| FULL YEAR 2026 | 1 MILE RADIUS | 3 MILE RADIUS | 5 MILE RADIUS | 10 MILE RADIUS | 70% TRUE TRADE AREA |
|---|---|---|---|---|---|
| **TOTAL POPULATION** | | | | | |
| Total Population | 14,753 | 111,627 | 247,107 | 808,106 | 290,057 |
| Total Daytime Population | 12,180 | 133,290 | 308,037 | 980,082 | 349,892 |
| **TOTAL HOUSEHOLD INCOME** | | | | | |
| Total Households | 7,140 | 45,397 | 96,993 | 333,062 | 113,998 |
| Median Household Income | $66,421 | $98,546 | $109,881 | $107,203 | $110,659 |
| Average Household Income | $85,609 | $117,338 | $134,911 | $137,377 | $139,605 |
| Under $15,000 | 9.4% | 6.4% | 5.2% | 5.9% | 5.3% |
| $15,000 - $34,999 | 20.0% | 11.3% | 9.2% | 9.6% | 9.3% |
| $35,000 - $49,999 | 12.1% | 7.9% | 7.3% | 8.1% | 7.2% |
| $50,000 - $74,999 | 19.6% | 15.0% | 13.4% | 13.6% | 13.1% |
| $75,000 - $99,999 | 12.6% | 11.9% | 11.9% | 12.2% | 12.2% |
| $100,000 - $124,999 | 8.3% | 12.0% | 12.1% | 10.8% | 11.7% |
| $125,000 - $149,999 | 4.5% | 8.8% | 9.0% | 8.7% | 8.7% |
| $150,000+ | 13.5% | 26.8% | 32.0% | 31.1% | 32.5% |
| **BUSINESSES** | | | | | |
| Total Businesses | 356 | 6,520 | 11,371 | 37,825 | 12,876 |
| **RACE/ETHNICITY** | | | | | |
| White/Caucasian | 75.1% | 67.5% | 70.4% | 69.8% | 70.8% |
| Black/African American | 2.0% | 1.9% | 1.8% | 2.1% | 1.7% |
| Asian/Pacific Islander | 7.9% | 8.6% | 7.8% | 8.3% | 7.7% |
| Hispanic/Latino | 9.8% | 14.3% | 12.1% | 12.1% | 12.1% |
| Other | 5.2% | 7.8% | 7.8% | 7.6% | 7.7% |