

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	18,979	103,236	237,849	782,482	300,320
Total Daytime Population	15,463	121,359	290,013	951,282	362,511

TOTAL HOUSEHOLD INCOME

Total Households	8,662	42,110	93,181	320,936	117,754
Median Household Income	\$73,228	\$98,628	\$109,816	\$107,883	\$109,733
Average Household Income	\$95,445	\$115,757	\$134,504	\$138,201	\$138,303
Under \$15,000	8.2%	6.0%	5.3%	5.7%	5.2%
\$15,000 - \$34,999	18.0%	11.2%	9.2%	9.6%	9.6%
\$35,000 - \$49,999	11.2%	7.9%	7.3%	8.0%	7.4%
\$50,000 - \$74,999	18.4%	15.5%	13.3%	13.6%	13.1%
\$75,000 - \$99,999	13.1%	12.2%	12.0%	12.2%	12.3%
\$100,000 - \$124,999	7.9%	11.5%	12.1%	10.9%	11.5%
\$125,000 - \$149,999	5.5%	8.7%	9.0%	8.7%	8.8%
\$150,000+	17.8%	26.9%	31.8%	31.3%	32.1%

BUSINESSES

Total Businesses	376	5,626	10,582	36,640	13,211
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RACE/ETHNICITY

White/Caucasian	73.6%	68.3%	70.4%	69.7%	69.9%
Black/African American	2.4%	1.9%	1.8%	2.1%	1.7%
Asian/Pacific Islander	7.7%	8.5%	8.0%	8.4%	7.9%
Hispanic/Latino	10.3%	13.5%	11.9%	12.2%	12.7%
Other	6.0%	7.8%	7.9%	7.6%	7.8%