

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	17,555	145,137	314,608	525,548	207,172
Total Daytime Population	15,151	132,760	310,160	574,834	192,979

## TOTAL HOUSEHOLD INCOME

Total Households	6,641	52,809	110,094	184,021	73,755
Median Household Income	\$143,227	\$107,809	\$113,263	\$119,505	\$106,968
Average Household Income	\$176,678	\$141,923	\$150,779	\$156,946	\$142,165
Under \$15,000	5.1%	7.1%	6.2%	5.9%	6.8%
\$15,000 - \$34,999	6.5%	11.4%	9.9%	8.8%	11.3%
\$35,000 - \$49,999	5.3%	8.0%	7.4%	6.7%	7.9%
\$50,000 - \$74,999	7.3%	13.4%	12.4%	11.8%	13.0%
\$75,000 - \$99,999	9.5%	10.3%	10.7%	10.5%	10.5%
\$100,000 - \$124,999	9.6%	9.5%	9.5%	9.8%	9.4%
\$125,000 - \$149,999	8.9%	7.5%	7.9%	8.2%	7.5%
\$150,000+	47.9%	32.9%	35.9%	38.2%	33.7%

## BUSINESSES

Total Businesses	771	5,507	14,547	28,763	8,629
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## RACE/ETHNICITY

White/Caucasian	43.8%	30.4%	26.9%	27.4%	28.7%
Black/African American	3.0%	5.4%	5.0%	6.9%	5.2%
Asian/Pacific Islander	16.9%	10.0%	18.6%	22.4%	12.2%
Hispanic/Latino	30.4%	48.7%	44.1%	37.5%	48.6%
Other	6.0%	5.4%	5.3%	5.9%	5.3%