

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	11,674	122,753	306,510	520,805	515,582
Total Daytime Population	49,213	145,437	317,811	565,561	553,667

TOTAL HOUSEHOLD INCOME

Total Households	4,528	42,563	112,559	196,708	195,456
Median Household Income	\$125,720	\$151,949	\$148,045	\$149,735	\$149,719
Average Household Income	\$157,071	\$198,152	\$193,641	\$198,288	\$199,696
Under \$15,000	4.6%	4.7%	4.4%	4.5%	4.3%
\$15,000 - \$34,999	7.5%	5.0%	5.3%	5.2%	5.2%
\$35,000 - \$49,999	8.2%	5.4%	5.8%	5.2%	5.2%
\$50,000 - \$74,999	13.8%	8.3%	9.1%	8.8%	8.7%
\$75,000 - \$99,999	8.3%	7.9%	8.9%	9.2%	9.1%
\$100,000 - \$124,999	9.1%	8.6%	9.7%	9.6%	9.6%
\$125,000 - \$149,999	10.0%	8.2%	7.8%	8.1%	8.2%
\$150,000+	38.5%	51.9%	49.1%	49.5%	49.7%

BUSINESSES

Total Businesses	1,701	5,396	12,922	24,114	24,610
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RACE/ETHNICITY

White/Caucasian	56.7%	60.0%	58.6%	59.7%	60.2%
Black/African American	1.8%	1.1%	1.2%	1.3%	1.2%
Asian/Pacific Islander	12.0%	12.9%	12.7%	12.7%	12.5%
Hispanic/Latino	21.9%	19.1%	21.2%	20.1%	19.8%
Other	7.7%	6.9%	6.4%	6.3%	6.3%