

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	14,388	86,501	173,152	478,475	216,177
Total Daytime Population	15,535	105,090	175,553	468,857	208,833

### TOTAL HOUSEHOLD INCOME

Total Households	4,846	31,087	63,695	179,044	78,912
Median Household Income	\$94,857	\$103,121	\$99,543	\$106,354	\$100,995
Average Household Income	\$106,971	\$123,090	\$118,576	\$129,170	\$120,122
Under \$15,000	3.6%	3.8%	3.4%	4.2%	3.6%
\$15,000 - \$34,999	5.3%	7.8%	8.3%	9.0%	8.9%
\$35,000 - \$49,999	14.8%	8.2%	8.8%	8.0%	8.5%
\$50,000 - \$74,999	21.0%	15.7%	16.3%	14.3%	16.4%
\$75,000 - \$99,999	18.3%	13.7%	14.6%	13.5%	14.6%
\$100,000 - \$124,999	11.9%	12.2%	12.3%	11.4%	11.8%
\$125,000 - \$149,999	6.2%	10.5%	9.7%	9.2%	9.4%
\$150,000+	18.9%	28.2%	26.6%	30.5%	26.7%

### BUSINESSES

Total Businesses	328	3,304	5,337	15,223	6,604
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### RACE/ETHNICITY

White/Caucasian	52.6%	55.7%	55.0%	58.6%	54.3%
Black/African American	0.6%	2.0%	2.8%	2.4%	2.7%
Asian/Pacific Islander	3.0%	9.8%	11.3%	13.1%	12.2%
Hispanic/Latino	38.8%	25.4%	23.6%	18.8%	23.8%
Other	5.0%	7.0%	7.3%	7.2%	7.1%