgage Status</b>			
Total	5,528	40,751	96,908
Owner Occupied	75.1%	58.5%	60.7%
Owned with a Mortgage/Loan	57.8%	45.3%	45.9%
Owned Free and Clear	17.3%	13.2%	14.8%
Renter Occupied	24.9%	41.5%	39.3%
<b>2024 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	63	55	58
Percent of Income for Mortgage	39.8%	45.0%	43.1%
Wealth Index	173	154	172
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	5,668	42,717	102,119
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
<b>2020 Population By Urban/ Rural Status</b>			
Total	15,388	100,556	242,126
Urban Population	100.0%	100.0%	100.0%
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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 mile	5 mile
<b>Top 3 Tapestry Segments</b>			
1.	Workday Drive (4A)	Enterprising Professionals	Enterprising Professionals (2D)
2.	Pleasantville (2B)	Bright Young Professionals	Savvy Suburbanites (1D)
3.	Bright Young Professionals	Workday Drive (4A)	Metro Renters (3B)
<b>2024 Consumer Spending</b>			
Apparel & Services: Total \$	\$20,557,174	\$166,082,854	\$430,419,583
Average Spent	\$3,735.63	\$3,844.78	\$4,216.41
Spending Potential Index	157	161	177
Education: Total \$	\$16,910,592	\$132,969,468	\$350,066,715
Average Spent	\$3,072.98	\$3,078.21	\$3,429.27
Spending Potential Index	178	178	198
Entertainment/Recreation: Total \$	\$36,066,229	\$281,606,921	\$732,755,822
Average Spent	\$6,553.92	\$6,519.13	\$7,178.11
Spending Potential Index	160	159	175
Food at Home: Total \$	\$62,984,222	\$501,049,955	\$1,290,578,815
Average Spent	\$11,445.43	\$11,599.18	\$12,642.57
Spending Potential Index	157	159	173
Food Away from Home: Total \$	\$35,451,694	\$280,260,156	\$726,592,572
Average Spent	\$6,442.25	\$6,487.95	\$7,117.73
Spending Potential Index	166	167	183
Health Care: Total \$	\$61,389,077	\$486,097,669	\$1,261,940,993
Average Spent	\$11,155.57	\$11,253.04	\$12,362.03
Spending Potential Index	145	146	161
HH Furnishings & Equipment: Total \$	\$27,292,541	\$214,149,255	\$557,199,206
Average Spent	\$4,959.57	\$4,957.50	\$5,458.35
Spending Potential Index	157	157	172
Personal Care Products & Services: Total \$	\$9,144,456	\$71,963,472	\$185,967,922
Average Spent	\$1,661.72	\$1,665.94	\$1,821.75
Spending Potential Index	167	167	183
Shelter: Total \$	\$252,605,730	\$1,951,984,295	\$5,044,466,147
Average Spent	\$45,903.28	\$45,187.96	\$49,415.82
Spending Potential Index	172	169	185
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$28,288,087	\$222,866,798	\$589,178,536
Average Spent	\$5,140.48	\$5,159.31	\$5,771.62
Spending Potential Index	147	147	165
Travel: Total \$	\$28,742,306	\$221,033,362	\$576,866,341
Average Spent	\$5,223.02	\$5,116.87	\$5,651.01
Spending Potential Index	172	169	186
Vehicle Maintenance & Repairs: Total \$	\$12,144,082	\$96,633,598	\$249,900,648
Average Spent	\$2,206.81	\$2,237.04	\$2,448.04
Spending Potential Index	149	151	165

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.