

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	12,764	124,962	286,973	912,697	836,913
Total Daytime Population	13,281	191,289	352,475	1,092,176	1,016,491

TOTAL HOUSEHOLD INCOME

Total Households	5,094	51,677	115,448	382,211	347,672
Median Household Income	\$102,881	\$100,743	\$108,596	\$106,349	\$106,152
Average Household Income	\$120,510	\$120,513	\$136,049	\$135,699	\$135,493
Under \$15,000	6.0%	6.5%	5.5%	6.0%	5.9%
\$15,000 - \$34,999	9.8%	11.1%	9.8%	9.8%	9.8%
\$35,000 - \$49,999	8.8%	7.5%	7.6%	8.2%	8.2%
\$50,000 - \$74,999	15.3%	14.6%	13.3%	13.8%	13.8%
\$75,000 - \$99,999	11.9%	12.0%	12.2%	12.3%	12.2%
\$100,000 - \$124,999	10.1%	12.0%	11.4%	10.8%	10.9%
\$125,000 - \$149,999	7.5%	9.2%	8.6%	8.7%	8.7%
\$150,000+	30.6%	27.1%	31.6%	30.5%	30.5%

BUSINESSES

Total Businesses	478	7,507	13,265	43,105	39,821
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RACE/ETHNICITY

White/Caucasian	72.9%	69.8%	69.9%	69.5%	69.0%
Black/African American	1.5%	1.9%	1.8%	2.2%	2.2%
Asian/Pacific Islander	4.3%	8.1%	7.9%	8.8%	9.0%
Hispanic/Latino	13.3%	12.3%	12.6%	11.9%	12.2%
Other	8.1%	7.8%	7.8%	7.6%	7.6%