

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	26,725	159,844	391,568	774,413	510,464
Total Daytime Population	26,073	269,026	521,896	934,206	648,869

TOTAL HOUSEHOLD INCOME

Total Households	9,736	53,980	127,203	244,824	164,206
Median Household Income	\$109,665	\$129,400	\$128,013	\$124,120	\$127,031
Average Household Income	\$134,435	\$160,373	\$158,647	\$154,776	\$157,665
Under \$15,000	10.3%	6.0%	5.3%	5.6%	5.3%
\$15,000 - \$34,999	5.6%	6.4%	7.4%	7.7%	7.4%
\$35,000 - \$49,999	6.6%	5.9%	6.1%	6.5%	6.3%
\$50,000 - \$74,999	12.8%	10.7%	10.7%	11.3%	11.1%
\$75,000 - \$99,999	13.7%	11.6%	11.2%	11.2%	11.2%
\$100,000 - \$124,999	13.1%	10.9%	10.8%	11.0%	10.8%
\$125,000 - \$149,999	8.4%	8.4%	8.4%	8.5%	8.3%
\$150,000+	29.5%	40.1%	40.1%	38.2%	39.7%

BUSINESSES

Total Businesses	535	8,198	19,058	31,662	23,522
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RACE/ETHNICITY

White/Caucasian	33.7%	36.6%	31.8%	27.7%	30.2%
Black/African American	2.5%	2.0%	1.7%	1.8%	1.7%
Asian/Pacific Islander	17.0%	19.1%	18.8%	22.5%	20.2%
Hispanic/Latino	41.7%	37.3%	43.4%	44.1%	43.9%
Other	5.2%	5.0%	4.3%	4.0%	4.1%