

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	19,319	125,007	313,756	536,043	377,315
Total Daytime Population	21,159	151,699	351,557	604,791	426,050

## TOTAL HOUSEHOLD INCOME

Total Households	6,872	44,672	117,781	198,071	142,110
Median Household Income	\$151,529	\$141,728	\$146,689	\$150,464	\$147,698
Average Household Income	\$184,324	\$174,079	\$182,923	\$191,583	\$184,085
Under \$15,000	2.0%	4.5%	5.3%	4.9%	4.9%
\$15,000 - \$34,999	2.8%	4.2%	5.0%	5.0%	4.9%
\$35,000 - \$49,999	7.4%	6.0%	5.5%	5.2%	5.5%
\$50,000 - \$74,999	6.5%	9.1%	8.8%	8.5%	8.6%
\$75,000 - \$99,999	10.5%	10.7%	9.5%	9.0%	9.2%
\$100,000 - \$124,999	10.3%	11.2%	9.6%	9.5%	9.7%
\$125,000 - \$149,999	11.3%	8.5%	7.9%	7.8%	8.1%
\$150,000+	49.4%	45.8%	48.4%	50.2%	49.1%

## BUSINESSES

Total Businesses	739	7,579	15,568	23,898	17,940
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## RACE/ETHNICITY

White/Caucasian	54.5%	47.3%	49.5%	47.6%	49.3%
Black/African American	2.4%	1.8%	1.5%	1.5%	1.5%
Asian/Pacific Islander	15.4%	20.7%	24.8%	27.7%	24.9%
Hispanic/Latino	22.7%	24.6%	18.2%	16.8%	18.0%
Other	5.0%	5.7%	6.1%	6.5%	6.3%