

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	19,467	167,629	321,228	504,285	493,713
Total Daytime Population	15,896	203,207	355,685	555,816	498,820

TOTAL HOUSEHOLD INCOME

Total Households	6,950	60,189	112,815	177,660	175,386
Median Household Income	\$148,623	\$123,412	\$122,318	\$124,404	\$121,730
Average Household Income	\$186,573	\$155,601	\$159,715	\$163,714	\$159,453
Under \$15,000	5.0%	6.4%	5.9%	5.8%	6.3%
\$15,000 - \$34,999	6.5%	9.2%	9.2%	9.0%	9.2%
\$35,000 - \$49,999	4.2%	6.7%	7.0%	6.7%	7.0%
\$50,000 - \$74,999	9.1%	11.6%	11.9%	11.5%	11.7%
\$75,000 - \$99,999	9.1%	10.5%	10.7%	10.5%	10.7%
\$100,000 - \$124,999	9.0%	9.3%	9.7%	9.7%	9.7%
\$125,000 - \$149,999	8.5%	7.9%	7.8%	8.0%	7.7%
\$150,000+	48.6%	38.4%	37.7%	38.9%	37.6%

BUSINESSES

Total Businesses	835	11,938	22,501	32,355	31,858
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RACE/ETHNICITY

White/Caucasian	52.5%	43.0%	42.1%	43.2%	42.8%
Black/African American	4.4%	4.9%	4.5%	4.3%	4.4%
Asian/Pacific Islander	16.2%	13.6%	13.7%	14.6%	13.8%
Hispanic/Latino	20.0%	32.8%	34.2%	32.4%	33.5%
Other	7.0%	5.8%	5.5%	5.6%	5.5%