

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	8,958	42,610	61,703	82,178	100,424
Total Daytime Population	8,879	37,041	59,006	77,328	95,964

TOTAL HOUSEHOLD INCOME

Total Households	3,451	16,284	23,872	31,897	39,230
Median Household Income	\$111,665	\$144,312	\$140,294	\$147,342	\$145,304
Average Household Income	\$164,115	\$189,501	\$188,500	\$206,039	\$204,034
Under \$15,000	5.7%	4.0%	4.1%	3.7%	4.5%
\$15,000 - \$34,999	12.0%	6.0%	5.5%	5.1%	5.1%
\$35,000 - \$49,999	4.9%	6.2%	6.1%	5.8%	5.5%
\$50,000 - \$74,999	10.7%	10.1%	9.9%	10.1%	10.4%
\$75,000 - \$99,999	13.3%	10.3%	11.0%	10.2%	10.0%
\$100,000 - \$124,999	9.1%	9.1%	9.8%	9.0%	8.8%
\$125,000 - \$149,999	5.9%	6.5%	7.3%	7.0%	7.2%
\$150,000+	38.4%	47.8%	46.3%	49.1%	48.5%

BUSINESSES

Total Businesses	588	1,510	2,479	3,386	4,223
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RACE/ETHNICITY

White/Caucasian	46.8%	59.1%	58.6%	61.8%	62.5%
Black/African American	2.8%	2.3%	2.3%	2.3%	2.4%
Asian/Pacific Islander	6.4%	7.0%	7.3%	7.0%	6.7%
Hispanic/Latino	36.6%	24.1%	24.4%	21.6%	21.1%
Other	7.5%	7.5%	7.4%	7.3%	7.3%