

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	10,274	116,895	296,845	528,570	421,004
Total Daytime Population	13,079	103,999	260,894	458,861	382,383

TOTAL HOUSEHOLD INCOME

Total Households	4,037	43,262	112,364	202,217	161,231
Median Household Income	\$175,067	\$161,706	\$157,090	\$151,727	\$149,842
Average Household Income	\$238,184	\$207,672	\$199,181	\$194,783	\$190,801
Under \$15,000	1.3%	2.6%	3.2%	3.8%	3.7%
\$15,000 - \$34,999	4.7%	5.0%	5.0%	5.6%	5.9%
\$35,000 - \$49,999	4.2%	3.8%	4.2%	4.6%	4.8%
\$50,000 - \$74,999	7.0%	7.9%	8.8%	9.3%	9.2%
\$75,000 - \$99,999	8.1%	8.7%	9.7%	10.0%	10.2%
\$100,000 - \$124,999	7.8%	8.8%	9.4%	9.7%	9.8%
\$125,000 - \$149,999	8.0%	7.7%	8.0%	8.1%	8.0%
\$150,000+	58.9%	55.5%	51.7%	49.0%	48.4%

BUSINESSES

Total Businesses	379	2,307	7,457	12,344	11,153
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RACE/ETHNICITY

White/Caucasian	55.8%	56.6%	57.5%	57.0%	56.8%
Black/African American	1.7%	2.5%	3.3%	4.1%	4.1%
Asian/Pacific Islander	25.2%	24.6%	21.7%	20.7%	20.5%
Hispanic/Latino	10.0%	8.5%	9.0%	9.7%	10.0%
Other	7.4%	7.9%	8.5%	8.6%	8.6%