

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	10,442	112,031	305,860	612,514	318,299
Total Daytime Population	15,549	97,394	253,709	508,368	266,681

TOTAL HOUSEHOLD INCOME

Total Households	3,978	42,790	107,897	211,977	112,354
Median Household Income	\$140,652	\$101,629	\$98,736	\$91,878	\$98,244
Average Household Income	\$179,968	\$124,925	\$118,570	\$111,100	\$118,149
Under \$15,000	3.5%	4.9%	5.6%	6.3%	5.6%
\$15,000 - \$34,999	6.0%	9.2%	9.1%	10.4%	9.0%
\$35,000 - \$49,999	5.5%	9.4%	9.9%	9.8%	9.9%
\$50,000 - \$74,999	11.6%	15.6%	15.5%	16.1%	15.5%
\$75,000 - \$99,999	13.2%	15.1%	13.5%	13.4%	13.7%
\$100,000 - \$124,999	8.6%	11.0%	11.6%	11.1%	11.8%
\$125,000 - \$149,999	8.5%	7.3%	8.1%	8.2%	8.1%
\$150,000+	43.2%	27.5%	26.7%	24.8%	26.5%

BUSINESSES

Total Businesses	241	3,664	7,753	14,502	8,080
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RACE/ETHNICITY

White/Caucasian	59.8%	42.0%	34.8%	31.9%	35.1%
Black/African American	8.8%	18.1%	19.4%	19.5%	19.0%
Asian/Pacific Islander	7.1%	9.3%	10.3%	9.4%	10.4%
Hispanic/Latino	18.5%	26.1%	31.3%	35.2%	31.2%
Other	5.8%	4.6%	4.2%	3.9%	4.3%