

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	18,854	122,706	276,952	409,583	723,206
Total Daytime Population	32,779	209,119	423,249	558,346	980,273

## TOTAL HOUSEHOLD INCOME

Total Households	8,427	51,845	113,238	164,015	293,242
Median Household Income	\$143,152	\$169,896	\$175,557	\$175,321	\$164,727
Average Household Income	\$177,706	\$246,862	\$272,585	\$274,662	\$250,440
Under \$15,000	7.2%	4.0%	4.0%	3.8%	4.9%
\$15,000 - \$34,999	8.3%	5.5%	4.8%	4.8%	5.8%
\$35,000 - \$49,999	7.7%	4.0%	3.6%	3.5%	4.1%
\$50,000 - \$74,999	8.3%	6.5%	6.8%	7.0%	7.6%
\$75,000 - \$99,999	7.2%	6.6%	7.0%	7.1%	7.9%
\$100,000 - \$124,999	8.0%	8.0%	7.2%	7.4%	7.7%
\$125,000 - \$149,999	7.2%	7.3%	7.1%	7.0%	6.8%
\$150,000+	46.0%	58.2%	59.6%	59.4%	55.2%

## BUSINESSES

Total Businesses	1,490	7,092	12,574	16,303	27,400
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## RACE/ETHNICITY

White/Caucasian	26.8%	42.1%	47.1%	50.3%	51.6%
Black/African American	4.1%	2.8%	2.2%	2.2%	3.3%
Asian/Pacific Islander	52.7%	41.2%	36.9%	33.7%	30.0%
Hispanic/Latino	11.8%	7.8%	7.0%	6.9%	7.3%
Other	4.7%	6.0%	6.8%	7.0%	7.8%