

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	11,261	111,710	319,548	582,470	806,259
Total Daytime Population	19,473	108,127	291,254	600,345	886,258
TOTAL HOUSEHOLD INCOME					
Total Households	3,540	33,547	93,989	171,563	242,484
Median Household Income	\$135,511	\$120,722	\$108,764	\$107,108	\$113,358
Average Household Income	\$161,369	\$141,405	\$128,858	\$126,932	\$134,697
Under \$15,000	4.3%	4.3%	6.1%	6.2%	5.8%
\$15,000 - \$34,999	3.7%	6.4%	8.1%	8.7%	8.4%
\$35,000 - \$49,999	3.9%	6.6%	7.7%	7.6%	7.1%
\$50,000 - \$74,999	12.0%	13.4%	13.8%	14.0%	13.0%
\$75,000 - \$99,999	11.3%	12.1%	12.5%	12.5%	11.9%
\$100,000 - \$124,999	9.6%	11.6%	11.0%	11.2%	11.1%
\$125,000 - \$149,999	10.1%	9.3%	8.7%	8.9%	8.9%
\$150,000+	45.2%	36.3%	32.2%	31.1%	33.9%
BUSINESSES					
Total Businesses	995	5,133	11,544	23,090	34,472
RACE/ETHNICITY					
White/Caucasian	23.4%	18.6%	14.9%	16.6%	18.6%
Black/African American	2.5%	3.6%	4.4%	5.0%	4.9%
Asian/Pacific Islander	39.3%	23.4%	21.6%	18.4%	21.2%
Hispanic/Latino	31.3%	51.2%	56.0%	56.7%	51.8%
Other	3.6%	3.2%	3.1%	3.3%	3.6%