

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	23,219	147,226	357,360	538,357	1,023,723
Total Daytime Population	38,146	193,377	366,902	602,836	1,075,968

TOTAL HOUSEHOLD INCOME

Total Households	9,805	54,824	126,856	190,498	359,798
Median Household Income	\$124,491	\$124,511	\$120,474	\$121,987	\$120,842
Average Household Income	\$164,034	\$161,652	\$157,388	\$160,656	\$166,409
Under \$15,000	6.0%	6.7%	6.5%	6.5%	6.6%
\$15,000 - \$34,999	8.8%	8.7%	9.4%	9.2%	9.6%
\$35,000 - \$49,999	4.8%	6.6%	7.4%	6.9%	7.2%
\$50,000 - \$74,999	10.0%	11.3%	12.2%	11.7%	12.0%
\$75,000 - \$99,999	11.4%	10.4%	10.8%	10.8%	10.7%
\$100,000 - \$124,999	11.0%	9.4%	9.4%	9.5%	9.4%
\$125,000 - \$149,999	8.0%	7.9%	7.5%	7.8%	7.8%
\$150,000+	40.1%	39.1%	36.9%	37.7%	36.7%

BUSINESSES

Total Businesses	3,979	12,574	23,957	35,270	74,660
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RACE/ETHNICITY

White/Caucasian	58.9%	48.0%	43.5%	43.3%	41.3%
Black/African American	5.7%	4.9%	4.4%	4.4%	4.1%
Asian/Pacific Islander	12.1%	12.3%	12.8%	13.6%	12.9%
Hispanic/Latino	15.8%	28.7%	33.8%	33.2%	36.7%
Other	7.5%	6.1%	5.5%	5.5%	5.1%