

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	22,980	163,344	331,541	455,354	236,107
Total Daytime Population	16,587	116,326	260,352	415,895	183,781
TOTAL HOUSEHOLD INCOME					
Total Households	7,777	57,770	121,528	167,774	84,642
Median Household Income	\$77,119	\$82,068	\$89,084	\$95,123	\$83,510
Average Household Income	\$93,201	\$100,176	\$109,242	\$116,626	\$103,150
Under \$15,000	9.4%	8.7%	7.4%	6.9%	8.2%
\$15,000 - \$34,999	11.2%	13.1%	11.9%	10.8%	12.6%
\$35,000 - \$49,999	9.3%	10.2%	10.0%	9.2%	10.6%
\$50,000 - \$74,999	18.8%	16.6%	15.8%	15.1%	16.6%
\$75,000 - \$99,999	16.8%	14.2%	13.4%	13.0%	13.5%
\$100,000 - \$124,999	9.5%	10.7%	11.1%	11.3%	10.8%
\$125,000 - \$149,999	7.6%	7.5%	8.1%	8.3%	7.4%
\$150,000+	17.4%	19.1%	22.4%	25.4%	20.3%
BUSINESSES					
Total Businesses	384	3,555	9,102	14,991	6,210
RACE/ETHNICITY					
White/Caucasian	53.7%	54.3%	57.0%	59.6%	54.7%
Black/African American	7.1%	7.2%	6.2%	5.2%	7.0%
Asian/Pacific Islander	11.0%	11.0%	11.0%	10.9%	11.4%
Hispanic/Latino	20.9%	19.2%	17.2%	15.8%	18.5%
Other	7.3%	8.4%	8.6%	8.4%	8.4%