

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	1,615	16,256	41,785	87,983	155,864
Total Daytime Population	926	11,574	38,850	102,635	173,175

TOTAL HOUSEHOLD INCOME

Total Households	590	6,251	16,246	32,255	56,301
Median Household Income	\$96,939	\$101,470	\$90,389	\$83,648	\$86,606
Average Household Income	\$111,424	\$146,275	\$133,798	\$115,324	\$115,778
Under \$15,000	1.4%	3.9%	6.1%	7.2%	5.9%
\$15,000 - \$34,999	13.1%	7.7%	9.3%	12.4%	11.3%
\$35,000 - \$49,999	8.3%	9.8%	9.1%	9.8%	9.9%
\$50,000 - \$74,999	16.3%	14.2%	16.5%	17.0%	16.5%
\$75,000 - \$99,999	13.2%	14.6%	13.7%	13.6%	13.9%
\$100,000 - \$124,999	13.7%	12.7%	10.4%	10.3%	11.0%
\$125,000 - \$149,999	9.7%	6.8%	6.7%	6.9%	8.0%
\$150,000+	24.4%	30.4%	28.3%	22.9%	23.6%

BUSINESSES

Total Businesses	11	212	720	2,956	4,478
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RACE/ETHNICITY

White/Caucasian	70.4%	78.0%	73.4%	59.3%	60.5%
Black/African American	1.4%	5.6%	5.3%	8.5%	6.9%
Asian/Pacific Islander	0.6%	1.4%	1.7%	1.5%	1.9%
Hispanic/Latino	23.6%	11.1%	15.7%	26.9%	27.1%
Other	4.1%	3.9%	4.0%	3.9%	3.6%