

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	12,189	61,008	149,752	275,390	177,715
Total Daytime Population	10,293	56,085	151,474	325,176	194,451

TOTAL HOUSEHOLD INCOME

Total Households	4,591	23,780	58,511	109,655	69,788
Median Household Income	\$169,383	\$130,242	\$127,075	\$122,165	\$124,559
Average Household Income	\$203,354	\$167,001	\$167,444	\$160,263	\$162,973
Under \$15,000	4.1%	5.0%	4.5%	4.6%	4.4%
\$15,000 - \$34,999	4.2%	6.8%	7.5%	7.8%	7.6%
\$35,000 - \$49,999	4.7%	6.4%	6.6%	7.2%	7.1%
\$50,000 - \$74,999	11.6%	12.6%	12.5%	12.4%	12.4%
\$75,000 - \$99,999	7.3%	11.0%	11.4%	11.6%	11.5%
\$100,000 - \$124,999	6.8%	8.8%	9.8%	10.5%	9.7%
\$125,000 - \$149,999	7.8%	8.8%	8.6%	8.6%	8.8%
\$150,000+	53.6%	40.6%	39.3%	37.4%	38.4%

BUSINESSES

Total Businesses	262	2,294	5,603	12,004	8,292
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RACE/ETHNICITY

White/Caucasian	77.6%	81.3%	79.3%	76.8%	78.4%
Black/African American	1.7%	1.0%	0.9%	1.3%	1.0%
Asian/Pacific Islander	7.1%	3.7%	3.8%	4.9%	3.9%
Hispanic/Latino	6.8%	6.8%	8.4%	9.3%	9.2%
Other	6.7%	7.2%	7.6%	7.6%	7.5%

Source: Advan, 2025.