

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	12,017	109,600	248,880	402,070	200,544
Total Daytime Population	10,297	130,241	302,839	449,401	253,561
TOTAL HOUSEHOLD INCOME					
Total Households	6,084	44,490	97,705	157,869	80,215
Median Household Income	\$78,490	\$118,907	\$127,255	\$125,472	\$126,321
Average Household Income	\$96,692	\$138,106	\$155,968	\$157,293	\$151,659
Under \$15,000	7.3%	5.0%	4.3%	4.5%	4.5%
\$15,000 - \$34,999	16.0%	9.0%	7.2%	7.1%	7.5%
\$35,000 - \$49,999	14.1%	6.6%	6.1%	6.4%	6.1%
\$50,000 - \$74,999	13.2%	12.7%	11.3%	12.0%	11.6%
\$75,000 - \$99,999	13.9%	11.7%	11.5%	11.8%	11.4%
\$100,000 - \$124,999	12.9%	11.2%	11.4%	11.2%	11.2%
\$125,000 - \$149,999	4.9%	8.6%	8.8%	8.5%	8.8%
\$150,000+	17.8%	35.2%	39.5%	38.5%	38.9%
BUSINESSES					
Total Businesses	333	6,469	11,540	16,991	9,781
RACE/ETHNICITY					
White/Caucasian	76.7%	66.5%	69.0%	67.1%	69.0%
Black/African American	2.0%	1.8%	1.7%	2.1%	1.7%
Asian/Pacific Islander	5.6%	8.4%	7.9%	7.8%	8.1%
Hispanic/Latino	10.0%	15.0%	12.8%	14.6%	12.6%
Other	5.8%	8.3%	8.5%	8.4%	8.5%