

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	12,360	35,410	75,442	155,162	216,194
Total Daytime Population	13,126	33,859	108,197	192,620	254,320

TOTAL HOUSEHOLD INCOME

Total Households	3,775	11,334	25,628	53,989	75,038
Median Household Income	\$139,037	\$155,865	\$148,376	\$146,392	\$139,080
Average Household Income	\$151,803	\$190,717	\$182,989	\$185,681	\$175,685
Under \$15,000	2.9%	3.4%	4.1%	4.5%	4.6%
\$15,000 - \$34,999	6.4%	3.9%	5.6%	5.3%	6.3%
\$35,000 - \$49,999	4.7%	3.9%	4.7%	5.1%	5.8%
\$50,000 - \$74,999	8.2%	7.1%	8.0%	8.8%	9.4%
\$75,000 - \$99,999	10.7%	8.4%	9.5%	9.3%	9.7%
\$100,000 - \$124,999	14.0%	10.8%	9.2%	9.2%	9.6%
\$125,000 - \$149,999	8.8%	9.4%	7.9%	8.5%	8.3%
\$150,000+	44.3%	53.2%	51.2%	49.2%	46.4%

BUSINESSES

Total Businesses	498	1,101	2,587	6,320	8,516
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RACE/ETHNICITY

White/Caucasian	37.5%	52.8%	58.5%	57.6%	55.7%
Black/African American	1.3%	1.6%	1.9%	1.8%	1.7%
Asian/Pacific Islander	5.6%	7.8%	7.5%	9.0%	8.9%
Hispanic/Latino	50.8%	32.2%	26.1%	25.5%	28.0%
Other	4.8%	5.7%	5.9%	6.1%	5.7%