

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	8,378	72,705	203,741	409,862	649,326
Total Daytime Population	10,719	77,174	204,630	536,697	800,126
TOTAL HOUSEHOLD INCOME					
Total Households	3,651	28,824	84,215	170,575	262,696
Median Household Income	\$129,879	\$137,809	\$115,705	\$103,709	\$97,423
Average Household Income	\$191,603	\$181,890	\$148,560	\$129,880	\$122,472
Under \$15,000	2.7%	3.8%	4.6%	6.0%	6.6%
\$15,000 - \$34,999	4.2%	5.6%	8.1%	9.9%	10.8%
\$35,000 - \$49,999	4.9%	5.6%	8.1%	9.1%	9.2%
\$50,000 - \$74,999	14.0%	12.5%	14.5%	15.7%	15.8%
\$75,000 - \$99,999	16.0%	11.5%	12.2%	12.7%	12.9%
\$100,000 - \$124,999	12.3%	10.5%	10.5%	10.2%	10.3%
\$125,000 - \$149,999	5.8%	7.6%	7.6%	7.4%	7.4%
\$150,000+	40.1%	43.1%	34.4%	29.0%	27.0%
BUSINESSES					
Total Businesses	483	3,035	6,746	16,367	21,374
RACE/ETHNICITY					
White/Caucasian	52.7%	51.5%	45.6%	40.6%	38.0%
Black/African American	5.4%	3.8%	4.4%	5.8%	5.8%
Asian/Pacific Islander	8.3%	5.5%	5.2%	6.1%	5.4%
Hispanic/Latino	31.1%	34.9%	40.3%	43.1%	46.6%
Other	2.7%	4.3%	4.4%	4.4%	4.2%