

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
----------------	---------------	---------------	---------------	----------------	---------------------

TOTAL POPULATION

Total Population	26,404	190,211	409,075	803,001	394,834
Total Daytime Population	22,999	231,025	491,554	848,551	476,746

TOTAL HOUSEHOLD INCOME

Total Households	10,638	72,637	144,144	265,984	140,087
Median Household Income	\$125,234	\$137,861	\$128,940	\$124,904	\$130,070
Average Household Income	\$154,198	\$169,897	\$159,428	\$158,616	\$160,634
Under \$15,000	4.3%	4.8%	5.5%	5.4%	5.4%
\$15,000 - \$34,999	10.2%	7.0%	8.1%	8.6%	8.0%
\$35,000 - \$49,999	7.4%	5.7%	5.8%	6.5%	5.8%
\$50,000 - \$74,999	10.4%	9.6%	10.7%	11.0%	10.7%
\$75,000 - \$99,999	10.3%	10.9%	11.3%	11.7%	11.3%
\$100,000 - \$124,999	9.6%	10.4%	10.3%	10.6%	10.2%
\$125,000 - \$149,999	8.9%	8.6%	8.5%	8.5%	8.6%
\$150,000+	39.0%	43.0%	39.8%	37.8%	40.0%

BUSINESSES

Total Businesses	1,339	8,070	17,255	30,622	16,730
------------------	-------	-------	--------	--------	--------

RACE/ETHNICITY

White/Caucasian	53.2%	54.0%	42.1%	35.1%	43.0%
Black/African American	1.2%	1.2%	1.1%	1.0%	1.1%
Asian/Pacific Islander	16.3%	18.7%	27.1%	26.5%	26.6%
Hispanic/Latino	21.7%	19.1%	24.0%	32.7%	23.5%
Other	7.6%	7.0%	5.8%	4.7%	5.9%