

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	10,280	54,559	115,790	252,580	284,472
Total Daytime Population	13,032	58,872	114,289	267,399	334,104

TOTAL HOUSEHOLD INCOME

Total Households	4,039	20,345	44,588	96,768	108,507
Median Household Income	\$72,786	\$86,211	\$87,435	\$90,363	\$90,821
Average Household Income	\$80,707	\$99,254	\$100,803	\$106,593	\$108,068
Under \$15,000	5.5%	6.2%	6.7%	6.4%	6.1%
\$15,000 - \$34,999	10.9%	10.3%	11.4%	10.8%	10.2%
\$35,000 - \$49,999	9.6%	9.6%	9.1%	9.0%	9.0%
\$50,000 - \$74,999	25.3%	17.5%	16.8%	17.0%	17.0%
\$75,000 - \$99,999	17.8%	15.6%	14.6%	14.0%	14.4%
\$100,000 - \$124,999	11.4%	12.9%	12.6%	13.1%	13.2%
\$125,000 - \$149,999	6.9%	8.4%	8.9%	9.4%	9.1%
\$150,000+	12.5%	19.6%	19.9%	20.3%	21.0%

BUSINESSES

Total Businesses	429	1,742	3,546	8,147	8,667
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RACE/ETHNICITY

White/Caucasian	51.5%	60.1%	64.0%	66.9%	67.2%
Black/African American	5.8%	4.9%	4.6%	4.4%	4.4%
Asian/Pacific Islander	8.2%	10.9%	8.6%	7.0%	6.7%
Hispanic/Latino	21.5%	12.0%	11.4%	11.2%	11.1%
Other	12.9%	12.1%	11.3%	10.5%	10.5%