

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	15,719	61,027	174,513	387,794	327,246
Total Daytime Population	9,609	72,752	149,079	329,393	266,478

TOTAL HOUSEHOLD INCOME

Total Households	5,202	21,115	62,413	143,104	120,499
Median Household Income	\$118,155	\$119,466	\$101,880	\$95,964	\$98,612
Average Household Income	\$141,881	\$150,529	\$125,125	\$117,627	\$120,448
Under \$15,000	1.9%	3.8%	5.4%	6.6%	6.1%
\$15,000 - \$34,999	5.3%	6.4%	8.9%	10.4%	9.7%
\$35,000 - \$49,999	3.7%	6.7%	7.7%	8.6%	8.7%
\$50,000 - \$74,999	13.9%	13.1%	15.7%	15.3%	15.1%
\$75,000 - \$99,999	12.5%	12.0%	12.8%	13.2%	12.5%
\$100,000 - \$124,999	16.4%	12.9%	11.9%	11.4%	11.5%
\$125,000 - \$149,999	10.1%	9.1%	8.7%	8.5%	8.7%
\$150,000+	36.1%	36.0%	29.0%	26.1%	27.6%

BUSINESSES

Total Businesses	223	3,357	5,841	12,782	10,156
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RACE/ETHNICITY

White/Caucasian	58.1%	66.1%	65.7%	63.6%	65.9%
Black/African American	2.9%	1.9%	3.0%	4.0%	3.3%
Asian/Pacific Islander	20.9%	14.0%	11.1%	9.8%	9.9%
Hispanic/Latino	9.3%	10.1%	12.4%	14.5%	12.9%
Other	8.9%	7.9%	7.8%	8.2%	8.0%