

FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
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TOTAL POPULATION

Total Population	17,248	141,489	331,047	1,021,024	150,959
Total Daytime Population	11,506	135,800	312,138	1,109,580	131,131

TOTAL HOUSEHOLD INCOME

Total Households	7,249	56,855	134,772	416,433	61,882
Median Household Income	\$101,266	\$114,699	\$116,880	\$128,289	\$111,693
Average Household Income	\$122,696	\$137,453	\$147,150	\$164,189	\$136,325
Under \$15,000	5.3%	4.6%	5.1%	4.9%	5.5%
\$15,000 - \$34,999	7.9%	9.3%	9.1%	7.6%	10.1%
\$35,000 - \$49,999	6.6%	7.2%	6.8%	6.0%	7.6%
\$50,000 - \$74,999	17.0%	14.5%	13.6%	12.2%	14.2%
\$75,000 - \$99,999	14.5%	12.7%	12.3%	11.1%	12.4%
\$100,000 - \$124,999	12.1%	9.9%	9.9%	10.1%	10.3%
\$125,000 - \$149,999	8.4%	9.1%	8.8%	8.8%	7.8%
\$150,000+	28.2%	32.7%	34.4%	39.4%	32.1%

BUSINESSES

Total Businesses	421	4,171	10,167	35,237	4,051
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RACE/ETHNICITY

White/Caucasian	65.4%	62.8%	62.9%	62.6%	62.1%
Black/African American	4.6%	5.4%	5.3%	3.8%	6.1%
Asian/Pacific Islander	11.6%	13.7%	14.6%	16.7%	14.3%
Hispanic/Latino	10.1%	9.6%	9.3%	8.8%	9.6%
Other	8.3%	8.4%	7.9%	8.1%	7.9%