

FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	9,260	14,150	16,880	17,520	676,675
Total Daytime Population	8,272	12,646	16,166	17,239	792,465
TOTAL HOUSEHOLD INCOME					
Total Households	3,404	5,347	6,385	6,719	224,549
Median Household Income	\$115,108	\$119,018	\$130,411	\$126,174	\$117,850
Average Household Income	\$154,634	\$168,724	\$202,674	\$197,353	\$153,385
Under \$15,000	4.4%	3.5%	3.7%	3.9%	5.6%
\$15,000 - \$34,999	10.5%	8.4%	7.6%	7.3%	8.1%
\$35,000 - \$49,999	6.2%	7.1%	6.5%	6.8%	7.4%
\$50,000 - \$74,999	13.4%	11.7%	10.6%	11.8%	12.4%
\$75,000 - \$99,999	10.2%	11.5%	10.4%	10.5%	11.3%
\$100,000 - \$124,999	8.3%	10.9%	11.1%	10.6%	10.6%
\$125,000 - \$149,999	7.6%	7.1%	7.4%	7.1%	8.5%
\$150,000+	39.5%	39.8%	42.8%	42.1%	36.1%
BUSINESSES					
Total Businesses	386	597	665	712	26,567
RACE/ETHNICITY					
White/Caucasian	45.8%	48.0%	51.3%	51.3%	38.7%
Black/African American	0.5%	0.7%	0.8%	0.7%	1.6%
Asian/Pacific Islander	2.4%	2.3%	2.2%	2.6%	6.3%
Hispanic/Latino	47.0%	45.0%	41.1%	40.8%	48.9%
Other	4.4%	4.0%	4.6%	4.5%	4.6%