

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	8,510	54,460	123,656	223,766	572,231
Total Daytime Population	9,503	53,621	102,095	215,761	515,429
TOTAL HOUSEHOLD INCOME					
Total Households	3,077	19,377	43,494	79,486	204,426
Median Household Income	\$138,486	\$147,010	\$151,712	\$149,873	\$126,462
Average Household Income	\$149,034	\$173,799	\$180,415	\$175,862	\$150,973
Under \$15,000	1.6%	3.2%	3.6%	3.5%	4.7%
\$15,000 - \$34,999	6.8%	3.3%	3.5%	3.9%	6.0%
\$35,000 - \$49,999	6.0%	4.3%	3.8%	3.8%	5.8%
\$50,000 - \$74,999	9.1%	9.1%	8.5%	8.5%	11.1%
\$75,000 - \$99,999	9.8%	9.4%	10.1%	10.1%	11.7%
\$100,000 - \$124,999	11.5%	10.0%	10.1%	10.9%	11.4%
\$125,000 - \$149,999	10.8%	11.1%	11.2%	10.9%	9.8%
\$150,000+	44.4%	49.7%	49.2%	48.5%	39.6%
BUSINESSES					
Total Businesses	147	1,076	2,412	4,130	12,425
RACE/ETHNICITY					
White/Caucasian	43.6%	34.2%	34.7%	30.8%	24.8%
Black/African American	33.8%	45.2%	44.7%	50.2%	49.1%
Asian/Pacific Islander	4.0%	4.1%	5.3%	4.5%	4.5%
Hispanic/Latino	9.9%	9.5%	8.9%	8.3%	16.4%
Other	8.8%	6.9%	6.4%	6.2%	5.2%