

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	25,861	140,712	313,335	494,818	387,301
Total Daytime Population	34,082	186,205	595,011	879,658	717,071

TOTAL HOUSEHOLD INCOME

Total Households	10,701	56,111	115,786	179,428	141,972
Median Household Income	\$183,976	\$185,388	\$177,663	\$180,131	\$177,097
Average Household Income	\$285,831	\$316,335	\$315,146	\$311,156	\$308,288
Under \$15,000	3.7%	3.5%	3.5%	3.5%	3.6%
\$15,000 - \$34,999	4.9%	4.4%	4.4%	4.3%	4.4%
\$35,000 - \$49,999	5.4%	3.7%	3.6%	3.5%	3.7%
\$50,000 - \$74,999	4.6%	6.2%	6.5%	6.1%	6.4%
\$75,000 - \$99,999	6.2%	6.2%	6.3%	6.4%	6.5%
\$100,000 - \$124,999	5.5%	6.5%	6.6%	6.6%	6.7%
\$125,000 - \$149,999	4.9%	5.4%	5.7%	5.8%	5.9%
\$150,000+	64.8%	64.2%	63.5%	63.9%	62.9%

BUSINESSES

Total Businesses	1,011	7,889	16,817	24,692	21,086
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RACE/ETHNICITY

White/Caucasian	36.9%	39.9%	38.3%	34.1%	36.7%
Black/African American	2.2%	1.7%	2.3%	2.1%	2.4%
Asian/Pacific Islander	37.0%	37.9%	35.9%	41.3%	36.6%
Hispanic/Latino	18.6%	14.0%	16.8%	16.4%	17.8%
Other	5.3%	6.5%	6.7%	6.2%	6.6%