

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

TOTAL POPULATION

Total Population	13,090	84,264	268,647	595,087	695,389
Total Daytime Population	15,298	124,407	417,656	791,233	958,762

TOTAL HOUSEHOLD INCOME

Total Households	5,956	36,953	110,403	232,608	273,261
Median Household Income	\$119,389	\$96,928	\$82,234	\$78,382	\$77,328
Average Household Income	\$144,949	\$138,802	\$110,630	\$102,000	\$100,016
Under \$15,000	5.1%	8.7%	8.9%	9.1%	8.9%
\$15,000 - \$34,999	9.2%	12.8%	15.7%	15.5%	15.4%
\$35,000 - \$49,999	6.7%	10.0%	11.3%	10.9%	11.0%
\$50,000 - \$74,999	17.3%	15.7%	16.9%	17.1%	17.6%
\$75,000 - \$99,999	14.5%	12.8%	12.4%	12.6%	13.0%
\$100,000 - \$124,999	9.0%	8.4%	9.6%	9.8%	9.8%
\$125,000 - \$149,999	6.2%	5.9%	6.4%	6.5%	6.5%
\$150,000+	32.1%	25.7%	18.9%	18.5%	17.7%

BUSINESSES

Total Businesses	631	4,964	12,163	21,149	25,088
------------------	-----	-------	--------	--------	--------

RACE/ETHNICITY

White/Caucasian	54.1%	44.2%	33.4%	29.6%	29.1%
Black/African American	3.0%	5.8%	6.9%	8.0%	9.1%
Asian/Pacific Islander	3.0%	2.4%	2.1%	2.0%	2.8%
Hispanic/Latino	35.3%	43.9%	54.1%	57.0%	55.5%
Other	4.7%	3.7%	3.5%	3.4%	3.6%