

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	3,970	56,423	149,606	257,628	369,893
Total Daytime Population	4,319	46,572	159,957	286,616	383,521
TOTAL HOUSEHOLD INCOME					
Total Households	1,843	22,605	62,911	113,758	160,935
Median Household Income	\$116,132	\$101,844	\$109,252	\$113,512	\$111,611
Average Household Income	\$171,449	\$133,859	\$154,432	\$170,147	\$165,595
Under \$15,000	10.5%	4.2%	5.0%	5.4%	5.2%
\$15,000 - \$34,999	9.7%	9.4%	8.6%	8.7%	9.2%
\$35,000 - \$49,999	8.6%	9.6%	9.3%	8.4%	8.3%
\$50,000 - \$74,999	10.9%	14.1%	14.0%	13.3%	13.6%
\$75,000 - \$99,999	9.9%	12.8%	12.3%	11.6%	11.8%
\$100,000 - \$124,999	8.0%	11.1%	10.5%	10.2%	10.4%
\$125,000 - \$149,999	5.4%	8.8%	8.3%	8.0%	8.3%
\$150,000+	36.8%	30.1%	31.9%	34.3%	33.2%
BUSINESSES					
Total Businesses	279	1,905	8,195	14,489	18,045
RACE/ETHNICITY					
White/Caucasian	75.0%	52.5%	62.4%	68.9%	66.7%
Black/African American	1.5%	6.6%	5.0%	4.2%	4.8%
Asian/Pacific Islander	4.5%	1.9%	2.1%	1.9%	1.7%
Hispanic/Latino	17.3%	36.7%	28.0%	22.5%	24.2%
Other	1.8%	2.3%	2.5%	2.6%	2.7%