

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	15,887	76,652	137,771	223,592	140,118
Total Daytime Population	18,210	86,896	162,586	276,729	166,522

## TOTAL HOUSEHOLD INCOME

Total Households	5,404	27,947	50,729	80,207	51,492
Median Household Income	\$145,971	\$133,197	\$145,926	\$147,010	\$146,296
Average Household Income	\$177,440	\$171,169	\$194,937	\$194,775	\$194,937
Under \$15,000	3.8%	5.9%	4.9%	4.6%	4.9%
\$15,000 - \$34,999	5.5%	6.9%	5.9%	5.7%	5.8%
\$35,000 - \$49,999	7.9%	6.0%	5.1%	5.3%	5.1%
\$50,000 - \$74,999	8.1%	10.5%	9.3%	9.1%	9.3%
\$75,000 - \$99,999	11.1%	9.9%	9.2%	8.9%	9.2%
\$100,000 - \$124,999	9.9%	9.1%	8.2%	9.0%	8.3%
\$125,000 - \$149,999	7.6%	8.1%	7.6%	7.7%	7.6%
\$150,000+	46.1%	43.7%	49.7%	49.8%	49.9%

## BUSINESSES

Total Businesses	849	3,721	8,154	11,871	8,184
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## RACE/ETHNICITY

White/Caucasian	60.9%	60.3%	63.5%	60.9%	63.6%
Black/African American	1.4%	1.9%	1.5%	1.6%	1.5%
Asian/Pacific Islander	5.5%	7.7%	8.8%	9.2%	8.7%
Hispanic/Latino	26.1%	24.3%	20.1%	22.3%	20.0%
Other	6.1%	5.9%	6.2%	6.1%	6.2%