

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	17,811	104,971	218,177	322,993	263,035
Total Daytime Population	12,207	84,321	208,734	346,779	263,378

## TOTAL HOUSEHOLD INCOME

Total Households	6,431	30,752	60,571	99,273	75,750
Median Household Income	\$114,149	\$103,745	\$104,616	\$108,890	\$106,257
Average Household Income	\$141,736	\$125,893	\$122,509	\$128,766	\$123,777
Under \$15,000	4.1%	4.6%	4.6%	4.9%	4.9%
\$15,000 - \$34,999	6.2%	8.2%	8.3%	8.1%	8.1%
\$35,000 - \$49,999	7.2%	7.8%	8.2%	7.9%	8.0%
\$50,000 - \$74,999	14.2%	15.7%	15.3%	13.6%	14.5%
\$75,000 - \$99,999	14.0%	13.6%	13.3%	12.6%	12.9%
\$100,000 - \$124,999	12.6%	11.0%	11.5%	11.8%	11.7%
\$125,000 - \$149,999	9.8%	8.9%	9.7%	9.7%	10.0%
\$150,000+	31.8%	30.2%	29.2%	31.4%	30.0%

## BUSINESSES

Total Businesses	328	2,239	6,561	11,434	8,711
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## RACE/ETHNICITY

White/Caucasian	35.8%	20.1%	16.8%	26.6%	19.9%
Black/African American	1.8%	1.9%	1.9%	1.7%	1.9%
Asian/Pacific Islander	5.5%	4.1%	6.5%	6.0%	6.4%
Hispanic/Latino	51.4%	70.5%	72.0%	61.9%	68.5%
Other	5.6%	3.4%	2.9%	3.8%	3.3%