

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	6,979	96,265	259,613	385,106	594,116
Total Daytime Population	9,963	115,173	291,758	422,521	626,412
TOTAL HOUSEHOLD INCOME					
Total Households	2,693	35,833	90,366	133,572	206,919
Median Household Income	\$138,266	\$133,426	\$143,113	\$140,746	\$125,533
Average Household Income	\$193,713	\$168,576	\$184,726	\$178,708	\$156,242
Under \$15,000	4.7%	4.0%	3.3%	3.6%	4.1%
\$15,000 - \$34,999	4.3%	5.3%	5.1%	5.0%	6.1%
\$35,000 - \$49,999	5.3%	6.3%	5.6%	5.4%	6.6%
\$50,000 - \$74,999	10.3%	10.6%	10.2%	10.2%	12.4%
\$75,000 - \$99,999	7.8%	11.3%	10.5%	11.0%	11.8%
\$100,000 - \$124,999	11.4%	11.3%	9.7%	10.0%	10.6%
\$125,000 - \$149,999	10.4%	9.9%	8.8%	9.2%	9.2%
\$150,000+	45.8%	41.4%	46.9%	45.6%	39.2%
BUSINESSES					
Total Businesses	351	3,672	8,038	11,166	16,089
RACE/ETHNICITY					
White/Caucasian	43.9%	52.2%	52.9%	53.3%	50.8%
Black/African American	7.3%	9.3%	7.4%	8.0%	8.3%
Asian/Pacific Islander	31.0%	23.0%	20.4%	17.9%	13.8%
Hispanic/Latino	12.6%	11.2%	15.1%	16.6%	23.2%
Other	5.2%	4.4%	4.2%	4.2%	4.0%