

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

TOTAL POPULATION

Total Population	9,728	69,526	233,740	529,390	603,511
Total Daytime Population	10,663	70,544	302,334	605,606	656,472

TOTAL HOUSEHOLD INCOME

Total Households	3,410	22,741	69,809	164,537	184,113
Median Household Income	\$100,266	\$128,291	\$118,972	\$116,358	\$115,307
Average Household Income	\$141,282	\$159,735	\$146,206	\$143,137	\$141,892
Under \$15,000	6.7%	6.9%	6.3%	6.0%	5.7%
\$15,000 - \$34,999	8.4%	7.8%	8.3%	8.4%	8.2%
\$35,000 - \$49,999	5.3%	6.9%	7.2%	7.1%	7.5%
\$50,000 - \$74,999	16.5%	9.2%	11.3%	12.3%	12.8%
\$75,000 - \$99,999	11.8%	10.1%	11.0%	11.5%	11.6%
\$100,000 - \$124,999	8.0%	9.7%	10.1%	10.4%	10.5%
\$125,000 - \$149,999	7.1%	8.9%	9.4%	8.7%	8.6%
\$150,000+	36.2%	40.6%	36.4%	35.6%	35.1%

BUSINESSES

Total Businesses	770	4,254	10,232	24,718	26,890
------------------	-----	-------	--------	--------	--------

RACE/ETHNICITY

White/Caucasian	12.4%	13.2%	12.1%	17.5%	15.9%
Black/African American	3.2%	3.4%	3.4%	3.4%	3.3%
Asian/Pacific Islander	63.2%	59.8%	43.1%	30.5%	30.6%
Hispanic/Latino	14.0%	19.3%	38.2%	45.1%	47.0%
Other	7.2%	4.2%	3.3%	3.4%	3.3%