

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	6,940	41,653	97,916	230,054	304,279
Total Daytime Population	7,862	44,194	101,825	239,468	325,309

TOTAL HOUSEHOLD INCOME

Total Households	2,715	15,179	37,340	87,952	113,343
Median Household Income	\$178,354	\$191,280	\$183,531	\$174,638	\$176,780
Average Household Income	\$254,936	\$317,543	\$296,296	\$263,900	\$271,872
Under \$15,000	6.4%	2.5%	2.6%	3.6%	3.6%
\$15,000 - \$34,999	2.5%	2.7%	4.1%	4.2%	4.2%
\$35,000 - \$49,999	1.2%	1.8%	2.6%	3.8%	3.5%
\$50,000 - \$74,999	5.7%	4.6%	5.4%	6.5%	6.3%
\$75,000 - \$99,999	6.0%	4.7%	6.0%	7.2%	6.9%
\$100,000 - \$124,999	9.6%	7.6%	7.5%	7.7%	7.4%
\$125,000 - \$149,999	7.4%	6.6%	6.8%	6.6%	6.4%
\$150,000+	61.2%	69.6%	65.0%	60.5%	61.8%

BUSINESSES

Total Businesses	928	2,020	4,845	10,107	13,037
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RACE/ETHNICITY

White/Caucasian	70.1%	68.3%	61.9%	54.2%	52.4%
Black/African American	0.7%	0.8%	1.2%	2.1%	2.0%
Asian/Pacific Islander	12.6%	15.7%	21.6%	27.1%	29.2%
Hispanic/Latino	10.3%	8.3%	8.5%	9.5%	9.4%
Other	6.3%	6.9%	6.7%	7.1%	7.0%