

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	5,507	15,483	40,771	98,452	230,921
Total Daytime Population	4,831	13,610	41,482	155,126	266,702

TOTAL HOUSEHOLD INCOME

Total Households	2,084	5,805	16,408	38,228	90,857
Median Household Income	\$142,449	\$137,123	\$116,305	\$108,046	\$108,936
Average Household Income	\$161,397	\$163,024	\$142,944	\$142,221	\$146,096
Under \$15,000	3.5%	2.0%	3.8%	6.7%	5.7%
\$15,000 - \$34,999	2.9%	3.1%	7.9%	9.5%	9.0%
\$35,000 - \$49,999	6.1%	6.2%	7.4%	8.2%	7.5%
\$50,000 - \$74,999	8.4%	12.8%	13.0%	13.1%	14.1%
\$75,000 - \$99,999	12.3%	11.2%	12.5%	11.4%	12.3%
\$100,000 - \$124,999	9.2%	8.5%	10.4%	9.0%	10.8%
\$125,000 - \$149,999	11.9%	10.3%	9.6%	8.5%	8.0%
\$150,000+	45.8%	45.9%	35.4%	33.6%	32.6%

BUSINESSES

Total Businesses	228	431	1,636	4,791	8,304
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RACE/ETHNICITY

White/Caucasian	72.5%	71.6%	70.3%	67.7%	72.5%
Black/African American	7.4%	6.7%	9.7%	10.8%	10.2%
Asian/Pacific Islander	7.0%	7.3%	6.1%	8.4%	5.2%
Hispanic/Latino	8.9%	9.3%	8.6%	7.9%	6.9%
Other	4.1%	5.2%	5.3%	5.2%	5.2%