

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	9,041	66,177	183,794	413,231	207,601
Total Daytime Population	8,666	66,057	176,188	377,254	197,074

TOTAL HOUSEHOLD INCOME

Total Households	3,331	25,222	69,339	152,086	77,437
Median Household Income	\$137,507	\$121,357	\$106,991	\$94,681	\$106,330
Average Household Income	\$166,207	\$155,417	\$130,990	\$116,178	\$129,921
Under \$15,000	6.2%	4.7%	5.0%	6.4%	5.2%
\$15,000 - \$34,999	3.3%	5.7%	8.0%	10.1%	8.3%
\$35,000 - \$49,999	4.8%	6.1%	7.5%	9.3%	7.7%
\$50,000 - \$74,999	9.5%	12.2%	15.0%	15.6%	14.8%
\$75,000 - \$99,999	9.6%	13.1%	14.0%	13.9%	14.3%
\$100,000 - \$124,999	11.3%	11.4%	11.8%	11.7%	11.9%
\$125,000 - \$149,999	9.8%	9.3%	8.8%	8.5%	8.5%
\$150,000+	45.5%	37.6%	29.8%	24.5%	29.3%

BUSINESSES

Total Businesses	225	1,729	4,870	11,809	5,637
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RACE/ETHNICITY

White/Caucasian	63.3%	67.7%	64.0%	61.2%	63.3%
Black/African American	2.5%	2.1%	4.5%	4.9%	4.2%
Asian/Pacific Islander	19.3%	10.7%	8.6%	8.4%	8.2%
Hispanic/Latino	8.1%	10.5%	13.9%	16.5%	15.4%
Other	6.9%	9.1%	9.1%	9.0%	9.0%