

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	27,931	104,005	278,760	408,008	581,192
Total Daytime Population	34,552	182,849	401,447	557,157	710,532

TOTAL HOUSEHOLD INCOME

Total Households	11,558	42,075	112,030	163,078	228,932
Median Household Income	\$157,592	\$169,964	\$177,197	\$175,566	\$176,821
Average Household Income	\$222,045	\$246,766	\$270,673	\$270,535	\$276,790
Under \$15,000	5.3%	4.0%	4.1%	3.9%	3.8%
\$15,000 - \$34,999	6.2%	5.6%	4.5%	4.8%	4.6%
\$35,000 - \$49,999	5.0%	4.1%	3.4%	3.5%	3.4%
\$50,000 - \$74,999	7.2%	6.6%	6.8%	7.0%	6.9%
\$75,000 - \$99,999	8.4%	6.4%	6.8%	7.0%	7.2%
\$100,000 - \$124,999	9.7%	8.1%	7.1%	7.4%	7.4%
\$125,000 - \$149,999	7.6%	7.1%	7.1%	7.0%	6.7%
\$150,000+	50.6%	58.2%	60.3%	59.5%	60.2%

BUSINESSES

Total Businesses	1,081	5,605	11,544	16,114	20,432
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RACE/ETHNICITY

White/Caucasian	34.7%	42.2%	46.3%	49.5%	51.7%
Black/African American	4.9%	3.0%	2.2%	2.2%	2.7%
Asian/Pacific Islander	43.6%	40.5%	38.1%	34.6%	31.4%
Hispanic/Latino	11.4%	8.2%	7.0%	6.8%	6.8%
Other	5.5%	6.2%	6.5%	6.9%	7.4%