

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	17,908	146,618	341,812	569,336	194,127
Total Daytime Population	11,434	137,075	315,532	483,487	193,025

TOTAL HOUSEHOLD INCOME

Total Households	7,531	58,969	139,393	234,161	80,876
Median Household Income	\$129,376	\$136,342	\$137,918	\$145,484	\$128,395
Average Household Income	\$156,042	\$169,996	\$178,226	\$188,385	\$164,178
Under \$15,000	4.6%	4.1%	4.4%	4.3%	5.3%
\$15,000 - \$34,999	5.2%	6.9%	7.5%	6.6%	8.0%
\$35,000 - \$49,999	3.7%	5.1%	5.4%	5.1%	6.1%
\$50,000 - \$74,999	14.5%	11.8%	10.9%	9.9%	11.8%
\$75,000 - \$99,999	13.3%	12.0%	11.2%	10.3%	11.5%
\$100,000 - \$124,999	11.9%	10.2%	9.9%	9.7%	10.3%
\$125,000 - \$149,999	9.5%	8.1%	7.8%	8.1%	8.0%
\$150,000+	37.3%	41.9%	42.9%	46.0%	38.9%

BUSINESSES

Total Businesses	403	4,047	9,858	14,776	7,062
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RACE/ETHNICITY

White/Caucasian	63.3%	61.4%	61.0%	61.8%	58.5%
Black/African American	4.0%	5.6%	5.5%	4.8%	6.2%
Asian/Pacific Islander	12.2%	13.9%	15.2%	15.4%	15.8%
Hispanic/Latino	10.7%	10.1%	9.9%	9.3%	10.8%
Other	9.8%	9.0%	8.5%	8.8%	8.6%