

Complete Profile

2010-2020 Census, 2022 Estimates with 2027 Projections
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 47.7559/-122.5646

Trade Area		
Population		
Estimated Population (2022)	73,357	
Projected Population (2027)	76,492	
Census Population (2020)	73,854	
Census Population (2010)	67,774	
Projected Annual Growth (2022-2027)	3,135	0.9%
Historical Annual Growth (2020-2022)	-497	-0.3%
Historical Annual Growth (2010-2020)	6,080	0.9%
Estimated Population Density (2022)	456	psm
Trade Area Size	160.8	sq mi
Households		
Estimated Households (2022)	29,335	
Projected Households (2027)	31,730	
Census Households (2020)	29,512	
Census Households (2010)	26,952	
Projected Annual Growth (2022-2027)	2,395	1.6%
Historical Annual Change (2010-2022)	2,384	0.7%
Average Household Income		
Estimated Average Household Income (2022)	\$134,300	
Projected Average Household Income (2027)	\$153,188	
Census Average Household Income (2010)	\$91,551	
Census Average Household Income (2000)	\$71,959	
Projected Annual Change (2022-2027)	\$18,887	2.8%
Historical Annual Change (2000-2022)	\$62,341	3.9%
Median Household Income		
Estimated Median Household Income (2022)	\$100,428	
Projected Median Household Income (2027)	\$120,731	
Census Median Household Income (2010)	\$71,923	
Census Median Household Income (2000)	\$58,349	
Projected Annual Change (2022-2027)	\$20,303	4.0%
Historical Annual Change (2000-2022)	\$42,080	3.3%
Per Capita Income		
Estimated Per Capita Income (2022)	\$53,973	
Projected Per Capita Income (2027)	\$63,800	
Census Per Capita Income (2010)	\$36,423	
Census Per Capita Income (2000)	\$27,178	
Projected Annual Change (2022-2027)	\$9,827	3.6%
Historical Annual Change (2000-2022)	\$26,794	4.5%
Estimated Average Household Net Worth (2022)	\$1.57 M	

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		Trade Area
Race and Ethnicity		
Total Population (2022)		73,357
White (2022)		58,850 80.2%
Black or African American (2022)		686 0.9%
American Indian or Alaska Native (2022)		1,430 1.9%
Asian (2022)		2,546 3.5%
Hawaiian or Pacific Islander (2022)		183 0.2%
Other Race (2022)		4,816 6.6%
Two or More Races (2022)		4,846 6.6%
Population < 18 (2022)		14,623 19.9%
White Not Hispanic		9,751 66.7%
Black or African American		139 0.9%
Asian		405 2.8%
Other Race Not Hispanic		2,649 18.1%
Hispanic		1,679 11.5%
Not Hispanic or Latino Population (2022)		68,251 93.0%
Not Hispanic White		54,829 80.3%
Not Hispanic Black or African American		636 0.9%
Not Hispanic American Indian or Alaska Native		1,326 1.9%
Not Hispanic Asian		2,359 3.5%
Not Hispanic Hawaiian or Pacific Islander		172 0.3%
Not Hispanic Other Race		4,457 6.5%
Not Hispanic Two or More Races		4,471 6.6%
Hispanic or Latino Population (2022)		5,106 7.0%
Hispanic White		4,021 78.8%
Hispanic Black or African American		50 1.0%
Hispanic American Indian or Alaska Native		104 2.0%
Hispanic Asian		187 3.7%
Hispanic Hawaiian or Pacific Islander		11 0.2%
Hispanic Other Race		359 7.0%
Hispanic Two or More Races		375 7.3%
Not Hispanic or Latino Population (2020)		68,862 93.2%
Hispanic or Latino Population (2020)		4,992 6.8%
Not Hispanic or Latino Population (2010)		64,231 94.8%
Hispanic or Latino Population (2010)		3,543 5.2%
Not Hispanic or Latino Population (2027)		71,065 92.9%
Hispanic or Latino Population (2027)		5,427 7.1%
Projected Annual Growth (2022-2027)		321 1.3%
Historical Annual Growth (2010-2020)		1,449 4.1%

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		Trade Area	
Total Age Distribution (2022)			
Total Population		73,357	
Age Under 5 Years		3,034	4.1%
Age 5 to 9 Years		4,005	5.5%
Age 10 to 14 Years		4,586	6.3%
Age 15 to 19 Years		4,403	6.0%
Age 20 to 24 Years		3,172	4.3%
Age 25 to 29 Years		3,319	4.5%
Age 30 to 34 Years		3,510	4.8%
Age 35 to 39 Years		4,051	5.5%
Age 40 to 44 Years		4,775	6.5%
Age 45 to 49 Years		4,664	6.4%
Age 50 to 54 Years		5,597	7.6%
Age 55 to 59 Years		6,409	8.7%
Age 60 to 64 Years		6,839	9.3%
Age 65 to 69 Years		5,754	7.8%
Age 70 to 74 Years		3,862	5.3%
Age 75 to 79 Years		2,299	3.1%
Age 80 to 84 Years		1,482	2.0%
Age 85 Years or Over		1,596	2.2%
Median Age		46.1	
Age 19 Years or Less		16,027	21.8%
Age 20 to 64 Years		42,337	57.7%
Age 65 Years or Over		14,993	20.4%
Female Age Distribution (2022)			
Female Population		37,133	50.6%
Age Under 5 Years		1,500	4.0%
Age 5 to 9 Years		1,970	5.3%
Age 10 to 14 Years		2,273	6.1%
Age 15 to 19 Years		2,100	5.7%
Age 20 to 24 Years		1,446	3.9%
Age 25 to 29 Years		1,583	4.3%
Age 30 to 34 Years		1,814	4.9%
Age 35 to 39 Years		2,079	5.6%
Age 40 to 44 Years		2,492	6.7%
Age 45 to 49 Years		2,404	6.5%
Age 50 to 54 Years		2,873	7.7%
Age 55 to 59 Years		3,270	8.8%
Age 60 to 64 Years		3,536	9.5%
Age 65 to 69 Years		2,876	7.7%
Age 70 to 74 Years		1,957	5.3%
Age 75 to 79 Years		1,178	3.2%
Age 80 to 84 Years		809	2.2%
Age 85 Years or Over		974	2.6%
Female Median Age		46.8	
Age 19 Years or Less		7,842	21.1%
Age 20 to 64 Years		21,498	57.9%
Age 65 Years or Over		7,793	21.0%

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		Trade Area
Male Age Distribution (2022)		
Male Population		36,224 49.4%
Age Under 5 Years		1,534 4.2%
Age 5 to 9 Years		2,036 5.6%
Age 10 to 14 Years		2,312 6.4%
Age 15 to 19 Years		2,303 6.4%
Age 20 to 24 Years		1,726 4.8%
Age 25 to 29 Years		1,736 4.8%
Age 30 to 34 Years		1,696 4.7%
Age 35 to 39 Years		1,972 5.4%
Age 40 to 44 Years		2,283 6.3%
Age 45 to 49 Years		2,260 6.2%
Age 50 to 54 Years		2,725 7.5%
Age 55 to 59 Years		3,139 8.7%
Age 60 to 64 Years		3,303 9.1%
Age 65 to 69 Years		2,878 7.9%
Age 70 to 74 Years		1,905 5.3%
Age 75 to 79 Years		1,121 3.1%
Age 80 to 84 Years		674 1.9%
Age 85 Years or Over		622 1.7%
Male Median Age		45.4
Age 19 Years or Less		8,185 22.6%
Age 20 to 64 Years		20,839 57.5%
Age 65 Years or Over		7,200 19.9%
Males per 100 Females (2022)		
Overall Comparison		98
Age Under 5 Years		102 50.6%
Age 5 to 9 Years		103 50.8%
Age 10 to 14 Years		102 50.4%
Age 15 to 19 Years		110 52.3%
Age 20 to 24 Years		119 54.4%
Age 25 to 29 Years		110 52.3%
Age 30 to 34 Years		93 48.3%
Age 35 to 39 Years		95 48.7%
Age 40 to 44 Years		92 47.8%
Age 45 to 49 Years		94 48.5%
Age 50 to 54 Years		95 48.7%
Age 55 to 59 Years		96 49.0%
Age 60 to 64 Years		93 48.3%
Age 65 to 69 Years		100 50.0%
Age 70 to 74 Years		97 49.3%
Age 75 to 79 Years		95 48.8%
Age 80 to 84 Years		83 45.4%
Age 85 Years or Over		64 39.0%
Age 19 Years or Less		104 51.1%
Age 20 to 39 Years		103 50.7%
Age 40 to 64 Years		94 48.5%
Age 65 Years or Over		92 48.0%

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		Trade Area
Household Type (2022)		
Total Households		29,335
Households with Children		8,786 29.9%
Average Household Size		2.5
Household Density per Square Mile		182
Population Family		61,384 83.7%
Population Non-Family		10,937 14.9%
Population Group Quarters		1,036 1.4%
Family Households		20,558 70.1%
Married Couple Households		17,078 83.1%
Other Family Households with Children		3,480 16.9%
Family Households with Children		8,771 42.7%
Married Couple with Children		6,515 74.3%
Other Family Households with Children		2,256 25.7%
Family Households No Children		11,787 57.3%
Married Couple No Children		10,563 89.6%
Other Family Households No Children		1,224 10.4%
Non-Family Households		8,777 29.9%
Non-Family Households with Children		15 0.2%
Non-Family Households No Children		8,763 99.8%
Average Family Household Size		3.0
Average Family Income		\$161,018
Median Family Income		\$125,699
Average Non-Family Household Size		1.2
Marital Status (2022)		
Population Age 15 Years or Over		61,733
Never Married		12,136 19.7%
Currently Married		38,011 61.6%
Previously Married		11,586 18.8%
Separated		1,391 12.0%
Widowed		3,029 26.1%
Divorced		7,166 61.9%
Educational Attainment (2022)		
Adult Population Age 25 Years or Over		54,158
Elementary (Grade Level 0 to 8)		575 1.1%
Some High School (Grade Level 9 to 11)		1,187 2.2%
High School Graduate		7,894 14.6%
Some College		12,455 23.0%
Associate Degree Only		4,169 7.7%
Bachelor Degree Only		16,349 30.2%
Graduate Degree		11,527 21.3%
Any College (Some College or Higher)		44,501 82.2%
College Degree + (Bachelor Degree or Higher)		27,877 51.5%

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		Trade Area
Housing		
Total Housing Units (2022)		32,044
Total Housing Units (2020)		32,232
Historical Annual Growth (2020-2022)		-187 -
Housing Units Occupied (2022)		29,335 91.5%
Housing Units Owner-Occupied		22,484 76.6%
Housing Units Renter-Occupied		6,852 23.4%
Housing Units Vacant (2022)		2,709 8.5%
Household Size (2022)		
Total Households		29,335
1 Person Households		7,146 24.4%
2 Person Households		11,670 39.8%
3 Person Households		4,526 15.4%
4 Person Households		3,914 13.3%
5 Person Households		1,421 4.8%
6 Person Households		469 1.6%
7 or More Person Households		190 0.6%
Household Income Distribution (2022)		
HH Income \$200,000 or More		4,896 16.7%
HH Income \$150,000 to \$199,999		3,126 10.7%
HH Income \$125,000 to \$149,999		2,709 9.2%
HH Income \$100,000 to \$124,999		3,377 11.5%
HH Income \$75,000 to \$99,999		4,211 14.4%
HH Income \$50,000 to \$74,999		4,323 14.7%
HH Income \$35,000 to \$49,999		2,425 8.3%
HH Income \$25,000 to \$34,999		1,318 4.5%
HH Income \$15,000 to \$24,999		1,124 3.8%
HH Income \$10,000 to \$14,999		825 2.8%
HH Income Under \$10,000		1,000 3.4%
Household Vehicles (2022)		
Households 0 Vehicles Available		1,055 3.6%
Households 1 Vehicle Available		7,994 27.3%
Households 2 Vehicles Available		12,051 41.1%
Households 3 or More Vehicles Available		8,236 28.1%
Total Vehicles Available		59,881
Average Vehicles per Household		2.0
Owner-Occupied Household Vehicles		48,856 81.6%
Average Vehicles per Owner-Occupied Household		2.2
Renter-Occupied Household Vehicles		11,025 18.4%
Average Vehicles per Renter-Occupied Household		1.6
Travel Time (2022)		
Worker Base Age 16 years or Over		31,808
Travel to Work in 14 Minutes or Less		7,167 22.5%
Travel to Work in 15 to 29 Minutes		8,833 27.8%
Travel to Work in 30 to 59 Minutes		5,960 18.7%
Travel to Work in 60 Minutes or More		7,007 22.0%
Work at Home		2,841 8.9%
Average Minutes Travel to Work		28.2

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Trade Area		
Transportation To Work (2022)		
Worker Base Age 16 years or Over	31,808	
Drive to Work Alone	19,802	62.3%
Drive to Work in Carpool	1,525	4.8%
Travel to Work by Public Transportation	5,299	16.7%
Drive to Work on Motorcycle	130	0.4%
Bicycle to Work	240	0.8%
Walk to Work	1,718	5.4%
Other Means	253	0.8%
Work at Home	2,841	8.9%
Daytime Demographics (2022)		
Total Businesses	3,807	
Total Employees	26,298	
Company Headquarter Businesses	164	4.3%
Company Headquarter Employees	2,164	8.2%
Employee Population per Business	6.9	to 1
Residential Population per Business	19.3	to 1
Adj. Daytime Demographics Age 16 Years or Over	51,989	
Labor Force		
Labor Population Age 16 Years or Over (2022)	60,738	
Labor Force Total Males (2022)	29,794	49.1%
Male Civilian Employed	16,545	55.5%
Male Civilian Unemployed	715	2.4%
Males in Armed Forces	2,600	8.7%
Males Not in Labor Force	9,935	33.3%
Labor Force Total Females (2022)	30,944	50.9%
Female Civilian Employed	15,264	49.3%
Female Civilian Unemployed	703	2.3%
Females in Armed Forces	639	2.1%
Females Not in Labor Force	14,339	46.3%
Unemployment Rate	1,418	2.3%
Occupation (2022)		
Occupation Population Age 16 Years or Over	31,808	
Occupation Total Males	16,545	52.0%
Occupation Total Females	15,264	48.0%
Management, Business, Financial Operations	6,118	19.2%
Professional, Related	10,178	32.0%
Service	4,741	14.9%
Sales, Office	5,981	18.8%
Farming, Fishing, Forestry	43	0.1%
Construction, Extraction, Maintenance	2,244	7.1%
Production, Transport, Material Moving	2,502	7.9%
White Collar Workers	22,277	70.0%
Blue Collar Workers	9,531	30.0%

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Trade Area		
Units In Structure (2022)		
Total Units	29,335	
1 Detached Unit	22,748	77.5%
1 Attached Unit	1,181	4.0%
2 Units	230	0.8%
3 to 4 Units	780	2.7%
5 to 9 Units	646	2.2%
10 to 19 Units	878	3.0%
20 to 49 Units	612	2.1%
50 or More Units	590	2.0%
Mobile Home or Trailer	1,576	5.4%
Other Structure	93	0.3%
Homes Built By Year (2022)		
Homes Built 2014 or later	1,811	5.7%
Homes Built 2010 to 2013	757	2.4%
Homes Built 2000 to 2009	5,570	17.4%
Homes Built 1990 to 1999	6,896	21.5%
Homes Built 1980 to 1989	4,457	13.9%
Homes Built 1970 to 1979	4,951	15.4%
Homes Built 1960 to 1969	2,013	6.3%
Homes Built 1950 to 1959	709	2.2%
Homes Built 1940 to 1949	756	2.4%
Homes Built Before 1939	1,416	4.4%
Median Age of Homes	29.5	yrs
Home Values (2022)		
Owner Specified Housing Units	22,484	
Home Values \$1,000,000 or More	2,594	11.5%
Home Values \$750,000 to \$999,999	3,066	13.6%
Home Values \$500,000 to \$749,999	5,553	24.7%
Home Values \$400,000 to \$499,999	3,417	15.2%
Home Values \$300,000 to \$399,999	4,673	20.8%
Home Values \$250,000 to \$299,999	1,426	6.3%
Home Values \$200,000 to \$249,999	846	3.8%
Home Values \$175,000 to \$199,999	122	0.5%
Home Values \$150,000 to \$174,999	222	1.0%
Home Values \$125,000 to \$149,999	38	0.2%
Home Values \$100,000 to \$124,999	107	0.5%
Home Values \$90,000 to \$99,999	36	0.2%
Home Values \$80,000 to \$89,999	39	0.2%
Home Values \$70,000 to \$79,999	-	-
Home Values \$60,000 to \$69,999	50	0.2%
Home Values \$50,000 to \$59,999	61	0.3%
Home Values \$35,000 to \$49,999	57	0.3%
Home Values \$25,000 to \$34,999	78	0.3%
Home Values \$10,000 to \$24,999	78	0.3%
Home Values Under \$10,000	19	-
Owner-Occupied Median Home Value	\$549,035	
Renter-Occupied Median Rent	\$1,406	

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		Trade Area
Total Annual Consumer Expenditure (2022)		
Total Household Expenditure		\$2.56 B
Total Non-Retail Expenditure		\$1.36 B
Total Retail Expenditure		\$1.2 B
Apparel		\$91.44 M
Contributions		\$89.7 M
Education		\$85.64 M
Entertainment		\$148.72 M
Food and Beverages		\$370.74 M
Furnishings and Equipment		\$92.08 M
Gifts		\$68.41 M
Health Care		\$211.55 M
Household Operations		\$102.83 M
Miscellaneous Expenses		\$48.88 M
Personal Care		\$34.37 M
Personal Insurance		\$19.38 M
Reading		\$5.68 M
Shelter		\$535.76 M
Tobacco		\$13.51 M
Transportation		\$463.26 M
Utilities		\$179.21 M
Monthly Household Consumer Expenditure (2022)		
Total Household Expenditure		\$7,276
Total Non-Retail Expenditure		\$3,857 53.0%
Total Retail Expenditures		\$3,419 47.0%
Apparel		\$260 3.6%
Contributions		\$255 3.5%
Education		\$243 3.3%
Entertainment		\$422 5.8%
Food and Beverages		\$1,053 14.5%
Furnishings and Equipment		\$262 3.6%
Gifts		\$194 2.7%
Health Care		\$601 8.3%
Household Operations		\$292 4.0%
Miscellaneous Expenses		\$139 1.9%
Personal Care		\$98 1.3%
Personal Insurance		\$55 0.8%
Reading		\$16 0.2%
Shelter		\$1,522 20.9%
Tobacco		\$38 0.5%
Transportation		\$1,316 18.1%
Utilities		\$509 7.0%