

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

TOTAL POPULATION

Total Population	20,166	95,599	208,819	281,279	279,334
Total Daytime Population	18,762	101,788	232,050	299,683	299,118

TOTAL HOUSEHOLD INCOME

Total Households	7,262	32,198	70,589	95,744	94,331
Median Household Income	\$168,617	\$178,011	\$185,989	\$184,409	\$184,488
Average Household Income	\$227,326	\$245,647	\$261,024	\$270,595	\$265,140
Under \$15,000	3.8%	4.3%	3.3%	3.3%	3.1%
\$15,000 - \$34,999	3.6%	3.4%	3.3%	3.5%	3.4%
\$35,000 - \$49,999	3.9%	2.9%	2.6%	2.7%	2.6%
\$50,000 - \$74,999	7.5%	5.6%	5.0%	5.2%	5.2%
\$75,000 - \$99,999	7.9%	7.1%	6.4%	6.3%	6.3%
\$100,000 - \$124,999	8.6%	7.6%	7.0%	7.0%	6.9%
\$125,000 - \$149,999	7.7%	6.7%	6.1%	5.9%	5.8%
\$150,000+	57.1%	62.3%	66.4%	66.2%	66.7%

BUSINESSES

Total Businesses	285	3,852	9,461	13,034	12,531
------------------	-----	-------	-------	--------	--------

RACE/ETHNICITY

White/Caucasian	40.7%	32.9%	33.7%	37.4%	35.3%
Black/African American	2.8%	3.7%	2.8%	2.6%	2.7%
Asian/Pacific Islander	34.3%	45.3%	47.5%	43.9%	46.0%
Hispanic/Latino	13.8%	11.4%	9.6%	9.7%	9.7%
Other	8.3%	6.8%	6.4%	6.4%	6.3%