

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	15,304	136,876	375,003	616,714	846,344
Total Daytime Population	10,736	121,220	331,659	618,524	942,611

TOTAL HOUSEHOLD INCOME

Total Households	5,807	52,819	147,876	254,127	353,038
Median Household Income	\$92,041	\$102,794	\$103,881	\$105,936	\$106,939
Average Household Income	\$110,289	\$128,350	\$132,955	\$136,503	\$138,084
Under \$15,000	5.8%	5.9%	5.9%	6.7%	6.8%
\$15,000 - \$34,999	5.6%	9.8%	9.6%	9.9%	9.8%
\$35,000 - \$49,999	10.0%	8.4%	8.5%	8.5%	8.2%
\$50,000 - \$74,999	21.6%	14.7%	14.3%	14.0%	13.7%
\$75,000 - \$99,999	12.8%	11.9%	12.4%	12.0%	11.9%
\$100,000 - \$124,999	13.2%	11.7%	11.4%	10.4%	10.4%
\$125,000 - \$149,999	9.2%	8.7%	8.1%	8.0%	7.9%
\$150,000+	21.9%	28.8%	29.9%	30.5%	31.3%

BUSINESSES

Total Businesses	479	5,247	13,736	28,398	38,962
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RACE/ETHNICITY

White/Caucasian	62.7%	67.4%	67.8%	67.8%	68.1%
Black/African American	3.1%	2.9%	3.2%	4.2%	4.0%
Asian/Pacific Islander	8.5%	9.4%	9.4%	8.5%	8.0%
Hispanic/Latino	17.0%	12.0%	11.4%	11.3%	11.6%
Other	8.8%	8.2%	8.2%	8.3%	8.3%