

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	8,646	60,113	166,929	370,673	558,928
Total Daytime Population	5,444	60,061	139,330	306,071	487,856

TOTAL HOUSEHOLD INCOME

Total Households	2,934	20,248	59,324	135,458	211,198
Median Household Income	\$105,914	\$124,274	\$102,823	\$93,723	\$99,124
Average Household Income	\$137,653	\$156,450	\$126,538	\$114,465	\$122,539
Under \$15,000	2.5%	3.8%	5.5%	6.9%	6.3%
\$15,000 - \$34,999	5.7%	6.3%	8.9%	10.6%	10.2%
\$35,000 - \$49,999	4.3%	5.5%	8.1%	9.0%	9.0%
\$50,000 - \$74,999	16.1%	12.4%	14.8%	15.6%	14.9%
\$75,000 - \$99,999	13.5%	11.8%	12.7%	13.3%	12.8%
\$100,000 - \$124,999	14.6%	12.4%	11.9%	11.3%	10.9%
\$125,000 - \$149,999	9.4%	9.4%	8.8%	8.3%	8.3%
\$150,000+	33.8%	38.4%	29.3%	25.0%	27.6%

BUSINESSES

Total Businesses	138	2,495	5,496	11,841	18,282
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RACE/ETHNICITY

White/Caucasian	56.6%	66.8%	64.7%	61.8%	65.8%
Black/African American	4.4%	1.8%	3.2%	4.3%	3.7%
Asian/Pacific Islander	20.5%	14.8%	11.5%	10.1%	8.5%
Hispanic/Latino	9.0%	9.2%	12.8%	15.6%	13.9%
Other	9.5%	7.4%	7.8%	8.3%	8.1%