

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	8,693	65,387	251,278	582,099	1,177,142
Total Daytime Population	10,111	76,812	278,311	660,953	1,374,985

TOTAL HOUSEHOLD INCOME

Total Households	2,863	23,064	95,214	227,180	448,257
Median Household Income	\$199,881	\$155,506	\$134,320	\$126,796	\$116,928
Average Household Income	\$365,238	\$226,137	\$190,403	\$178,320	\$160,250
Under \$15,000	3.3%	4.0%	6.5%	6.8%	7.3%
\$15,000 - \$34,999	2.5%	6.5%	8.7%	9.0%	10.0%
\$35,000 - \$49,999	2.3%	5.5%	6.3%	6.3%	7.0%
\$50,000 - \$74,999	3.5%	7.5%	9.6%	10.8%	12.1%
\$75,000 - \$99,999	2.9%	8.2%	10.1%	10.7%	11.2%
\$100,000 - \$124,999	4.9%	7.0%	8.6%	9.1%	9.6%
\$125,000 - \$149,999	5.4%	7.0%	7.2%	7.5%	7.7%
\$150,000+	75.2%	54.3%	43.1%	39.8%	35.0%

BUSINESSES

Total Businesses	755	3,329	15,373	38,338	76,984
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RACE/ETHNICITY

White/Caucasian	54.7%	49.5%	48.1%	45.3%	37.3%
Black/African American	0.9%	6.0%	4.9%	3.6%	3.4%
Asian/Pacific Islander	30.2%	18.9%	16.8%	18.1%	22.8%
Hispanic/Latino	8.1%	19.6%	24.8%	27.9%	31.7%
Other	6.1%	6.1%	5.4%	5.2%	4.8%