

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	2,513	87,223	199,824	301,674	204,657
Total Daytime Population	1,929	52,266	131,775	232,700	139,972

TOTAL HOUSEHOLD INCOME

Total Households	850	28,078	67,824	105,100	69,408
Median Household Income	\$97,626	\$123,749	\$118,040	\$112,625	\$116,978
Average Household Income	\$114,380	\$137,843	\$133,464	\$129,090	\$133,366
Under \$15,000	6.5%	3.1%	3.4%	3.7%	3.4%
\$15,000 - \$34,999	8.9%	5.1%	6.4%	7.3%	6.4%
\$35,000 - \$49,999	5.2%	5.1%	6.1%	6.8%	6.3%
\$50,000 - \$74,999	18.2%	11.4%	12.1%	13.2%	12.5%
\$75,000 - \$99,999	8.9%	13.7%	13.8%	13.8%	14.0%
\$100,000 - \$124,999	11.9%	14.5%	13.8%	13.5%	13.6%
\$125,000 - \$149,999	14.2%	10.8%	10.9%	10.4%	10.6%
\$150,000+	26.1%	36.3%	33.6%	31.3%	33.4%

BUSINESSES

Total Businesses	60	658	2,713	5,568	2,846
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RACE/ETHNICITY

White/Caucasian	68.5%	55.0%	58.0%	58.0%	58.0%
Black/African American	4.6%	8.3%	7.4%	7.1%	7.5%
Asian/Pacific Islander	2.4%	6.9%	6.3%	7.1%	6.4%
Hispanic/Latino	12.0%	14.8%	13.6%	13.8%	13.6%
Other	12.6%	15.0%	14.6%	14.0%	14.6%