

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	11,771	104,943	215,960	251,044	226,140
Total Daytime Population	14,589	143,283	248,694	275,060	255,312
TOTAL HOUSEHOLD INCOME					
Total Households	4,141	36,346	71,149	82,366	74,395
Median Household Income	\$126,894	\$136,550	\$132,962	\$134,310	\$131,895
Average Household Income	\$167,817	\$165,890	\$161,956	\$162,759	\$160,271
Under \$15,000	2.5%	2.8%	3.4%	3.4%	3.4%
\$15,000 - \$34,999	8.3%	6.6%	6.4%	6.3%	6.6%
\$35,000 - \$49,999	6.1%	5.5%	5.6%	5.5%	5.7%
\$50,000 - \$74,999	15.1%	9.6%	10.7%	10.3%	10.7%
\$75,000 - \$99,999	8.9%	9.8%	9.8%	9.7%	9.9%
\$100,000 - \$124,999	8.0%	10.4%	10.5%	10.3%	10.4%
\$125,000 - \$149,999	8.8%	9.8%	9.1%	9.2%	9.2%
\$150,000+	42.3%	45.5%	44.6%	45.4%	44.2%
BUSINESSES					
Total Businesses	771	5,056	9,748	10,749	9,943
RACE/ETHNICITY					
White/Caucasian	45.9%	49.2%	42.9%	42.2%	42.4%
Black/African American	6.1%	3.5%	4.3%	4.3%	4.3%
Asian/Pacific Islander	13.3%	12.8%	12.5%	13.3%	12.9%
Hispanic/Latino	25.8%	28.1%	34.4%	34.2%	34.6%
Other	8.9%	6.4%	5.9%	5.9%	5.9%