

FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	11,388	79,898	143,343	356,704	182,091
Total Daytime Population	13,040	90,865	168,409	409,928	206,795
TOTAL HOUSEHOLD INCOME					
Total Households	3,623	29,121	52,874	127,036	66,184
Median Household Income	\$127,760	\$118,625	\$133,535	\$131,824	\$135,684
Average Household Income	\$147,747	\$147,770	\$168,831	\$171,661	\$171,810
Under \$15,000	5.2%	6.7%	5.7%	4.7%	5.2%
\$15,000 - \$34,999	6.4%	8.1%	6.8%	7.2%	6.6%
\$35,000 - \$49,999	7.7%	7.0%	6.2%	6.2%	6.3%
\$50,000 - \$74,999	11.9%	11.4%	10.2%	10.3%	9.9%
\$75,000 - \$99,999	11.7%	11.3%	10.3%	10.9%	10.3%
\$100,000 - \$124,999	11.1%	9.7%	9.0%	9.7%	9.2%
\$125,000 - \$149,999	9.4%	8.7%	8.4%	8.8%	8.5%
\$150,000+	36.6%	37.3%	43.5%	42.3%	43.9%
BUSINESSES					
Total Businesses	678	3,852	8,375	17,386	10,048
RACE/ETHNICITY					
White/Caucasian	62.4%	60.6%	64.1%	60.5%	63.2%
Black/African American	1.5%	1.9%	1.6%	1.6%	1.6%
Asian/Pacific Islander	4.7%	8.4%	9.4%	9.8%	9.2%
Hispanic/Latino	26.2%	24.0%	19.4%	22.8%	20.5%
Other	5.3%	5.2%	5.5%	5.4%	5.6%