

FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	5,003	29,334	51,587	106,506	118,716
Total Daytime Population	8,755	28,966	57,127	110,153	114,838
TOTAL HOUSEHOLD INCOME					
Total Households	2,457	13,177	22,262	44,023	48,797
Median Household Income	\$51,297	\$82,389	\$71,659	\$65,106	\$65,738
Average Household Income	\$74,971	\$98,562	\$89,625	\$81,126	\$81,392
Under \$15,000	10.0%	5.6%	9.6%	9.7%	9.5%
\$15,000 - \$34,999	21.2%	11.4%	14.1%	15.9%	16.2%
\$35,000 - \$49,999	9.9%	10.3%	9.6%	11.8%	11.9%
\$50,000 - \$74,999	21.9%	20.7%	18.1%	18.3%	18.0%
\$75,000 - \$99,999	15.9%	14.7%	14.1%	13.9%	13.7%
\$100,000 - \$124,999	6.1%	10.4%	9.4%	9.7%	10.0%
\$125,000 - \$149,999	4.5%	7.0%	6.7%	6.3%	6.5%
\$150,000+	N/A	N/A	N/A	N/A	N/A
BUSINESSES					
Total Businesses	291	716	1,561	2,219	2,357
RACE/ETHNICITY					
White/Caucasian	64.2%	73.2%	65.5%	63.9%	64.1%
Black/African American	21.7%	16.6%	24.4%	24.8%	24.5%
Asian/Pacific Islander	3.6%	2.7%	1.9%	1.3%	1.2%
Hispanic/Latino	3.8%	3.4%	4.5%	6.1%	6.1%
Other	6.7%	4.2%	3.8%	4.0%	4.0%