

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

TOTAL POPULATION

Total Population	19,296	123,898	273,538	1,106,768	860,333
Total Daytime Population	35,270	236,964	422,844	1,690,948	1,281,324

TOTAL HOUSEHOLD INCOME

Total Households	8,514	51,928	111,548	474,682	358,668
Median Household Income	\$123,310	\$149,279	\$156,292	\$139,083	\$144,129
Average Household Income	\$156,866	\$204,523	\$225,319	\$192,915	\$202,842
Under \$15,000	8.1%	4.7%	4.2%	5.5%	5.4%
\$15,000 - \$34,999	10.7%	6.3%	5.6%	7.4%	7.0%
\$35,000 - \$49,999	6.2%	4.4%	4.1%	5.3%	5.0%
\$50,000 - \$74,999	8.6%	7.8%	8.0%	10.1%	9.4%
\$75,000 - \$99,999	12.6%	8.6%	8.4%	9.5%	9.1%
\$100,000 - \$124,999	8.0%	9.0%	8.6%	9.0%	8.6%
\$125,000 - \$149,999	6.1%	9.7%	9.1%	8.2%	8.1%
\$150,000+	39.8%	49.5%	51.9%	45.2%	47.4%

BUSINESSES

Total Businesses	1,743	8,167	13,577	54,329	41,152
------------------	-------	-------	--------	--------	--------

RACE/ETHNICITY

White/Caucasian	29.9%	44.1%	49.4%	54.4%	53.5%
Black/African American	2.6%	2.7%	2.1%	4.7%	4.1%
Asian/Pacific Islander	50.1%	39.6%	35.3%	25.8%	27.9%
Hispanic/Latino	12.7%	8.0%	7.1%	7.6%	7.2%
Other	4.7%	5.6%	6.1%	7.4%	7.3%