

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	6,865	80,951	189,323	359,556	318,886
Total Daytime Population	6,695	70,597	199,025	390,681	393,362

TOTAL HOUSEHOLD INCOME

Total Households	2,575	32,173	75,194	143,171	126,779
Median Household Income	\$174,254	\$129,259	\$124,170	\$120,280	\$120,426
Average Household Income	\$235,436	\$164,851	\$166,802	\$155,925	\$156,465
Under \$15,000	0.6%	5.2%	4.4%	4.8%	4.7%
\$15,000 - \$34,999	3.6%	7.1%	8.0%	8.0%	8.2%
\$35,000 - \$49,999	5.5%	6.2%	7.1%	7.2%	7.3%
\$50,000 - \$74,999	7.7%	12.3%	12.9%	12.8%	12.5%
\$75,000 - \$99,999	9.2%	11.2%	11.4%	11.5%	11.6%
\$100,000 - \$124,999	7.5%	9.7%	9.7%	10.6%	10.3%
\$125,000 - \$149,999	8.9%	8.5%	8.2%	8.5%	8.7%
\$150,000+	57.1%	39.8%	38.3%	36.7%	36.7%

BUSINESSES

Total Businesses	176	2,993	8,595	14,747	15,626
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RACE/ETHNICITY

White/Caucasian	83.9%	79.8%	77.8%	75.3%	75.3%
Black/African American	0.4%	1.0%	1.2%	1.8%	1.4%
Asian/Pacific Islander	6.0%	4.1%	4.4%	5.8%	5.5%
Hispanic/Latino	3.6%	7.7%	8.8%	9.3%	10.0%
Other	6.1%	7.5%	7.8%	7.9%	7.7%