

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	15,130	106,802	205,494	315,067	417,445
Total Daytime Population	24,934	116,818	286,080	409,790	499,187

TOTAL HOUSEHOLD INCOME

Total Households	7,033	45,418	86,651	128,339	164,830
Median Household Income	\$88,298	\$113,158	\$104,318	\$102,752	\$104,217
Average Household Income	\$113,436	\$139,690	\$129,461	\$127,792	\$128,907
Under \$15,000	9.2%	5.7%	6.8%	6.4%	5.9%
\$15,000 - \$34,999	12.2%	8.3%	9.4%	9.0%	9.1%
\$35,000 - \$49,999	11.3%	8.2%	7.8%	8.1%	7.9%
\$50,000 - \$74,999	18.1%	13.7%	14.7%	15.7%	15.3%
\$75,000 - \$99,999	10.5%	11.6%	12.1%	12.7%	13.0%
\$100,000 - \$124,999	8.1%	10.6%	11.2%	11.4%	11.6%
\$125,000 - \$149,999	5.3%	8.3%	8.5%	8.4%	8.4%
\$150,000+	25.3%	33.6%	29.5%	28.5%	28.9%

BUSINESSES

Total Businesses	454	3,258	8,598	11,774	14,033
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RACE/ETHNICITY

White/Caucasian	67.9%	68.1%	63.0%	58.2%	56.0%
Black/African American	9.0%	6.6%	8.2%	9.2%	9.2%
Asian/Pacific Islander	5.4%	5.4%	6.8%	8.1%	8.6%
Hispanic/Latino	7.8%	8.8%	10.6%	12.4%	13.4%
Other	9.9%	11.1%	11.5%	12.1%	12.7%