

FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	27,697	138,368	313,252	894,208	349,910
Total Daytime Population	35,249	185,018	607,918	1,516,178	651,215
TOTAL HOUSEHOLD INCOME					
Total Households	11,475	55,167	115,882	322,516	128,226
Median Household Income	\$168,051	\$175,000	\$167,783	\$164,151	\$166,251
Average Household Income	\$232,306	\$272,316	\$274,953	\$254,369	\$271,379
Under \$15,000	4.0%	3.8%	3.8%	3.7%	3.8%
\$15,000 - \$34,999	5.5%	5.0%	4.8%	5.1%	5.0%
\$35,000 - \$49,999	6.4%	4.3%	4.4%	4.2%	4.5%
\$50,000 - \$74,999	6.2%	7.5%	7.5%	7.6%	7.6%
\$75,000 - \$99,999	8.2%	6.7%	7.0%	7.4%	7.2%
\$100,000 - \$124,999	5.6%	6.5%	6.8%	7.6%	7.0%
\$125,000 - \$149,999	7.8%	6.4%	6.7%	7.0%	6.7%
\$150,000+	56.4%	59.9%	59.1%	57.4%	58.2%
BUSINESSES					
Total Businesses	971	7,535	16,650	46,604	18,153
RACE/ETHNICITY					
White/Caucasian	37.3%	42.0%	39.3%	33.2%	38.7%
Black/African American	2.2%	1.8%	2.5%	2.2%	2.5%
Asian/Pacific Islander	34.4%	35.9%	34.8%	40.4%	34.7%
Hispanic/Latino	20.8%	14.0%	17.1%	18.6%	17.7%
Other	5.4%	6.3%	6.4%	5.6%	6.4%