

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	13,264	85,764	249,930	490,097	207,691
Total Daytime Population	15,500	70,527	216,081	491,027	176,012

## TOTAL HOUSEHOLD INCOME

Total Households	5,030	32,555	90,410	174,197	75,642
Median Household Income	\$117,712	\$102,903	\$87,160	\$85,537	\$89,754
Average Household Income	\$140,247	\$123,656	\$104,482	\$103,264	\$107,385
Under \$15,000	3.0%	6.2%	7.0%	7.0%	6.7%
\$15,000 - \$34,999	5.6%	7.3%	10.5%	12.1%	10.0%
\$35,000 - \$49,999	6.4%	8.5%	10.4%	10.3%	9.8%
\$50,000 - \$74,999	11.7%	14.4%	17.1%	16.8%	17.3%
\$75,000 - \$99,999	11.4%	13.0%	14.6%	14.2%	14.3%
\$100,000 - \$124,999	12.9%	13.3%	11.6%	11.1%	11.8%
\$125,000 - \$149,999	13.9%	10.3%	7.9%	8.1%	8.3%
\$150,000+	35.0%	27.0%	20.8%	20.4%	22.0%

## BUSINESSES

Total Businesses	416	1,610	5,557	10,814	4,735
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## RACE/ETHNICITY

White/Caucasian	65.0%	53.5%	37.8%	34.5%	41.2%
Black/African American	7.2%	15.6%	23.4%	24.6%	21.8%
Asian/Pacific Islander	4.5%	5.0%	4.1%	5.0%	4.2%
Hispanic/Latino	17.3%	20.2%	30.4%	31.8%	28.4%
Other	6.0%	5.6%	4.4%	4.1%	4.5%