

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	23,027	98,987	222,927	340,151	295,374
Total Daytime Population	21,877	133,092	299,151	434,423	379,859

### TOTAL HOUSEHOLD INCOME

Total Households	8,863	37,612	85,421	126,376	110,456
Median Household Income	\$187,626	\$180,350	\$176,942	\$171,993	\$171,314
Average Household Income	\$274,414	\$255,594	\$272,490	\$278,182	\$272,894
Under \$15,000	3.3%	4.4%	3.7%	3.6%	3.7%
\$15,000 - \$34,999	4.4%	4.3%	4.7%	4.4%	4.6%
\$35,000 - \$49,999	3.6%	3.7%	4.3%	4.3%	4.3%
\$50,000 - \$74,999	6.9%	6.6%	6.6%	7.5%	7.2%
\$75,000 - \$99,999	4.9%	5.9%	6.3%	7.3%	7.3%
\$100,000 - \$124,999	5.2%	6.5%	6.8%	6.8%	7.0%
\$125,000 - \$149,999	6.0%	6.6%	6.4%	6.5%	6.4%
\$150,000+	65.8%	62.0%	61.3%	59.7%	59.4%

### BUSINESSES

Total Businesses	445	4,896	11,665	17,129	15,542
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### RACE/ETHNICITY

White/Caucasian	32.0%	35.4%	41.2%	41.2%	40.1%
Black/African American	1.6%	1.6%	1.4%	1.6%	1.5%
Asian/Pacific Islander	51.3%	39.4%	30.8%	24.9%	27.0%
Hispanic/Latino	7.9%	16.1%	18.5%	24.8%	23.9%
Other	7.3%	7.6%	8.1%	7.5%	7.5%