

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

TOTAL POPULATION

Total Population	27,067	101,695	227,189	510,575	1,305,053
Total Daytime Population	28,129	290,270	455,701	875,238	1,847,055

TOTAL HOUSEHOLD INCOME

Total Households	12,225	37,853	87,125	194,294	502,509
Median Household Income	\$120,509	\$129,696	\$139,679	\$141,831	\$133,379
Average Household Income	\$147,924	\$163,928	\$183,122	\$183,748	\$173,189
Under \$15,000	12.1%	8.8%	6.1%	5.1%	5.2%
\$15,000 - \$34,999	6.9%	7.0%	6.4%	6.0%	7.3%
\$35,000 - \$49,999	4.5%	5.2%	5.2%	5.2%	5.9%
\$50,000 - \$74,999	9.8%	11.1%	9.9%	9.4%	10.2%
\$75,000 - \$99,999	10.7%	10.1%	9.7%	9.8%	10.4%
\$100,000 - \$124,999	10.0%	9.7%	9.7%	10.0%	10.1%
\$125,000 - \$149,999	6.1%	6.7%	7.0%	8.0%	8.3%
\$150,000+	39.9%	41.6%	45.9%	46.6%	42.7%

BUSINESSES

Total Businesses	865	9,104	16,655	31,045	68,728
------------------	-----	-------	--------	--------	--------

RACE/ETHNICITY

White/Caucasian	44.0%	48.8%	51.2%	49.1%	49.2%
Black/African American	1.7%	1.9%	1.9%	2.8%	4.5%
Asian/Pacific Islander	35.1%	24.3%	22.9%	23.8%	16.8%
Hispanic/Latino	12.7%	17.5%	16.5%	17.0%	22.4%
Other	6.5%	7.6%	7.6%	7.4%	7.1%