

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	16,399	104,206	216,317	307,519	262,169
Total Daytime Population	12,674	87,405	164,835	241,288	204,299

TOTAL HOUSEHOLD INCOME

Total Households	5,676	35,499	70,774	105,658	88,230
Median Household Income	\$116,313	\$117,600	\$114,068	\$122,898	\$116,201
Average Household Income	\$136,187	\$142,852	\$138,472	\$155,951	\$142,887
Under \$15,000	5.4%	5.1%	5.3%	5.3%	5.4%
\$15,000 - \$34,999	9.5%	7.2%	7.9%	8.0%	8.7%
\$35,000 - \$49,999	5.4%	6.1%	7.0%	6.7%	7.2%
\$50,000 - \$74,999	9.8%	12.7%	13.1%	12.1%	12.6%
\$75,000 - \$99,999	12.5%	12.1%	12.1%	11.2%	11.7%
\$100,000 - \$124,999	12.1%	10.3%	10.5%	10.2%	10.4%
\$125,000 - \$149,999	9.5%	9.2%	8.6%	8.2%	8.4%
\$150,000+	35.9%	37.5%	35.4%	38.3%	35.7%

BUSINESSES

Total Businesses	412	2,193	4,270	6,948	5,500
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RACE/ETHNICITY

White/Caucasian	26.2%	19.7%	18.7%	24.3%	21.0%
Black/African American	13.3%	15.1%	13.3%	12.9%	13.6%
Asian/Pacific Islander	24.9%	26.4%	20.9%	20.1%	19.8%
Hispanic/Latino	29.2%	31.7%	40.5%	35.6%	38.6%
Other	6.4%	7.2%	6.6%	7.2%	6.9%