

FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	2,500	87,495	195,092	508,498	252,685
Total Daytime Population	1,930	52,604	130,329	480,055	195,017
TOTAL HOUSEHOLD INCOME					
Total Households	846	28,166	66,207	180,222	86,495
Median Household Income	\$91,341	\$104,438	\$99,258	\$91,963	\$95,482
Average Household Income	\$96,661	\$118,451	\$115,078	\$107,677	\$110,440
Under \$15,000	17.3%	4.4%	4.1%	5.2%	4.8%
\$15,000 - \$34,999	4.0%	5.4%	7.8%	9.8%	9.0%
\$35,000 - \$49,999	11.2%	6.9%	8.1%	9.5%	8.3%
\$50,000 - \$74,999	10.1%	14.0%	15.4%	16.9%	15.8%
\$75,000 - \$99,999	11.5%	18.4%	16.5%	15.3%	16.0%
\$100,000 - \$124,999	17.0%	13.0%	12.9%	12.6%	13.2%
\$125,000 - \$149,999	12.4%	12.9%	11.3%	9.8%	10.2%
\$150,000+	16.6%	25.0%	23.9%	21.0%	22.8%
BUSINESSES					
Total Businesses	61	678	2,798	10,970	3,984
RACE/ETHNICITY					
White/Caucasian	67.8%	56.8%	59.7%	58.4%	60.2%
Black/African American	2.4%	8.3%	6.9%	7.5%	6.9%
Asian/Pacific Islander	3.2%	6.8%	6.3%	7.2%	6.2%
Hispanic/Latino	13.4%	14.1%	13.1%	14.0%	13.1%
Other	13.2%	14.0%	13.9%	12.9%	13.5%