

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	13,722	111,952	323,241	539,496	369,951
Total Daytime Population	13,896	99,898	283,041	581,547	322,041

TOTAL HOUSEHOLD INCOME

Total Households	4,453	35,881	105,281	180,758	121,483
Median Household Income	\$105,215	\$89,307	\$86,001	\$86,119	\$85,629
Average Household Income	\$111,109	\$101,582	\$100,744	\$102,746	\$100,785
Under \$15,000	5.5%	4.1%	5.5%	6.2%	5.7%
\$15,000 - \$34,999	5.1%	9.6%	10.4%	10.6%	10.3%
\$35,000 - \$49,999	7.2%	9.2%	10.0%	10.0%	10.6%
\$50,000 - \$74,999	16.8%	17.8%	17.0%	16.3%	16.6%
\$75,000 - \$99,999	15.0%	14.9%	14.9%	14.2%	14.8%
\$100,000 - \$124,999	18.9%	13.0%	11.8%	11.5%	11.7%
\$125,000 - \$149,999	12.9%	10.3%	8.5%	8.6%	8.4%
\$150,000+	18.8%	21.2%	22.0%	22.7%	21.9%

BUSINESSES

Total Businesses	208	2,161	6,424	12,793	7,098
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RACE/ETHNICITY

White/Caucasian	19.2%	19.6%	22.8%	28.3%	24.2%
Black/African American	31.2%	30.0%	27.4%	23.2%	26.2%
Asian/Pacific Islander	10.1%	12.7%	9.7%	7.8%	9.1%
Hispanic/Latino	35.8%	34.0%	36.4%	36.9%	36.7%
Other	3.8%	3.6%	3.7%	3.9%	3.9%