

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	1,909	18,121	67,150	150,728	209,167
Total Daytime Population	1,066	27,919	73,932	151,038	213,784

TOTAL HOUSEHOLD INCOME

Total Households	677	6,248	24,002	50,968	70,319
Median Household Income	\$108,788	\$93,269	\$94,908	\$95,444	\$96,135
Average Household Income	\$134,992	\$115,619	\$117,025	\$118,126	\$118,792
Under \$15,000	2.7%	3.9%	4.4%	4.6%	5.0%
\$15,000 - \$34,999	10.3%	8.2%	8.8%	10.0%	10.1%
\$35,000 - \$49,999	5.5%	6.7%	8.0%	7.9%	8.0%
\$50,000 - \$74,999	18.3%	18.8%	17.1%	15.7%	15.2%
\$75,000 - \$99,999	9.6%	15.2%	14.7%	14.0%	13.7%
\$100,000 - \$124,999	13.3%	11.2%	12.1%	11.5%	11.4%
\$125,000 - \$149,999	9.8%	8.3%	9.5%	9.0%	8.8%
\$150,000+	30.6%	27.8%	25.4%	27.3%	27.9%

BUSINESSES

Total Businesses	16	412	1,064	3,369	5,154
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RACE/ETHNICITY

White/Caucasian	70.1%	58.6%	59.9%	54.7%	54.4%
Black/African American	1.9%	5.6%	6.6%	7.9%	9.9%
Asian/Pacific Islander	2.8%	2.2%	2.9%	3.5%	3.8%
Hispanic/Latino	23.7%	29.1%	26.6%	29.8%	27.9%
Other	1.5%	4.5%	4.0%	4.2%	3.9%