

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	7,629	50,050	115,696	183,828	230,372
Total Daytime Population	21,640	69,963	144,018	204,892	272,473

TOTAL HOUSEHOLD INCOME

Total Households	3,242	19,772	44,081	67,154	84,012
Median Household Income	\$122,413	\$151,689	\$149,614	\$149,605	\$148,807
Average Household Income	\$188,930	\$223,980	\$206,660	\$202,775	\$203,012
Under \$15,000	4.4%	5.9%	5.2%	4.9%	4.9%
\$15,000 - \$34,999	9.6%	6.8%	5.6%	5.6%	5.8%
\$35,000 - \$49,999	7.2%	4.5%	5.4%	5.2%	5.0%
\$50,000 - \$74,999	9.8%	7.6%	9.2%	8.7%	8.9%
\$75,000 - \$99,999	14.4%	8.4%	8.7%	8.7%	8.7%
\$100,000 - \$124,999	9.0%	8.5%	8.9%	8.7%	8.8%
\$125,000 - \$149,999	6.3%	6.7%	7.2%	7.5%	7.5%
\$150,000+	39.4%	51.7%	49.8%	50.6%	50.4%

BUSINESSES

Total Businesses	1,861	5,030	8,641	10,522	13,434
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RACE/ETHNICITY

White/Caucasian	67.8%	68.6%	66.0%	64.6%	63.8%
Black/African American	1.5%	1.2%	1.4%	1.3%	1.5%
Asian/Pacific Islander	7.9%	9.0%	9.3%	9.0%	9.5%
Hispanic/Latino	14.6%	15.0%	16.9%	19.1%	19.2%
Other	8.2%	6.2%	6.3%	6.0%	6.2%