

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	15,600	61,500	154,200	505,000	218,097
Total Daytime Population	13,900	103,600	197,900	508,500	209,273

TOTAL HOUSEHOLD INCOME

Total Households	5,900	24,100	59,100	191,800	83,516
Median Household Income	\$133,300	\$125,600	\$114,700	\$126,200	\$67,876
Average Household Income	\$163,100	\$149,100	\$138,500	\$166,000	\$90,233
Under \$15,000	2.5%	5.7%	6.5%	5.5%	9.9%
\$15,000 - \$34,999	5.0%	6.0%	7.9%	6.8%	16.4%
\$35,000 - \$49,999	3.9%	6.2%	6.8%	6.7%	11.4%
\$50,000 - \$74,999	11.0%	9.6%	12.6%	11.1%	16.7%
\$75,000 - \$99,999	13.2%	11.6%	10.9%	10.6%	12.6%
\$100,000 - \$124,999	12.1%	10.4%	10.4%	10.3%	9.0%
\$125,000 - \$149,999	8.7%	8.8%	9.0%	8.9%	7.2%
\$150,000+	43.6%	41.6%	35.9%	40.3%	16.8%

BUSINESSES

Total Businesses	689	3,200	7,400	19,500	6,464
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RACE/ETHNICITY

White/Caucasian	56.7%	57.5%	49.4%	48.2%	3.7%
Black/African American	2.4%	3.2%	3.7%	5.7%	18.0%
Asian/Pacific Islander	12.3%	12.0%	12.8%	16.7%	0.9%
Hispanic/Latino	19.6%	19.3%	26.8%	22.0%	5.9%
Other	9.0%	8.0%	7.2%	7.4%	71.5%