

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	22,351	147,079	364,236	1,009,931	1,515,042
Total Daytime Population	37,659	196,555	379,810	1,042,242	1,685,344

TOTAL HOUSEHOLD INCOME

Total Households	9,549	55,060	129,802	355,958	535,052
Median Household Income	\$117,052	\$110,755	\$105,147	\$107,318	\$107,389
Average Household Income	\$146,595	\$140,293	\$135,380	\$146,548	\$149,086
Under \$15,000	6.2%	6.3%	6.9%	7.2%	7.5%
\$15,000 - \$34,999	9.6%	10.3%	11.4%	11.0%	10.9%
\$35,000 - \$49,999	5.4%	7.2%	8.3%	8.1%	7.9%
\$50,000 - \$74,999	12.4%	12.0%	13.4%	13.0%	12.7%
\$75,000 - \$99,999	14.4%	12.4%	11.9%	11.4%	11.3%
\$100,000 - \$124,999	9.1%	9.6%	9.5%	9.7%	9.6%
\$125,000 - \$149,999	7.7%	8.4%	7.8%	7.8%	7.8%
\$150,000+	35.4%	33.7%	30.9%	31.7%	32.3%

BUSINESSES

Total Businesses	4,102	12,712	24,423	64,725	110,395
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RACE/ETHNICITY

White/Caucasian	60.4%	48.2%	44.0%	42.2%	43.0%
Black/African American	5.5%	4.8%	4.4%	4.1%	3.6%
Asian/Pacific Islander	12.1%	12.2%	12.8%	12.6%	12.2%
Hispanic/Latino	14.8%	29.3%	33.8%	36.3%	36.5%
Other	7.3%	5.6%	5.1%	4.8%	4.7%