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Population Summary	
2010 Total Population	303,873
2020 Total Population	314,991
2020 Group Quarters	11,556
2025 Total Population	318,983
2025 Group Quarters	13,716
2030 Total Population	325,569
2025-2030 Annual Rate	0.41%
2025 Total Daytime Population	337,446
Workers	167,581
Residents	169,865
Household Summary	
2010 Households	91,933
2010 Average Household Size	3.18
2020 Total Households	96,270
2020 Average Household Size	3.15
2025 Households	99,099
2025 Average Household Size	3.08
2030 Households	102,370
2030 Average Household Size	3.05
2025-2030 Annual Rate	0.65%
2010 Families	65,616
2010 Average Family Size	3.67
2025 Families	70,170
2025 Average Family Size	3.58
2030 Families	72,466
2030 Average Family Size	3.54
2025-2030 Annual Rate	0.65%
Housing Unit Summary	
2000 Housing Units	86,570
Owner Occupied Housing Units	54.0%
Renter Occupied Housing Units	41.4%
Vacant Housing Units	4.6%
2010 Housing Units	98,446
Owner Occupied Housing Units	52.0%
Renter Occupied Housing Units	41.4%
Vacant Housing Units	6.6%
2020 Housing Units	100,254
Owner Occupied Housing Units	52.0%
Renter Occupied Housing Units	44.0%
Vacant Housing Units	4.0%
2025 Housing Units	103,528
Owner Occupied Housing Units	51.9%
Renter Occupied Housing Units	43.8%
Vacant Housing Units	4.3%
2030 Housing Units	106,755
Owner Occupied Housing Units	52.3%
Renter Occupied Housing Units	43.6%
Vacant Housing Units	4.1%

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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2025 Households by Income

Household Income Base	99,096
<\$15,000	7.4%
\$15,000 - \$24,999	4.3%
\$25,000 - \$34,999	5.1%
\$35,000 - \$49,999	8.5%
\$50,000 - \$74,999	14.8%
\$75,000 - \$99,999	13.6%
\$100,000 - \$149,999	20.4%
\$150,000 - \$199,999	12.8%
\$200,000+	13.1%
Average Household Income	\$115,577

2030 Households by Income

Household Income Base	102,367
<\$15,000	6.7%
\$15,000 - \$24,999	3.4%
\$25,000 - \$34,999	4.3%
\$35,000 - \$49,999	7.3%
\$50,000 - \$74,999	13.7%
\$75,000 - \$99,999	13.4%
\$100,000 - \$149,999	20.7%
\$150,000 - \$199,999	14.3%
\$200,000+	16.3%
Average Household Income	\$126,354

2025 Owner Occupied Housing Units by Value

Total	53,659
<\$50,000	1.5%
\$50,000 - \$99,999	1.9%
\$100,000 - \$149,999	0.6%
\$150,000 - \$199,999	0.6%
\$200,000 - \$249,999	0.6%
\$250,000 - \$299,999	0.7%
\$300,000 - \$399,999	5.8%
\$400,000 - \$499,999	14.7%
\$500,000 - \$749,999	51.7%
\$750,000 - \$999,999	16.7%
\$1,000,000 - \$1,499,999	3.3%
\$1,500,000 - \$1,999,999	0.8%
\$2,000,000 +	1.1%
Average Home Value	\$643,143

2030 Owner Occupied Housing Units by Value

Total	55,791
<\$50,000	1.2%
\$50,000 - \$99,999	1.6%
\$100,000 - \$149,999	0.3%
\$150,000 - \$199,999	0.2%
\$200,000 - \$249,999	0.2%
\$250,000 - \$299,999	0.2%
\$300,000 - \$399,999	2.0%
\$400,000 - \$499,999	8.9%
\$500,000 - \$749,999	52.4%
\$750,000 - \$999,999	23.5%
\$1,000,000 - \$1,499,999	6.1%
\$1,500,000 - \$1,999,999	1.7%
\$2,000,000 +	1.9%
Average Home Value	\$731,862

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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Median Household Income	
2025	\$91,796
2030	\$102,135
Median Home Value	
2025	\$614,526
2030	\$669,737
Per Capita Income	
2025	\$36,096
2030	\$39,916
Median Age	
2010	30.0
2020	33.4
2025	34.2
2030	35.7
2020 Population by Age	
Total	314,991
0 - 4	5.8%
5 - 9	6.3%
10 - 14	6.9%
15 - 24	17.7%
25 - 34	15.5%
35 - 44	12.7%
45 - 54	11.8%
55 - 64	11.3%
65 - 74	7.3%
75 - 84	3.3%
85 +	1.3%
18 +	76.7%
2025 Population by Age	
Total	318,983
0 - 4	5.6%
5 - 9	5.8%
10 - 14	6.1%
15 - 24	16.8%
25 - 34	16.9%
35 - 44	13.2%
45 - 54	11.2%
55 - 64	10.5%
65 - 74	8.3%
75 - 84	4.1%
85 +	1.3%
18 +	78.4%
2030 Population by Age	
Total	325,569
0 - 4	5.6%
5 - 9	5.5%
10 - 14	5.8%
15 - 24	15.8%
25 - 34	16.2%
35 - 44	14.3%
45 - 54	11.5%
55 - 64	9.9%
65 - 74	8.7%
75 - 84	5.1%
85 +	1.6%
18 +	79.5%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Sex	
Males	154,701
Females	160,290
2025 Population by Sex	
Males	158,397
Females	160,586
2030 Population by Sex	
Males	161,192
Females	164,377
2010 Population by Race/Ethnicity	
Total	303,873
White Alone	56.5%
Black Alone	7.0%
American Indian Alone	1.1%
Asian Alone	7.4%
Pacific Islander Alone	0.4%
Some Other Race Alone	22.4%
Two or More Races	5.1%
Hispanic Origin	49.0%
Diversity Index	80.9
2020 Population by Race/Ethnicity	
Total	314,991
White Alone	36.5%
Black Alone	6.4%
American Indian Alone	2.0%
Asian Alone	7.4%
Pacific Islander Alone	0.4%
Some Other Race Alone	30.3%
Two or More Races	17.2%
Hispanic Origin	54.7%
Diversity Index	86.7
2025 Population by Race/Ethnicity	
Total	318,983
White Alone	33.4%
Black Alone	6.4%
American Indian Alone	1.9%
Asian Alone	7.9%
Pacific Islander Alone	0.3%
Some Other Race Alone	32.2%
Two or More Races	17.8%
Hispanic Origin	57.6%
Diversity Index	86.8
2030 Population by Race/Ethnicity	
Total	325,569
White Alone	31.5%
Black Alone	6.2%
American Indian Alone	1.9%
Asian Alone	8.2%
Pacific Islander Alone	0.4%
Some Other Race Alone	33.6%
Two or More Races	18.3%
Hispanic Origin	59.6%
Diversity Index	86.7

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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Relationship and Household Type

Total	314,991
In Households	96.3%
Householder	30.6%
Opposite-Sex Spouse	14.5%
Same-Sex Spouse	0.2%
Opposite-Sex Unmarried Partner	2.2%
Same-Sex Unmarried Partner	0.1%
Biological Child	29.4%
Adopted Child	0.5%
Stepchild	1.2%
Grandchild	3.7%
Brother or Sister	2.1%
Parent	2.3%
Parent-in-law	0.6%
Son-in-law or Daughter-in-law	1.0%
Other Relatives	2.7%
Foster Child	0.1%
Other Nonrelatives	5.3%
In Group Quarters	3.7%
Institutionalized	0.6%
Noninstitutionalized	3.0%

2025 Population 25+ by Educational Attainment

Total	209,232
Less than 9th Grade	8.1%
9th - 12th Grade, No Diploma	7.2%
High School Graduate	26.6%
GED/Alternative Credential	2.5%
Some College, No Degree	19.1%
Associate Degree	8.7%
Bachelor's Degree	16.6%
Graduate/Professional Degree	11.2%

2025 Population 15+ by Marital Status

Total	262,927
Never Married	43.2%
Married	44.6%
Widowed	4.4%
Divorced	7.8%

2025 Civilian Population 16+ in Labor Force

Civilian Population 16+	161,250
Population 16+ Employed	94.5%
Population 16+ Unemployment rate	5.5%
Population 16-24 Employed	13.8%
Population 16-24 Unemployment rate	10.3%
Population 25-54 Employed	68.1%
Population 25-54 Unemployment rate	4.7%
Population 55-64 Employed	13.2%
Population 55-64 Unemployment rate	3.2%
Population 65+ Employed	4.8%
Population 65+ Unemployment rate	9.0%

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2025 Employed Population 16+ by Industry

Total	152,307
Agriculture/Mining	0.4%
Construction	8.7%
Manufacturing	9.8%
Wholesale Trade	2.1%
Retail Trade	11.6%
Transportation/Utilities	7.9%
Information	1.4%
Finance/Insurance/Real Estate	3.6%
Services	49.0%
Public Administration	5.5%

2025 Employed Population 16+ by Occupation

Total	152,307
White Collar	53.8%
Management/Business/Financial	11.4%
Professional	22.3%
Sales	8.6%
Administrative Support	11.4%
Services	19.1%
Blue Collar	27.1%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	6.5%
Installation/Maintenance/Repair	2.9%
Production	6.2%
Transportation/Material Moving	11.1%

2020 Households by Type

Total	96,270
Married Couple Households	47.9%
With Own Children <18	20.9%
Without Own Children <18	27.0%
Cohabiting Couple Households	7.5%
With Own Children <18	3.1%
Without Own Children <18	4.4%
Male Householder, No Spouse/Partner	17.8%
Living Alone	9.1%
65 Years and over	2.6%
With Own Children <18	2.1%
Without Own Children <18, With Relatives	4.3%
No Relatives Present	2.3%
Female Householder, No Spouse/Partner	26.7%
Living Alone	10.8%
65 Years and over	5.2%
With Own Children <18	5.5%
Without Own Children <18, With Relatives	8.7%
No Relatives Present	1.7%

2020 Households by Size

Total	96,270
1 Person Household	19.9%
2 Person Household	26.2%
3 Person Household	16.9%
4 Person Household	16.4%
5 Person Household	10.4%
6 Person Household	5.2%
7 + Person Household	5.1%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Households by Tenure and Mortgage Status	
Total	96,270
Owner Occupied	54.2%
Owned with a Mortgage/Loan	42.9%
Owned Free and Clear	11.3%
Renter Occupied	45.8%
2025 Affordability, Mortgage and Wealth	
Housing Affordability Index	57
Percent of Income for Mortgage	41.9%
Wealth Index	94
2020 Housing Units By Urban/ Rural Status	
Total	100,254
Urban Housing Units	99.9%
Rural Housing Units	0.1%
2020 Population By Urban/ Rural Status	
Total	314,991
Urban Population	99.9%
Rural Population	0.1%

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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Top 3 Tapestry Segments

1.	Generational Ties (G3)
2.	Neighborhood Spirit (H3)
3.	Family Extensions (F2)

2025 Consumer Spending

Apparel & Services: Total \$	\$244,571,373
Average Spent	\$2,467.95
Spending Potential Index	101
Education: Total \$	\$173,105,579
Average Spent	\$1,746.79
Spending Potential Index	98
Entertainment/Recreation: Total \$	\$390,611,157
Average Spent	\$3,941.63
Spending Potential Index	96
Food at Home: Total \$	\$723,500,662
Average Spent	\$7,300.79
Spending Potential Index	98
Food Away from Home: Total \$	\$427,843,554
Average Spent	\$4,317.33
Spending Potential Index	105
Health Care: Total \$	\$681,123,589
Average Spent	\$6,873.16
Spending Potential Index	89
HH Furnishings & Equipment: Total \$	\$279,603,327
Average Spent	\$2,821.45
Spending Potential Index	97
Personal Care Products & Services: Total \$	\$104,074,049
Average Spent	\$1,050.20
Spending Potential Index	100
Shelter: Total \$	\$2,813,197,280
Average Spent	\$28,387.75
Spending Potential Index	107
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$276,191,484
Average Spent	\$2,787.03
Spending Potential Index	84
Travel: Total \$	\$360,243,700
Average Spent	\$3,635.19
Spending Potential Index	101
Vehicle Maintenance & Repairs: Total \$	\$127,752,580
Average Spent	\$1,289.14
Spending Potential Index	96

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 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.