

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	12,505	106,571	224,330	323,668	183,114
Total Daytime Population	6,926	76,911	229,985	392,608	188,359

TOTAL HOUSEHOLD INCOME

Total Households	4,026	35,428	78,173	115,904	63,388
Median Household Income	\$145,507	\$120,946	\$123,066	\$120,453	\$122,137
Average Household Income	\$172,319	\$141,815	\$146,386	\$144,899	\$144,386
Under \$15,000	2.3%	4.0%	4.2%	4.5%	4.3%
\$15,000 - \$34,999	4.2%	6.4%	6.6%	7.1%	6.5%
\$35,000 - \$49,999	3.6%	6.8%	6.1%	6.5%	6.4%
\$50,000 - \$74,999	10.3%	14.0%	13.0%	13.0%	13.3%
\$75,000 - \$99,999	11.2%	13.2%	13.2%	13.6%	13.3%
\$100,000 - \$124,999	9.7%	11.6%	12.0%	12.1%	11.9%
\$125,000 - \$149,999	11.6%	9.4%	9.4%	9.1%	9.5%
\$150,000+	47.2%	34.7%	35.4%	34.1%	34.8%

BUSINESSES

Total Businesses	123	1,601	5,641	10,715	4,925
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RACE/ETHNICITY

White/Caucasian	44.8%	42.2%	44.3%	45.5%	43.5%
Black/African American	8.3%	10.6%	10.0%	9.7%	10.5%
Asian/Pacific Islander	29.6%	24.6%	21.3%	19.5%	22.2%
Hispanic/Latino	7.1%	13.0%	14.3%	14.9%	13.6%
Other	10.2%	9.7%	10.2%	10.4%	10.2%