

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	22,289	163,671	431,557	1,246,693	609,120
Total Daytime Population	18,273	189,917	493,353	1,373,145	751,937

### TOTAL HOUSEHOLD INCOME

Total Households	9,298	69,636	189,814	513,624	265,512
Median Household Income	\$97,919	\$103,489	\$94,290	\$93,819	\$91,538
Average Household Income	\$115,650	\$128,765	\$118,641	\$118,297	\$115,203
Under \$15,000	4.9%	6.1%	8.0%	7.2%	8.1%
\$15,000 - \$34,999	9.3%	10.8%	11.8%	11.5%	11.9%
\$35,000 - \$49,999	7.4%	9.3%	9.6%	9.7%	9.7%
\$50,000 - \$74,999	16.0%	14.8%	14.5%	15.6%	15.5%
\$75,000 - \$99,999	17.6%	13.0%	12.9%	13.2%	12.8%
\$100,000 - \$124,999	13.1%	10.4%	10.5%	10.5%	10.3%
\$125,000 - \$149,999	7.6%	8.2%	8.4%	8.3%	8.3%
\$150,000+	24.2%	27.4%	24.3%	24.0%	23.6%

### BUSINESSES

Total Businesses	573	7,742	22,764	55,558	31,483
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### RACE/ETHNICITY

White/Caucasian	71.0%	70.1%	66.9%	67.6%	66.4%
Black/African American	4.3%	5.5%	6.1%	4.3%	5.6%
Asian/Pacific Islander	6.6%	6.9%	8.1%	7.4%	8.3%
Hispanic/Latino	11.1%	9.5%	10.7%	12.4%	11.7%
Other	6.9%	8.1%	8.1%	8.3%	8.1%