

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	18,595	90,872	177,804	273,272	271,693
Total Daytime Population	15,124	88,566	186,608	261,525	268,175

TOTAL HOUSEHOLD INCOME

Total Households	6,550	30,650	56,918	87,154	86,526
Median Household Income	\$112,237	\$128,044	\$135,720	\$133,909	\$135,669
Average Household Income	\$124,270	\$145,382	\$155,953	\$156,051	\$157,702
Under \$15,000	2.8%	3.6%	3.5%	3.3%	3.3%
\$15,000 - \$34,999	9.5%	5.9%	5.3%	5.4%	5.3%
\$35,000 - \$49,999	5.5%	5.2%	4.3%	4.7%	4.5%
\$50,000 - \$74,999	11.8%	11.9%	10.5%	10.8%	10.7%
\$75,000 - \$99,999	13.1%	12.2%	11.9%	12.0%	11.9%
\$100,000 - \$124,999	16.4%	12.8%	12.4%	12.5%	12.3%
\$125,000 - \$149,999	12.5%	10.0%	10.3%	10.4%	10.4%
\$150,000+	28.4%	38.5%	41.9%	40.9%	41.6%

BUSINESSES

Total Businesses	347	4,154	9,467	11,993	12,130
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RACE/ETHNICITY

White/Caucasian	51.0%	50.0%	47.5%	46.9%	47.1%
Black/African American	3.5%	4.5%	4.9%	5.1%	5.1%
Asian/Pacific Islander	7.9%	9.6%	11.7%	10.7%	10.8%
Hispanic/Latino	31.2%	28.9%	28.0%	29.2%	28.9%
Other	6.4%	7.0%	7.9%	8.2%	8.3%