

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

Total Population	16,868	146,747	347,814	614,977	634,972
Total Daytime Population	12,117	117,346	285,397	531,963	545,059

TOTAL HOUSEHOLD INCOME

Total Households	5,967	49,289	114,745	207,810	212,264
Median Household Income	\$110,794	\$90,903	\$96,545	\$96,766	\$98,620
Average Household Income	\$135,649	\$111,796	\$117,093	\$117,435	\$119,716
Under \$15,000	4.8%	4.5%	4.8%	4.8%	4.6%
\$15,000 - \$34,999	5.0%	9.6%	8.4%	8.5%	8.3%
\$35,000 - \$49,999	10.6%	8.1%	8.4%	8.9%	8.5%
\$50,000 - \$74,999	12.1%	19.3%	16.2%	16.2%	15.6%
\$75,000 - \$99,999	15.3%	16.0%	14.6%	14.7%	14.4%
\$100,000 - \$124,999	10.7%	11.8%	11.7%	11.5%	11.6%
\$125,000 - \$149,999	11.2%	8.5%	9.6%	9.0%	8.9%
\$150,000+	30.2%	22.3%	26.3%	26.5%	28.1%

BUSINESSES

Total Businesses	515	2,805	7,185	14,494	14,661
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RACE/ETHNICITY

White/Caucasian	29.4%	25.6%	27.2%	28.7%	29.1%
Black/African American	13.5%	14.3%	16.7%	16.1%	15.6%
Asian/Pacific Islander	10.2%	11.8%	11.5%	11.1%	11.3%
Hispanic/Latino	43.9%	44.9%	40.7%	40.1%	39.9%
Other	3.0%	3.4%	3.9%	4.0%	4.1%