

FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	2,714	29,648	101,746	592,208	289,230
Total Daytime Population	2,417	31,498	106,311	790,233	350,785
TOTAL HOUSEHOLD INCOME					
Total Households	1,259	12,204	38,687	245,363	120,134
Median Household Income	\$105,601	\$132,476	\$142,073	\$118,000	\$124,994
Average Household Income	\$132,781	\$185,633	\$180,446	\$154,846	\$162,290
Under \$15,000	0.3%	2.7%	2.1%	5.0%	3.5%
\$15,000 - \$34,999	1.2%	8.3%	5.4%	8.6%	7.8%
\$35,000 - \$49,999	6.8%	6.1%	5.5%	7.3%	7.3%
\$50,000 - \$74,999	11.4%	11.7%	11.3%	14.4%	14.2%
\$75,000 - \$99,999	23.9%	14.0%	11.5%	11.3%	11.5%
\$100,000 - \$124,999	17.8%	7.9%	8.6%	9.8%	9.2%
\$125,000 - \$149,999	9.0%	6.7%	8.4%	7.8%	8.2%
\$150,000+	N/A	N/A	N/A	N/A	N/A
BUSINESSES					
Total Businesses	71	884	2,808	25,303	11,641
RACE/ETHNICITY					
White/Caucasian	56.0%	61.8%	61.7%	59.3%	62.2%
Black/African American	6.0%	5.0%	3.1%	4.1%	3.7%
Asian/Pacific Islander	9.1%	11.5%	13.8%	11.7%	12.6%
Hispanic/Latino	22.5%	17.1%	16.2%	20.1%	16.4%
Other	6.3%	4.6%	5.2%	4.8%	5.2%