

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	16,828	41,621	69,495	84,966	103,023
Total Daytime Population	16,260	81,299	115,976	127,182	155,093

TOTAL HOUSEHOLD INCOME

Total Households	5,756	17,491	28,469	34,174	39,880
Median Household Income	\$138,843	\$128,384	\$125,929	\$124,028	\$124,656
Average Household Income	\$173,129	\$177,161	\$170,399	\$171,839	\$172,759
Under \$15,000	5.2%	4.3%	4.7%	5.0%	4.9%
\$15,000 - \$34,999	8.7%	8.0%	7.8%	8.4%	9.0%
\$35,000 - \$49,999	3.1%	5.4%	5.8%	6.3%	6.1%
\$50,000 - \$74,999	9.8%	12.2%	12.4%	12.2%	12.5%
\$75,000 - \$99,999	12.2%	12.0%	12.1%	11.7%	11.5%
\$100,000 - \$124,999	10.1%	10.0%	10.2%	10.3%	10.1%
\$125,000 - \$149,999	8.3%	8.6%	8.3%	8.3%	8.3%
\$150,000+	42.7%	39.5%	38.7%	38.0%	37.5%

BUSINESSES

Total Businesses	570	3,133	4,977	5,298	6,285
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RACE/ETHNICITY

White/Caucasian	68.7%	69.2%	60.9%	57.5%	54.9%
Black/African American	2.2%	2.0%	1.8%	2.7%	2.8%
Asian/Pacific Islander	6.5%	7.3%	6.8%	7.1%	8.4%
Hispanic/Latino	15.4%	14.6%	23.8%	25.9%	26.6%
Other	7.3%	7.0%	6.6%	6.9%	7.3%