

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	15,929	190,410	534,095	1,458,339	1,511,624
Total Daytime Population	31,699	259,338	701,019	1,680,124	1,774,673

TOTAL HOUSEHOLD INCOME

Total Households	5,292	63,814	174,206	490,938	509,097
Median Household Income	\$155,558	\$139,534	\$131,992	\$145,423	\$146,168
Average Household Income	\$190,574	\$177,359	\$168,454	\$196,331	\$197,255
Under \$15,000	3.1%	4.6%	5.6%	4.6%	4.6%
\$15,000 - \$34,999	4.7%	6.4%	7.4%	6.6%	6.6%
\$35,000 - \$49,999	2.3%	3.9%	5.1%	4.7%	4.7%
\$50,000 - \$74,999	8.0%	8.2%	9.6%	9.1%	9.1%
\$75,000 - \$99,999	8.8%	8.2%	9.5%	8.9%	8.9%
\$100,000 - \$124,999	8.8%	7.9%	9.0%	8.8%	8.8%
\$125,000 - \$149,999	11.1%	9.0%	8.1%	7.6%	7.6%
\$150,000+	53.4%	52.0%	45.7%	49.7%	49.8%

BUSINESSES

Total Businesses	1,533	10,120	24,702	58,442	60,551
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RACE/ETHNICITY

White/Caucasian	10.8%	12.8%	17.3%	23.5%	24.0%
Black/African American	2.8%	2.4%	2.6%	2.4%	2.3%
Asian/Pacific Islander	71.0%	57.7%	43.1%	43.5%	43.4%
Hispanic/Latino	11.0%	23.3%	32.9%	25.9%	25.6%
Other	4.4%	3.9%	4.2%	4.6%	4.6%