

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

TOTAL POPULATION

Total Population	30,665	200,832	530,816	1,114,574	219,057
Total Daytime Population	29,549	225,134	663,981	1,193,591	239,472

TOTAL HOUSEHOLD INCOME

Total Households	9,783	65,760	174,244	365,591	71,891
Median Household Income	\$152,395	\$134,394	\$126,398	\$117,818	\$135,230
Average Household Income	\$171,708	\$162,479	\$153,745	\$143,091	\$163,518
Under \$15,000	4.1%	5.0%	5.1%	5.8%	4.8%
\$15,000 - \$34,999	6.2%	6.5%	7.8%	8.8%	6.4%
\$35,000 - \$49,999	4.7%	5.3%	6.0%	6.7%	5.3%
\$50,000 - \$74,999	9.4%	10.6%	11.3%	12.3%	10.4%
\$75,000 - \$99,999	9.2%	10.7%	11.0%	11.7%	10.6%
\$100,000 - \$124,999	10.5%	10.1%	10.5%	10.9%	10.0%
\$125,000 - \$149,999	8.8%	9.1%	9.0%	9.1%	9.2%
\$150,000+	47.2%	42.8%	39.3%	34.9%	43.3%

BUSINESSES

Total Businesses	845	5,936	19,574	41,198	6,795
------------------	-----	-------	--------	--------	-------

RACE/ETHNICITY

White/Caucasian	29.7%	33.1%	30.5%	26.7%	33.2%
Black/African American	3.3%	3.6%	3.7%	4.5%	3.6%
Asian/Pacific Islander	27.7%	29.1%	27.9%	25.2%	29.1%
Hispanic/Latino	34.2%	28.6%	32.5%	38.9%	28.4%
Other	5.1%	5.7%	5.4%	4.8%	5.7%