

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	8,420	44,540	74,920	91,575	134,149
Total Daytime Population	9,563	30,220	55,941	66,858	92,643

TOTAL HOUSEHOLD INCOME

Total Households	2,579	14,975	25,813	31,553	45,147
Median Household Income	\$166,816	\$158,025	\$153,835	\$154,533	\$148,908
Average Household Income	\$191,783	\$182,347	\$181,794	\$181,605	\$175,386
Under \$15,000	1.2%	2.4%	2.2%	2.1%	2.1%
\$15,000 - \$34,999	2.3%	4.5%	4.1%	4.0%	4.7%
\$35,000 - \$49,999	1.7%	3.4%	4.4%	4.1%	4.6%
\$50,000 - \$74,999	9.9%	8.3%	8.2%	8.3%	9.3%
\$75,000 - \$99,999	8.7%	9.3%	9.7%	9.8%	10.2%
\$100,000 - \$124,999	10.3%	9.0%	10.1%	10.2%	10.3%
\$125,000 - \$149,999	8.2%	8.7%	9.8%	9.7%	9.6%
\$150,000+	57.9%	54.4%	51.7%	51.8%	49.1%

BUSINESSES

Total Businesses	194	686	1,320	1,495	2,010
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RACE/ETHNICITY

White/Caucasian	69.1%	69.6%	69.2%	69.7%	64.4%
Black/African American	1.6%	2.3%	2.7%	2.4%	4.0%
Asian/Pacific Islander	13.0%	11.2%	10.0%	9.9%	13.2%
Hispanic/Latino	7.6%	7.2%	8.9%	8.7%	9.2%
Other	8.7%	9.7%	9.3%	9.3%	9.2%