

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

TOTAL POPULATION

Total Population	11,539	59,139	148,456	279,943	338,621
Total Daytime Population	12,774	71,234	155,581	304,986	348,379

TOTAL HOUSEHOLD INCOME

Total Households	3,950	19,853	53,224	96,307	114,943
Median Household Income	\$138,695	\$159,958	\$159,318	\$157,241	\$157,156
Average Household Income	\$162,171	\$197,423	\$199,423	\$196,810	\$197,844
Under \$15,000	4.0%	2.5%	2.4%	2.7%	2.7%
\$15,000 - \$34,999	1.5%	4.1%	4.3%	4.8%	4.6%
\$35,000 - \$49,999	4.3%	4.2%	4.1%	4.4%	4.3%
\$50,000 - \$74,999	12.5%	8.7%	8.8%	8.6%	8.6%
\$75,000 - \$99,999	11.6%	9.9%	9.3%	8.9%	8.9%
\$100,000 - \$124,999	10.9%	9.5%	9.8%	9.6%	9.6%
\$125,000 - \$149,999	8.9%	7.3%	8.7%	8.6%	8.5%
\$150,000+	46.2%	53.7%	52.6%	52.5%	52.8%

BUSINESSES

Total Businesses	419	2,398	5,161	9,158	10,482
------------------	-----	-------	-------	-------	--------

RACE/ETHNICITY

White/Caucasian	51.2%	52.0%	50.9%	49.5%	46.9%
Black/African American	2.4%	2.0%	2.4%	2.5%	2.4%
Asian/Pacific Islander	14.8%	21.2%	25.5%	26.4%	29.6%
Hispanic/Latino	23.1%	17.1%	13.7%	14.0%	13.6%
Other	8.6%	7.7%	7.5%	7.5%	7.5%