

FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	13,192	62,941	157,457	684,666	167,210
Total Daytime Population	11,192	57,007	161,717	761,713	174,242
TOTAL HOUSEHOLD INCOME					
Total Households	4,997	24,502	61,426	273,447	65,223
Median Household Income	\$130,264	\$112,071	\$109,286	\$103,195	\$108,455
Average Household Income	\$184,716	\$150,770	\$144,546	\$129,714	\$142,704
Under \$15,000	6.8%	6.0%	5.8%	5.9%	5.6%
\$15,000 - \$34,999	5.9%	8.3%	8.8%	9.9%	8.9%
\$35,000 - \$49,999	6.3%	8.3%	8.2%	8.4%	8.4%
\$50,000 - \$74,999	12.5%	13.5%	13.6%	14.4%	14.0%
\$75,000 - \$99,999	6.9%	12.0%	12.4%	12.6%	12.4%
\$100,000 - \$124,999	6.6%	9.3%	10.4%	11.2%	10.6%
\$125,000 - \$149,999	7.2%	7.8%	8.1%	8.8%	8.1%
\$150,000+	47.9%	35.0%	32.9%	28.8%	32.0%
BUSINESSES					
Total Businesses	305	2,268	5,889	29,678	6,620
RACE/ETHNICITY					
White/Caucasian	80.1%	81.7%	81.0%	74.1%	80.1%
Black/African American	0.8%	1.0%	0.9%	1.7%	0.9%
Asian/Pacific Islander	6.5%	3.5%	3.4%	6.5%	3.5%
Hispanic/Latino	6.6%	7.0%	7.8%	10.3%	8.6%
Other	6.0%	6.9%	6.9%	7.4%	6.9%