

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	13,133	122,860	286,743	444,040	730,348
Total Daytime Population	13,264	181,956	347,301	569,396	902,156

## TOTAL HOUSEHOLD INCOME

Total Households	5,243	50,591	115,157	178,728	300,597
Median Household Income	\$130,586	\$120,997	\$125,916	\$124,311	\$122,939
Average Household Income	\$143,248	\$143,159	\$158,130	\$157,964	\$158,393
Under \$15,000	3.6%	5.1%	4.7%	5.0%	5.3%
\$15,000 - \$34,999	7.4%	8.6%	7.6%	7.9%	7.9%
\$35,000 - \$49,999	5.8%	6.3%	6.2%	6.4%	6.9%
\$50,000 - \$74,999	14.3%	12.5%	11.4%	11.9%	11.9%
\$75,000 - \$99,999	11.2%	12.1%	11.7%	11.6%	11.4%
\$100,000 - \$124,999	13.1%	11.1%	11.0%	11.0%	10.7%
\$125,000 - \$149,999	6.9%	8.1%	8.4%	8.4%	8.3%
\$150,000+	37.6%	36.2%	38.9%	37.8%	37.8%

## BUSINESSES

Total Businesses	484	7,386	13,336	20,225	35,532
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## RACE/ETHNICITY

White/Caucasian	72.6%	68.8%	68.4%	66.9%	68.0%
Black/African American	1.5%	1.9%	1.8%	2.2%	2.2%
Asian/Pacific Islander	3.8%	8.1%	8.0%	8.4%	8.7%
Hispanic/Latino	13.5%	13.1%	13.3%	14.2%	12.9%
Other	8.6%	8.2%	8.5%	8.4%	8.3%