

FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
<b>TOTAL POPULATION</b>					
Total Population	21,645	193,691	428,300	859,158	349,116
Total Daytime Population	15,246	263,607	526,809	1,045,229	448,411
<b>TOTAL HOUSEHOLD INCOME</b>					
Total Households	7,828	73,251	154,735	278,053	129,950
Median Household Income	\$150,271	\$134,771	\$135,854	\$125,076	\$137,614
Average Household Income	\$179,356	\$165,258	\$173,574	\$162,114	\$176,627
Under \$15,000	3.5%	4.1%	4.5%	5.3%	4.2%
\$15,000 - \$34,999	4.9%	6.8%	6.7%	7.9%	6.5%
\$35,000 - \$49,999	4.4%	5.7%	5.7%	6.3%	5.6%
\$50,000 - \$74,999	9.0%	10.8%	10.4%	11.4%	10.2%
\$75,000 - \$99,999	9.3%	11.2%	11.3%	11.5%	11.3%
\$100,000 - \$124,999	10.8%	10.5%	10.5%	10.6%	10.2%
\$125,000 - \$149,999	10.4%	8.8%	8.6%	8.4%	8.6%
\$150,000+	47.8%	42.1%	42.3%	38.4%	43.5%
<b>BUSINESSES</b>					
Total Businesses	480	9,179	20,854	40,088	18,198
<b>RACE/ETHNICITY</b>					
White/Caucasian	62.6%	52.5%	45.8%	33.1%	49.8%
Black/African American	0.6%	1.1%	1.2%	1.0%	1.1%
Asian/Pacific Islander	13.7%	13.7%	18.0%	20.7%	15.6%
Hispanic/Latino	15.9%	26.1%	29.3%	41.0%	27.3%
Other	7.3%	6.7%	5.8%	4.3%	6.1%