

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	14,476	50,021	117,152	188,779	132,142
Total Daytime Population	15,164	95,271	164,356	286,939	178,952

TOTAL HOUSEHOLD INCOME

Total Households	5,164	16,633	39,612	67,812	45,495
Median Household Income	\$121,346	\$124,077	\$119,040	\$118,944	\$119,353
Average Household Income	\$151,905	\$162,319	\$150,740	\$157,021	\$152,644
Under \$15,000	6.0%	6.5%	8.8%	7.9%	8.4%
\$15,000 - \$34,999	6.4%	7.5%	8.8%	8.8%	8.7%
\$35,000 - \$49,999	7.0%	6.4%	7.3%	7.9%	7.4%
\$50,000 - \$74,999	9.5%	10.3%	11.3%	12.1%	11.1%
\$75,000 - \$99,999	10.5%	10.3%	10.4%	10.4%	10.5%
\$100,000 - \$124,999	12.0%	10.5%	9.3%	8.8%	9.4%
\$125,000 - \$149,999	10.3%	10.6%	8.5%	8.2%	8.8%
\$150,000+	38.2%	38.0%	35.7%	35.9%	35.8%

BUSINESSES

Total Businesses	577	2,205	4,258	9,140	4,753
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RACE/ETHNICITY

White/Caucasian	58.0%	53.1%	55.0%	53.9%	54.5%
Black/African American	1.1%	1.3%	1.6%	1.5%	1.6%
Asian/Pacific Islander	7.3%	11.7%	10.5%	8.0%	10.0%
Hispanic/Latino	28.6%	29.4%	27.9%	31.8%	28.9%
Other	5.0%	4.6%	5.1%	4.8%	4.9%