

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	26,777	189,512	449,230	849,976	308,649
Total Daytime Population	27,445	203,825	468,322	914,642	301,800

TOTAL HOUSEHOLD INCOME

Total Households	9,558	68,066	152,520	280,648	107,776
Median Household Income	\$116,245	\$129,669	\$124,741	\$121,768	\$127,276
Average Household Income	\$139,529	\$161,169	\$154,062	\$151,133	\$157,522
Under \$15,000	6.1%	5.9%	5.9%	5.7%	5.9%
\$15,000 - \$34,999	8.6%	8.7%	8.6%	8.7%	8.5%
\$35,000 - \$49,999	4.9%	5.8%	6.5%	6.6%	6.0%
\$50,000 - \$74,999	12.8%	10.2%	10.9%	11.3%	10.4%
\$75,000 - \$99,999	14.9%	10.7%	11.5%	11.7%	11.2%
\$100,000 - \$124,999	12.5%	10.5%	10.4%	10.6%	10.3%
\$125,000 - \$149,999	7.8%	8.7%	8.3%	8.5%	8.4%
\$150,000+	32.5%	39.5%	38.0%	36.9%	39.2%

BUSINESSES

Total Businesses	1,293	7,806	16,836	31,743	11,439
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RACE/ETHNICITY

White/Caucasian	44.8%	44.0%	37.6%	34.2%	41.0%
Black/African American	1.8%	1.3%	1.1%	1.2%	1.1%
Asian/Pacific Islander	11.9%	27.2%	32.6%	27.5%	30.9%
Hispanic/Latino	35.4%	21.4%	23.4%	32.3%	21.1%
Other	6.1%	6.1%	5.4%	4.9%	5.9%