

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	9,831	29,990	61,960	342,874	943,694
Total Daytime Population	13,364	36,949	64,586	414,634	1,071,747

TOTAL HOUSEHOLD INCOME

Total Households	4,170	11,824	23,204	131,903	370,726
Median Household Income	\$82,329	\$95,359	\$108,934	\$108,462	\$101,954
Average Household Income	\$103,891	\$124,195	\$136,607	\$137,848	\$127,928
Under \$15,000	5.8%	6.2%	5.5%	5.1%	5.8%
\$15,000 - \$34,999	13.5%	10.3%	8.6%	9.5%	10.3%
\$35,000 - \$49,999	11.9%	10.0%	8.1%	7.5%	8.4%
\$50,000 - \$74,999	17.0%	16.8%	15.0%	14.0%	14.6%
\$75,000 - \$99,999	9.3%	9.7%	10.0%	12.0%	12.6%
\$100,000 - \$124,999	13.2%	12.5%	13.2%	11.9%	11.4%
\$125,000 - \$149,999	5.0%	9.4%	8.9%	8.6%	8.8%
\$150,000+	24.4%	25.2%	30.8%	31.4%	28.1%

BUSINESSES

Total Businesses	458	1,206	2,107	14,815	39,164
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RACE/ETHNICITY

White/Caucasian	72.8%	74.7%	76.7%	75.3%	70.5%
Black/African American	1.5%	1.5%	0.9%	1.1%	1.7%
Asian/Pacific Islander	3.8%	4.3%	3.5%	5.2%	6.4%
Hispanic/Latino	15.9%	12.2%	12.1%	11.5%	14.3%
Other	6.0%	7.3%	6.8%	7.0%	7.1%