Market Profile

Rings: 3, 5, 7 mile radii

Population Summary	3 mile	5 mile	7 mile
2010 Total Population	9,182	26,505	71,191
2020 Total Population	9,417	27,165	72,250
2020 Group Quarters	19	55	1,485
2026 Total Population	9,410	27,486	73,149
2026 Group Quarters	16	48	1,280
2031 Total Population	9,558	27,990	74,126
2026-2031 Annual Rate	0.31%	0.36%	0.27%
2026 Total Daytime Population	12,909	35,444	82,001
Workers	7,908	21,584	46,787
Residents	5,001	13,860	35,214

Household Summary			
2010 Total Households	3,555	9,817	26,119
2010 Average Household Size	2.58	2.69	2.67
2020 Total Households	3,813	10,533	27,215
2020 Average Household Size	2.46	2.57	2.60
2026 Total Households	4,052	11,148	28,454
2026 Average Household Size	2.32	2.46	2.53
2031 Total Households	4,173	11,540	29,251
2031 Average Household Size	2.29	2.42	2.49
2026-2031 Annual Rate	0.59%	0.69%	0.55%
2026 Families	2,805	8,015	20,619
2026 Average Family Size	2.82	2.95	3.04
2031 Families	2,875	8,257	21,123
2031 Average Family Size	2.79	2.91	3.00
2026-2031 Growth Rate	0.49%	0.60%	0.48%

Median Household Income			
2026	$137,904	$159,945	$165,254
2031	$155,414	$178,998	$189,001

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Per Capita Income	3 mile	5 mile	7 mile
2026	$83,346	$89,505	$85,180
2031	$92,796	$99,873	$95,084

2026 Households by Income			
Household Income Base	4,052	11,146	28,454
<$10,000	2.4%	1.9%	2.0%
$10,000-14,999	1.4%	0.9%	0.8%
$15,000-19,999	0.9%	0.9%	0.9%
$20,000-24,999	2.3%	1.5%	1.5%
$25,000-29,999	3.4%	2.1%	1.7%
$30,000-34,999	0.7%	0.7%	0.8%
$35,000-39,999	1.7%	1.0%	0.8%
$40,000-44,999	2.5%	1.7%	1.4%
$45,000-49,999	2.7%	1.9%	1.6%
$50,000-59,999	5.2%	3.9%	3.4%
$60,000-74,999	9.9%	8.0%	6.6%
$75000-99999	7.2%	7.2%	7.0%
$100,000-124,999	5.5%	6.9%	7.9%
$125,000-149,999	7.5%	7.6%	8.1%
$150000-199999	13.9%	14.8%	14.4%
$200,000-249,999	8.6%	9.8%	11.8%
$250,000-299,999	5.8%	6.6%	8.0%
$300,000-399,999	8.0%	9.8%	10.3%
$400,000-499,999	4.1%	5.2%	4.7%
$500,000+	6.3%	7.6%	6.2%
Average Household Income	$193,017	$219,130	$219,611

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	81	91	95
Percent of Income for Mortgage	24.9%	22.3%	21.6%
Wealth Index	213	224	222

Median Home Value			
2026	$582,820	$606,211	$607,996
2031	$633,300	$650,715	$652,539

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2026 Home Value	3 mile	5 mile	7 mile
Total Owner Occupied Housing Units	3,545	9,435	24,437
<$50,000	0.2%	0.3%	0.6%
$50,000 - $99,999	0.5%	0.3%	0.6%
$100,000 - $149,999	0.3%	0.3%	0.8%
$150,000 - $199,999	0.2%	0.2%	0.3%
$200,000 - $249,999	1.6%	0.9%	1.2%
$250,000 - $299,999	1.3%	1.0%	1.2%
$300,000 - $399,999	9.4%	7.3%	7.0%
$400,000 - $499,999	20.6%	18.7%	17.4%
$500,000 - $749,999	48.1%	49.4%	48.2%
$750,000 - $999,999	13.9%	15.0%	16.3%
$1,000,000 - $1,499,999	3.6%	4.9%	4.4%
$1,500,000 - $1,999,999	0.1%	1.2%	1.2%
$2,000,000 +	0.2%	0.5%	0.8%
Average Home Value	$608,234	$648,891	$647,637

Housing Unit Summary			
2010 Total Housing Units	3,700	10,220	27,058
Owner Occupied Housing Units	84.7%	85.3%	85.8%
Renter Occupied Housing Units	11.4%	10.8%	10.7%
Vacant Housing Units	3.9%	3.9%	3.5%
2020 Housing Units	4,015	11,019	28,450
Owner Occupied Housing Units	83.1%	81.4%	81.8%
Renter Occupied Housing Units	11.9%	14.2%	13.8%
Vacant Housing Units	5.3%	4.4%	4.4%
2026 Housing Units	4,261	11,723	29,626
Owner Occupied Housing Units	83.2%	80.5%	82.5%
Renter Occupied Housing Units	11.9%	14.6%	13.6%
Vacant Housing Units	4.9%	4.9%	4.0%
2031 Total Housing Units	4,370	12,003	30,381
Owner Occupied Housing Units	83.3%	80.8%	82.8%
Renter Occupied Housing Units	12.2%	15.4%	13.5%
Vacant Housing Units	4.5%	3.9%	3.7%

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2026 Population by Sex	3 mile	5 mile	7 mile
Males	4,603	13,631	36,431
Females	4,807	13,855	36,718

Median Age			
2010	44.9	43.9	42.2
2020	50.2	48.0	45.7
2026	50.4	48.0	46.1
2031	50.3	47.8	46.0

2026 Population by Age			
Total	9,409	27,485	73,149
0 - 4	4.2%	4.3%	4.0%
5 - 9	4.8%	5.1%	4.9%
10 - 14	4.7%	5.3%	5.6%
15 - 24	9.3%	10.1%	11.1%
25 - 34	10.2%	10.8%	12.0%
35 - 44	10.5%	10.9%	11.1%
45 - 54	11.4%	11.3%	11.9%
55 - 64	16.9%	16.9%	16.7%
65 - 74	15.6%	14.3%	12.9%
75 - 84	8.6%	7.7%	6.7%
85 +	2.8%	2.3%	2.3%
18 +	83.2%	81.9%	81.9%

2026 Population 15+ by Marital Status			
Total	8,120	23,437	62,526
Never Married	23.4%	26.1%	28.7%
Married	62.5%	61.6%	60.1%
Widowed	4.7%	4.7%	4.0%
Divorced	9.4%	7.5%	7.2%

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2026 Pop 25+ by Educational Attainment	3 mile	5 mile	7 mile
Total	7,242	20,650	54,396
Less than 9th Grade	0.9%	1.1%	1.4%
9th - 12th Grade, No Diploma	1.1%	1.1%	1.4%
High School Graduate	16.6%	15.7%	14.3%
GED/Alternative Credential	1.3%	1.1%	1.8%
Some College, No Degree	11.3%	11.4%	10.2%
Associate Degree	4.8%	6.2%	6.3%
Bachelor's Degree	36.3%	36.6%	35.9%
Graduate/Professional Degree	27.7%	26.9%	28.7%

2020 Population by Race/Ethnicity			
Total	9,417	27,165	72,250
White Alone	83.5%	82.0%	73.5%
Black Alone	1.5%	2.0%	2.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	5.4%	6.7%	14.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.5%	2.0%	2.3%
Two or More Races	2.5%	2.0%	2.3%
Hispanic Origin	8.1%	7.4%	7.7%
Diversity Index	39.9	41.1	51.3

2026 Population by Race/Ethnicity			
Total	9,409	27,487	73,149
White Alone	80.7%	78.8%	70.0%
Black Alone	1.9%	2.5%	3.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	6.7%	8.2%	16.0%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.9%	2.4%	2.6%
Two or More Races	7.5%	7.9%	7.7%
Hispanic Origin	9.1%	8.6%	8.8%
Diversity Index	44.6	46.4	56.0

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2026 Employed Pop 16+ by Occupation	3 mile	5 mile	7 mile
Total	4,704	14,634	39,911
White Collar	84.6%	81.6%	81.8%
Management/Business/Financial	29.0%	29.6%	27.6%
Professional	37.5%	34.5%	34.9%
Sales	10.6%	9.3%	10.2%
Administrative Support	7.5%	8.3%	9.0%
Services	4.9%	8.2%	8.7%

2026 Employed Pop 16+ by Occupation			
Total	4,704	14,634	39,911
Blue Collar	10.5%	10.2%	9.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.4%	2.4%	2.3%
Installation/Maintenance/Repair	3.0%	3.0%	2.4%
Production	1.3%	1.4%	1.7%
Transportation/Material Moving	2.8%	3.4%	3.0%
White Collar	84.6%	81.6%	81.8%
Management/Business/Financial	29.0%	29.6%	27.6%
Professional	37.5%	34.5%	34.9%
Sales	10.6%	9.3%	10.2%
Administrative Support	7.5%	8.3%	9.0%
Services	4.9%	8.2%	8.7%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,704	14,634	39,911
Population 16+ Employed	94.9%	94.3%	94.9%
Population 16+ Unemployment rate	5.1%	5.7%	5.1%
Population 16-24 Employed	8.7%	9.1%	9.9%
Population 16-24 Unemployment rate	14.6%	15.2%	11.9%
Population 25-54 Employed	54.0%	53.1%	54.7%
Population 25-54 Unemployment rate	3.9%	4.1%	3.8%
Population 55-64 Employed	23%	23%	22%
Population 55-64 Unemployment rate	4.7%	5.7%	5.3%
Population 65+ Employed	9%	10%	8%
Population 65+ Unemployment rate	3.1%	4.1%	4.5%

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2026 Employed Population 16+ by Industry	3 mile	5 mile	7 mile
Total	4,463	13,805	37,858
Agriculture/Mining	0.4%	0.5%	0.4%
Construction	5.1%	4.2%	4.2%
Manufacturing	9.7%	11.5%	12.5%
Wholesale Trade	2.3%	2.4%	2.0%
Retail Trade	12.5%	11.7%	9.7%
Transportation/Utilities	1.7%	3.1%	4.0%
Information	2%	2%	3%
Finance/Insurance/Real Estate	14.3%	11.3%	11.0%
Services	50.2%	49.9%	50.0%
Public Administration	2.0%	2.9%	2.9%

2026 Consumer Spending			
Apparel & Services: Total $	$15,106,407	$47,525,218	$121,999,420
Average Spent	$3,728.14	$4,263.12	$4,287.60
Spending Potential Index	146	167	168
Education: Total $	$14,046,486	$45,245,105	$116,144,770
Average Spent	$3,466.56	$4,058.58	$4,081.84
Spending Potential Index	173	203	204
Entertainment/Recreation: Total $	$27,511,242	$85,143,179	$216,223,412
Average Spent	$6,789.55	$7,637.53	$7,599.05
Spending Potential Index	158	178	177
Food at Home: Total $	$46,270,095	$144,135,292	$366,563,642
Average Spent	$11,419.08	$12,929.25	$12,882.68
Spending Potential Index	145	164	163
Food Away from Home: Total $	$26,764,722	$84,362,225	$217,267,652
Average Spent	$6,605.31	$7,567.48	$7,635.75
Spending Potential Index	148	170	171
Health Care: Total $	$49,885,490	$151,438,171	$379,877,969
Average Spent	$12,311.33	$13,584.34	$13,350.60
Spending Potential Index	154	169	167
HH Furnishings & Equipment: Total $	$18,144,369	$55,836,820	$141,868,571
Average Spent	$4,477.88	$5,008.68	$4,985.89
Spending Potential Index	157	176	175
Personal Care Products & Services: Total $	$7,139,458	$22,217,680	$56,794,731
Average Spent	$1,761.96	$1,992.97	$1,996.02
Spending Potential Index	154	175	175

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2026 Consumer Spending	3 mile	5 mile	7 mile
Shelter: Total $	$172,663,404	$539,874,140	$1,386,048,284
Average Spent	$42,611.90	$48,427.89	$48,711.90
Spending Potential Index	155	176	177
Support Payments/Gifts in Kind: Total $	$20,673,345	$61,389,319	$153,127,732
Average Spent	$5,102.01	$5,506.76	$5,381.59
Spending Potential Index	167	181	177
Travel: Total $	$25,352,505	$78,575,316	$200,044,839
Average Spent	$6,256.79	$7,048.38	$7,030.46
Spending Potential Index	171	193	192
Vehicle Maintenance & Repairs: Total $	$7,547,558	$23,175,822	$58,705,621
Average Spent	$1,862.67	$2,078.92	$2,063.18
Spending Potential Index	150	168	167

Top Tapestry Segment

3 mile	5 mile	7 mile
Burbs and Beyond (K8):	**Savvy Suburbanites (L1)**:	**Top Tier (L3)**:
This segment is characterized by affluent, aging population in the scenic West.	This segment is characterized by affluent New England and Mid-Atlantic suburbanites in major metropolises.	This segment is characterized by highly educated professionals in affluent suburbs.
Learn more about this segment...	Learn more about this segment...	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.

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