

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	11,062	99,765	221,148	506,458	1,074,059
Total Daytime Population	10,030	91,875	224,509	441,697	916,573

## TOTAL HOUSEHOLD INCOME

Total Households	3,795	35,022	76,422	172,178	358,414
Median Household Income	\$124,530	\$119,730	\$119,755	\$99,183	\$89,646
Average Household Income	\$148,140	\$152,825	\$154,386	\$123,198	\$111,411
Under \$15,000	4.9%	5.5%	4.6%	6.6%	6.8%
\$15,000 - \$34,999	3.9%	7.2%	7.8%	10.9%	12.4%
\$35,000 - \$49,999	6.9%	6.6%	6.7%	9.6%	10.8%
\$50,000 - \$74,999	10.3%	12.8%	13.4%	14.9%	15.7%
\$75,000 - \$99,999	12.1%	12.7%	12.0%	11.5%	12.3%
\$100,000 - \$124,999	14.9%	9.7%	10.2%	9.9%	9.7%
\$125,000 - \$149,999	10.7%	9.5%	9.0%	7.5%	7.5%
\$150,000+	36.4%	36.0%	36.3%	29.1%	24.9%

## BUSINESSES

Total Businesses	329	3,177	8,355	13,187	23,723
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## RACE/ETHNICITY

White/Caucasian	32.4%	27.8%	23.9%	21.4%	18.2%
Black/African American	12.8%	17.4%	23.1%	26.5%	25.2%
Asian/Pacific Islander	38.7%	33.0%	31.8%	22.3%	19.2%
Hispanic/Latino	12.8%	17.6%	17.3%	26.1%	34.3%
Other	3.2%	4.3%	3.9%	3.6%	3.1%