

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	20,063	98,132	202,689	269,782	289,677
Total Daytime Population	12,741	134,344	226,684	305,771	320,624

TOTAL HOUSEHOLD INCOME

Total Households	6,147	34,126	74,395	99,003	107,755
Median Household Income	\$87,277	\$95,427	\$110,655	\$114,568	\$114,161
Average Household Income	\$109,865	\$123,528	\$138,604	\$142,833	\$143,553
Under \$15,000	7.6%	6.6%	6.0%	5.5%	5.5%
\$15,000 - \$34,999	11.2%	9.1%	7.7%	7.7%	7.9%
\$35,000 - \$49,999	7.9%	7.3%	6.7%	6.7%	6.7%
\$50,000 - \$74,999	17.3%	16.8%	14.4%	13.7%	13.6%
\$75,000 - \$99,999	16.3%	13.4%	12.5%	12.2%	12.0%
\$100,000 - \$124,999	10.7%	11.6%	11.3%	11.2%	11.3%
\$125,000 - \$149,999	8.3%	8.1%	9.0%	8.9%	8.7%
\$150,000+	20.9%	27.1%	32.4%	34.2%	34.2%

BUSINESSES

Total Businesses	549	4,794	8,727	11,444	12,004
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RACE/ETHNICITY

White/Caucasian	22.4%	38.9%	47.9%	50.9%	52.6%
Black/African American	2.3%	2.2%	2.1%	1.9%	1.8%
Asian/Pacific Islander	5.4%	5.9%	6.0%	6.2%	5.9%
Hispanic/Latino	65.6%	47.1%	37.8%	34.4%	33.1%
Other	4.3%	5.9%	6.3%	6.6%	6.6%