| FULL YEAR 2026 | 1 MILE RADIUS | 3 MILE RADIUS | 5 MILE RADIUS | 10 MILE RADIUS | 70% TRUE TRADE AREA |
|---|---|---|---|---|---|
| **TOTAL POPULATION** | | | | | |
| Total Population | 16,880 | 153,064 | 316,360 | 666,886 | 178,680 |
| Total Daytime Population | 17,396 | 135,559 | 354,531 | 717,570 | 182,645 |
| **TOTAL HOUSEHOLD INCOME** | | | | | |
| Total Households | 7,126 | 59,271 | 116,973 | 229,367 | 69,481 |
| Median Household Income | $134,696 | $139,463 | $137,334 | $124,592 | $139,036 |
| Average Household Income | $182,850 | $175,776 | $170,650 | $155,447 | $173,183 |
| Under $15,000 | 3.1% | 4.2% | 5.0% | 5.5% | 4.2% |
| $15,000 - $34,999 | 9.5% | 6.3% | 7.2% | 8.8% | 6.9% |
| $35,000 - $49,999 | 7.5% | 5.5% | 5.4% | 6.5% | 5.6% |
| $50,000 - $74,999 | 6.5% | 9.5% | 10.1% | 10.9% | 9.4% |
| $75,000 - $99,999 | 10.6% | 10.8% | 10.7% | 11.6% | 10.5% |
| $100,000 - $124,999 | 9.7% | 10.7% | 10.3% | 10.6% | 10.8% |
| $125,000 - $149,999 | 8.3% | 8.7% | 8.8% | 8.5% | 8.9% |
| $150,000+ | 44.7% | 44.3% | 42.5% | 37.6% | 43.7% |
| **BUSINESSES** | | | | | |
| Total Businesses | 782 | 6,025 | 13,012 | 27,015 | 6,907 |
| **RACE/ETHNICITY** | | | | | |
| White/Caucasian | 59.8% | 56.7% | 49.6% | 37.4% | 56.4% |
| Black/African American | 0.9% | 1.1% | 1.1% | 1.1% | 1.2% |
| Asian/Pacific Islander | 14.8% | 15.0% | 23.0% | 27.8% | 15.7% |
| Hispanic/Latino | 17.4% | 19.8% | 19.8% | 28.7% | 19.4% |
| Other | 7.1% | 7.4% | 6.5% | 4.9% | 7.3% |