

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	2,069	55,018	136,570	327,985	730,792
Total Daytime Population	5,244	83,806	162,132	370,019	835,995

### TOTAL HOUSEHOLD INCOME

Total Households	595	19,719	50,645	123,195	272,161
Median Household Income	\$201,000	\$155,392	\$164,657	\$141,186	\$125,303
Average Household Income	\$484,669	\$251,900	\$251,334	\$193,050	\$162,079
Under \$15,000	N/A	2.9%	2.8%	3.4%	3.4%
\$15,000 - \$34,999	2.4%	5.0%	5.2%	6.1%	6.7%
\$35,000 - \$49,999	0.8%	5.5%	4.9%	5.8%	7.5%
\$50,000 - \$74,999	N/A	9.4%	7.9%	10.0%	12.6%
\$75,000 - \$99,999	2.4%	9.0%	9.2%	11.1%	12.4%
\$100,000 - \$124,999	2.4%	8.1%	8.6%	9.7%	10.6%
\$125,000 - \$149,999	7.7%	7.1%	6.7%	8.4%	8.5%
\$150,000+	84.4%	53.0%	54.9%	45.6%	38.3%

### BUSINESSES

Total Businesses	171	3,137	5,791	10,164	21,288
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### RACE/ETHNICITY

White/Caucasian	74.2%	64.7%	67.6%	64.1%	54.5%
Black/African American	1.2%	3.1%	3.4%	5.4%	9.2%
Asian/Pacific Islander	9.5%	9.7%	10.2%	10.3%	13.1%
Hispanic/Latino	10.2%	17.3%	13.8%	14.9%	17.9%
Other	4.9%	5.3%	5.0%	5.3%	5.4%