

FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	12,696	120,875	286,267	407,302	427,828
Total Daytime Population	14,266	208,295	413,050	572,019	603,350
TOTAL HOUSEHOLD INCOME					
Total Households	4,707	51,746	119,186	167,172	171,442
Median Household Income	\$187,785	\$170,486	\$170,215	\$169,641	\$171,920
Average Household Income	\$307,554	\$262,524	\$259,793	\$257,965	\$263,162
Under \$15,000	1.3%	3.8%	4.0%	3.8%	3.9%
\$15,000 - \$34,999	4.2%	5.0%	4.8%	4.9%	4.7%
\$35,000 - \$49,999	2.9%	4.3%	3.7%	3.9%	3.8%
\$50,000 - \$74,999	3.6%	7.0%	7.2%	7.4%	7.3%
\$75,000 - \$99,999	4.0%	7.2%	7.6%	7.8%	7.5%
\$100,000 - \$124,999	8.1%	7.9%	7.7%	8.0%	7.7%
\$125,000 - \$149,999	8.6%	7.5%	7.5%	7.3%	7.1%
\$150,000+	67.3%	57.3%	57.5%	56.9%	58.0%
BUSINESSES					
Total Businesses	276	6,724	12,706	16,887	17,545
RACE/ETHNICITY					
White/Caucasian	54.4%	51.7%	49.9%	52.9%	53.6%
Black/African American	1.6%	2.1%	2.3%	2.1%	2.0%
Asian/Pacific Islander	29.5%	32.2%	33.3%	30.1%	29.9%
Hispanic/Latino	6.5%	7.1%	7.5%	7.4%	7.1%
Other	8.1%	7.1%	7.1%	7.4%	7.4%