

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	16,407	64,848	128,662	168,959	126,650
Total Daytime Population	11,954	47,306	144,628	186,286	143,176

## TOTAL HOUSEHOLD INCOME

Total Households	6,343	25,153	50,924	66,885	50,188
Median Household Income	\$103,869	\$108,411	\$102,735	\$104,342	\$102,518
Average Household Income	\$115,394	\$124,800	\$119,578	\$121,677	\$119,339
Under \$15,000	5.3%	4.7%	5.3%	5.4%	5.3%
\$15,000 - \$34,999	8.6%	7.8%	8.1%	8.2%	8.2%
\$35,000 - \$49,999	6.0%	6.6%	7.2%	6.9%	7.2%
\$50,000 - \$74,999	12.8%	12.5%	14.9%	14.7%	14.9%
\$75,000 - \$99,999	16.0%	14.8%	14.0%	13.8%	14.0%
\$100,000 - \$124,999	16.6%	14.6%	13.3%	13.4%	13.4%
\$125,000 - \$149,999	11.8%	11.5%	10.9%	10.7%	10.9%
\$150,000+	22.9%	27.6%	26.3%	27.0%	26.1%

## BUSINESSES

Total Businesses	239	725	4,426	5,624	4,392
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## RACE/ETHNICITY

White/Caucasian	62.8%	66.3%	66.9%	66.4%	66.9%
Black/African American	5.0%	4.2%	3.8%	3.8%	3.8%
Asian/Pacific Islander	8.9%	8.1%	7.5%	7.8%	7.5%
Hispanic/Latino	10.9%	10.3%	10.5%	10.9%	10.4%
Other	12.4%	11.2%	11.3%	11.1%	11.4%