

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	17,081	121,278	295,953	445,098	318,296
Total Daytime Population	14,854	97,959	250,549	388,155	268,700

TOTAL HOUSEHOLD INCOME

Total Households	5,895	43,778	108,111	163,770	116,316
Median Household Income	\$76,190	\$78,884	\$87,693	\$94,000	\$89,494
Average Household Income	\$93,371	\$96,796	\$107,002	\$115,925	\$108,734
Under \$15,000	8.5%	9.1%	8.0%	6.9%	7.8%
\$15,000 - \$34,999	15.0%	13.9%	11.6%	10.5%	11.3%
\$35,000 - \$49,999	13.3%	10.3%	9.9%	9.3%	9.7%
\$50,000 - \$74,999	14.4%	17.0%	15.9%	15.4%	16.0%
\$75,000 - \$99,999	13.1%	13.7%	13.6%	13.4%	13.7%
\$100,000 - \$124,999	10.1%	10.6%	11.1%	11.3%	10.9%
\$125,000 - \$149,999	6.6%	6.9%	8.0%	8.2%	8.1%
\$150,000+	19.1%	18.4%	21.9%	25.0%	22.7%

BUSINESSES

Total Businesses	598	3,082	8,054	12,607	8,553
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RACE/ETHNICITY

White/Caucasian	45.0%	52.4%	57.1%	60.0%	57.6%
Black/African American	11.0%	8.1%	6.3%	5.1%	6.1%
Asian/Pacific Islander	8.9%	8.9%	10.3%	10.2%	10.2%
Hispanic/Latino	28.3%	22.2%	17.9%	16.1%	17.5%
Other	6.8%	8.5%	8.5%	8.6%	8.5%