

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	7,990	142,751	368,948	597,044	312,959
Total Daytime Population	5,759	124,524	300,680	478,100	262,095

TOTAL HOUSEHOLD INCOME

Total Households	2,297	39,887	106,255	175,494	91,002
Median Household Income	\$201,000	\$158,982	\$150,565	\$145,968	\$153,970
Average Household Income	\$343,549	\$217,077	\$195,181	\$194,455	\$201,233
Under \$15,000	2.7%	3.4%	3.6%	4.1%	3.6%
\$15,000 - \$34,999	1.1%	5.9%	6.5%	7.2%	6.2%
\$35,000 - \$49,999	1.8%	4.1%	4.6%	5.0%	4.4%
\$50,000 - \$74,999	5.1%	8.3%	9.0%	9.2%	8.7%
\$75,000 - \$99,999	5.0%	8.0%	8.7%	8.9%	8.5%
\$100,000 - \$124,999	3.9%	8.0%	8.7%	8.5%	8.5%
\$125,000 - \$149,999	4.2%	6.6%	7.6%	7.4%	7.4%
\$150,000+	76.1%	55.8%	51.3%	49.8%	52.7%

BUSINESSES

Total Businesses	147	2,531	7,795	13,574	6,968
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RACE/ETHNICITY

White/Caucasian	14.1%	12.0%	15.7%	16.8%	15.9%
Black/African American	2.4%	2.3%	2.7%	2.6%	2.7%
Asian/Pacific Islander	65.1%	53.9%	42.4%	39.4%	45.3%
Hispanic/Latino	12.2%	28.4%	35.1%	37.1%	32.1%
Other	6.2%	3.5%	4.1%	4.1%	4.1%