

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

## TOTAL POPULATION

Total Population	15,564	61,160	152,937	269,329	317,605
Total Daytime Population	13,815	103,092	196,687	324,274	374,392

## TOTAL HOUSEHOLD INCOME

Total Households	5,925	23,998	58,553	105,628	124,277
Median Household Income	\$145,312	\$135,231	\$126,277	\$139,488	\$138,159
Average Household Income	\$176,817	\$164,508	\$155,542	\$182,614	\$175,057
Under \$15,000	3.3%	5.2%	5.4%	4.9%	4.8%
\$15,000 - \$34,999	4.5%	5.2%	7.2%	6.2%	6.2%
\$35,000 - \$49,999	3.5%	4.6%	5.5%	5.4%	5.3%
\$50,000 - \$74,999	9.2%	9.7%	11.6%	10.4%	10.6%
\$75,000 - \$99,999	11.4%	11.0%	11.4%	10.2%	10.2%
\$100,000 - \$124,999	11.4%	10.2%	10.0%	9.3%	9.5%
\$125,000 - \$149,999	7.1%	7.5%	7.9%	7.5%	7.8%
\$150,000+	49.8%	46.6%	41.0%	46.2%	45.5%

## BUSINESSES

Total Businesses	689	3,218	7,364	13,269	15,920
------------------	-----	-------	-------	--------	--------

## RACE/ETHNICITY

White/Caucasian	56.1%	57.0%	48.2%	52.5%	50.9%
Black/African American	2.3%	3.3%	3.5%	3.3%	3.7%
Asian/Pacific Islander	12.6%	11.8%	12.7%	14.1%	15.1%
Hispanic/Latino	19.5%	19.6%	27.8%	22.1%	22.3%
Other	9.5%	8.4%	7.7%	8.0%	8.1%