

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	6,456	50,512	67,590	90,535	165,701
Total Daytime Population	6,115	38,490	50,558	68,061	127,222

## TOTAL HOUSEHOLD INCOME

Total Households	2,316	16,517	23,318	31,868	60,236
Median Household Income	\$104,739	\$127,368	\$128,021	\$131,650	\$129,406
Average Household Income	\$115,351	\$151,402	\$150,889	\$160,032	\$161,627
Under \$15,000	9.9%	3.6%	3.2%	3.1%	2.9%
\$15,000 - \$34,999	13.9%	5.5%	5.2%	5.7%	5.8%
\$35,000 - \$49,999	3.4%	5.1%	5.4%	5.7%	5.9%
\$50,000 - \$74,999	10.4%	10.8%	11.5%	11.1%	11.4%
\$75,000 - \$99,999	14.4%	13.0%	13.5%	12.8%	11.9%
\$100,000 - \$124,999	10.1%	12.7%	13.1%	11.9%	11.3%
\$125,000 - \$149,999	7.2%	11.0%	10.3%	9.7%	9.3%
\$150,000+	30.7%	38.4%	37.9%	40.0%	41.5%

## BUSINESSES

Total Businesses	294	894	1,239	1,557	4,034
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## RACE/ETHNICITY

White/Caucasian	81.4%	80.7%	80.4%	82.3%	81.1%
Black/African American	4.4%	4.8%	4.8%	4.2%	4.8%
Asian/Pacific Islander	3.4%	2.3%	2.6%	2.3%	2.8%
Hispanic/Latino	8.4%	8.1%	8.1%	7.2%	7.2%
Other	2.4%	4.2%	4.1%	4.1%	4.2%