

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	15,909	74,227	211,904	440,228	505,979
Total Daytime Population	26,200	93,196	216,030	381,943	426,505
TOTAL HOUSEHOLD INCOME					
Total Households	6,570	29,464	77,385	156,174	178,874
Median Household Income	\$81,786	\$102,414	\$113,433	\$115,949	\$113,514
Average Household Income	\$106,088	\$131,639	\$147,059	\$148,233	\$145,322
Under \$15,000	8.0%	4.7%	4.7%	4.5%	5.0%
\$15,000 - \$34,999	9.6%	9.0%	7.1%	6.7%	7.2%
\$35,000 - \$49,999	10.4%	7.2%	6.5%	6.5%	6.8%
\$50,000 - \$74,999	16.0%	14.5%	11.8%	13.3%	13.2%
\$75,000 - \$99,999	16.5%	13.4%	12.5%	13.0%	12.7%
\$100,000 - \$124,999	14.1%	13.1%	11.4%	11.6%	11.3%
\$125,000 - \$149,999	6.9%	8.4%	8.0%	8.6%	8.4%
\$150,000+	18.5%	29.8%	38.1%	35.7%	35.5%
BUSINESSES					
Total Businesses	1,043	3,624	6,409	10,252	11,457
RACE/ETHNICITY					
White/Caucasian	48.3%	53.2%	53.2%	49.6%	48.8%
Black/African American	8.3%	10.4%	10.6%	12.7%	13.7%
Asian/Pacific Islander	6.2%	5.1%	6.3%	6.5%	6.4%
Hispanic/Latino	32.4%	25.6%	24.4%	26.4%	26.3%
Other	4.9%	5.7%	5.5%	4.8%	5.0%