

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	16,212	104,541	239,642	401,762	181,441
Total Daytime Population	13,543	122,325	285,350	451,021	240,215

## TOTAL HOUSEHOLD INCOME

Total Households	7,586	42,576	93,751	157,532	72,577
Median Household Income	\$88,756	\$117,665	\$127,393	\$125,156	\$125,954
Average Household Income	\$108,478	\$135,680	\$156,237	\$157,339	\$149,435
Under \$15,000	7.4%	4.7%	4.3%	4.5%	4.5%
\$15,000 - \$34,999	14.1%	9.1%	7.2%	7.1%	7.6%
\$35,000 - \$49,999	11.9%	6.5%	6.1%	6.4%	6.0%
\$50,000 - \$74,999	12.7%	13.1%	11.3%	12.1%	12.0%
\$75,000 - \$99,999	13.0%	11.8%	11.4%	11.8%	11.5%
\$100,000 - \$124,999	11.9%	11.6%	11.4%	11.2%	11.2%
\$125,000 - \$149,999	5.3%	8.4%	8.7%	8.5%	8.9%
\$150,000+	23.7%	34.8%	39.7%	38.4%	38.5%

## BUSINESSES

Total Businesses	357	5,857	10,721	16,956	9,361
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## RACE/ETHNICITY

White/Caucasian	74.3%	67.2%	69.1%	67.1%	68.7%
Black/African American	2.6%	1.8%	1.8%	2.1%	1.6%
Asian/Pacific Islander	6.2%	8.5%	8.1%	7.8%	8.3%
Hispanic/Latino	10.6%	14.2%	12.6%	14.7%	13.0%
Other	6.2%	8.3%	8.5%	8.4%	8.4%