

FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	6,791	14,320	17,157	38,136	690,339
Total Daytime Population	7,121	12,724	16,211	42,252	800,230
TOTAL HOUSEHOLD INCOME					
Total Households	2,649	5,410	6,493	14,436	229,631
Median Household Income	\$105,073	\$109,082	\$127,882	\$128,368	\$104,231
Average Household Income	\$145,864	\$153,754	\$183,943	\$198,973	\$132,985
Under \$15,000	4.7%	4.7%	4.4%	4.6%	6.2%
\$15,000 - \$34,999	9.3%	10.3%	9.1%	7.9%	9.6%
\$35,000 - \$49,999	14.8%	11.2%	9.6%	9.2%	9.0%
\$50,000 - \$74,999	7.7%	9.5%	8.5%	11.3%	13.7%
\$75,000 - \$99,999	12.6%	11.6%	10.8%	9.7%	12.9%
\$100,000 - \$124,999	8.7%	8.2%	8.3%	7.1%	10.6%
\$125,000 - \$149,999	6.2%	6.1%	6.6%	7.5%	8.7%
\$150,000+	36.0%	38.5%	42.7%	42.7%	29.2%
BUSINESSES					
Total Businesses	358	587	653	1,782	26,031
RACE/ETHNICITY					
White/Caucasian	50.0%	48.7%	52.7%	54.1%	39.5%
Black/African American	0.4%	0.7%	0.8%	1.0%	1.6%
Asian/Pacific Islander	2.3%	2.3%	2.1%	2.5%	6.2%
Hispanic/Latino	42.7%	44.4%	40.0%	38.2%	48.5%
Other	4.6%	3.9%	4.4%	4.2%	4.2%