

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

### TOTAL POPULATION

Total Population	12,926	148,295	318,322	502,362	352,524
Total Daytime Population	12,299	181,120	366,225	595,101	395,569

### TOTAL HOUSEHOLD INCOME

Total Households	5,046	57,180	119,743	191,104	133,334
Median Household Income	\$123,339	\$138,845	\$144,559	\$148,462	\$145,749
Average Household Income	\$156,275	\$171,260	\$187,726	\$195,560	\$189,627
Under \$15,000	8.7%	5.3%	4.8%	4.8%	4.5%
\$15,000 - \$34,999	8.8%	6.5%	5.4%	5.1%	5.3%
\$35,000 - \$49,999	6.5%	6.4%	5.8%	5.5%	5.8%
\$50,000 - \$74,999	8.3%	9.2%	9.1%	8.8%	9.0%
\$75,000 - \$99,999	13.5%	9.8%	9.4%	9.2%	9.4%
\$100,000 - \$124,999	9.6%	9.3%	9.6%	9.5%	9.6%
\$125,000 - \$149,999	6.5%	7.4%	8.1%	8.0%	8.2%
\$150,000+	38.1%	46.2%	47.6%	49.0%	48.2%

### BUSINESSES

Total Businesses	488	7,157	15,161	26,051	17,172
------------------	-----	-------	--------	--------	--------

### RACE/ETHNICITY

White/Caucasian	48.5%	58.0%	58.2%	57.6%	58.9%
Black/African American	1.7%	1.5%	1.2%	1.3%	1.2%
Asian/Pacific Islander	13.9%	15.1%	13.9%	15.6%	13.3%
Hispanic/Latino	29.1%	18.8%	20.5%	19.1%	20.5%
Other	6.9%	6.7%	6.3%	6.4%	6.3%