

FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	2,087	54,781	136,416	816,978	801,461
Total Daytime Population	5,290	83,231	161,704	915,473	910,684
TOTAL HOUSEHOLD INCOME					
Total Households	601	19,623	50,582	303,630	297,518
Median Household Income	\$201,000	\$155,569	\$164,752	\$107,492	\$124,859
Average Household Income	\$529,610	\$254,482	\$251,140	\$147,980	\$160,381
Under \$15,000	N/A	2.8%	2.8%	3.3%	3.3%
\$15,000 - \$34,999	6.5%	6.0%	4.9%	6.5%	6.5%
\$35,000 - \$49,999	1.2%	4.4%	4.6%	7.3%	7.2%
\$50,000 - \$74,999	N/A	9.6%	7.9%	13.0%	13.1%
\$75,000 - \$99,999	1.7%	9.2%	9.3%	12.4%	12.4%
\$100,000 - \$124,999	2.2%	7.6%	8.2%	10.7%	10.7%
\$125,000 - \$149,999	4.5%	6.7%	7.1%	8.5%	8.5%
\$150,000+	N/A	N/A	N/A	N/A	N/A
BUSINESSES					
Total Businesses	172	3,104	5,765	23,285	23,045
RACE/ETHNICITY					
White/Caucasian	76.1%	65.7%	68.1%	53.8%	54.1%
Black/African American	1.2%	3.1%	3.5%	9.7%	9.6%
Asian/Pacific Islander	7.1%	9.6%	10.0%	13.4%	13.3%
Hispanic/Latino	10.9%	16.7%	13.5%	17.9%	17.9%
Other	4.8%	5.0%	5.0%	5.1%	5.1%