

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	8,245	77,677	143,475	204,820	317,514
Total Daytime Population	13,158	132,272	190,437	239,968	326,584

## TOTAL HOUSEHOLD INCOME

Total Households	4,006	35,379	64,247	89,608	136,728
Median Household Income	\$82,166	\$73,642	\$82,165	\$87,360	\$91,151
Average Household Income	\$106,602	\$94,767	\$106,618	\$112,576	\$116,809
Under \$15,000	8.7%	8.7%	7.2%	6.5%	5.9%
\$15,000 - \$34,999	10.5%	16.3%	14.1%	12.4%	11.3%
\$35,000 - \$49,999	12.2%	11.8%	10.5%	9.8%	9.1%
\$50,000 - \$74,999	16.9%	18.5%	16.6%	16.6%	16.5%
\$75,000 - \$99,999	16.2%	13.9%	13.6%	13.4%	13.6%
\$100,000 - \$124,999	8.3%	8.7%	10.1%	10.5%	11.0%
\$125,000 - \$149,999	9.3%	6.8%	7.7%	8.1%	8.3%
\$150,000+	17.8%	15.3%	20.2%	22.6%	24.4%

## BUSINESSES

Total Businesses	941	5,353	7,698	9,245	11,541
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## RACE/ETHNICITY

White/Caucasian	70.9%	62.2%	69.0%	71.5%	74.4%
Black/African American	12.4%	22.5%	15.1%	13.3%	11.3%
Asian/Pacific Islander	2.4%	1.5%	1.5%	1.5%	1.3%
Hispanic/Latino	9.2%	8.7%	9.0%	8.5%	8.0%
Other	5.2%	5.1%	5.4%	5.3%	5.1%