

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	14,170	66,092	181,396	350,618	648,196
Total Daytime Population	18,705	60,646	143,490	295,375	533,426
TOTAL HOUSEHOLD INCOME					
Total Households	4,604	21,640	57,965	108,014	199,217
Median Household Income	\$166,669	\$164,819	\$165,148	\$153,307	\$154,337
Average Household Income	\$193,345	\$209,549	\$225,677	\$208,166	\$216,725
Under \$15,000	4.5%	2.4%	2.9%	3.8%	3.6%
\$15,000 - \$34,999	4.2%	4.2%	4.7%	6.7%	6.2%
\$35,000 - \$49,999	5.2%	4.3%	3.7%	4.4%	4.4%
\$50,000 - \$74,999	9.7%	9.5%	8.5%	8.7%	8.9%
\$75,000 - \$99,999	6.5%	9.0%	8.1%	8.2%	8.4%
\$100,000 - \$124,999	6.2%	7.9%	8.0%	8.0%	8.2%
\$125,000 - \$149,999	5.7%	7.2%	7.0%	7.1%	7.2%
\$150,000+	58.1%	55.6%	57.2%	53.0%	53.2%
BUSINESSES					
Total Businesses	648	1,930	3,971	8,841	16,403
RACE/ETHNICITY					
White/Caucasian	29.4%	28.7%	26.9%	21.0%	25.3%
Black/African American	3.7%	3.2%	2.7%	2.7%	2.5%
Asian/Pacific Islander	29.9%	33.4%	36.2%	41.5%	34.4%
Hispanic/Latino	30.3%	28.4%	28.8%	30.2%	33.0%
Other	6.7%	6.2%	5.3%	4.6%	4.8%