

FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	13,404	111,087	321,346	839,721	389,983
Total Daytime Population	13,783	99,484	281,926	869,292	344,519
TOTAL HOUSEHOLD INCOME					
Total Households	4,349	35,638	104,654	293,683	128,704
Median Household Income	\$103,762	\$92,968	\$87,806	\$80,279	\$88,694
Average Household Income	\$109,286	\$103,908	\$101,597	\$103,261	\$104,126
Under \$15,000	4.3%	4.1%	5.4%	5.6%	5.7%
\$15,000 - \$34,999	5.0%	9.1%	10.5%	10.4%	10.5%
\$35,000 - \$49,999	10.7%	8.1%	9.1%	9.8%	9.8%
\$50,000 - \$74,999	17.2%	17.6%	17.4%	16.9%	16.7%
\$75,000 - \$99,999	13.4%	15.7%	15.0%	14.3%	14.3%
\$100,000 - \$124,999	17.7%	12.9%	11.6%	11.5%	11.4%
\$125,000 - \$149,999	13.4%	10.4%	8.6%	8.6%	8.8%
\$150,000+	37.6%	45.5%	45.6%	44.0%	44.2%
BUSINESSES					
Total Businesses	203	2,151	6,403	19,284	7,548
RACE/ETHNICITY					
White/Caucasian	19.8%	20.1%	23.1%	31.0%	25.8%
Black/African American	31.9%	29.7%	27.0%	25.5%	25.2%
Asian/Pacific Islander	10.3%	12.4%	9.7%	6.4%	8.9%
Hispanic/Latino	34.4%	34.2%	36.5%	33.2%	36.2%
Other	3.6%	3.6%	3.8%	3.9%	3.9%