

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	12,499	89,025	230,468	565,846	1,027,382
Total Daytime Population	14,906	102,614	237,379	495,663	873,476
TOTAL HOUSEHOLD INCOME					
Total Households	5,077	31,407	79,197	186,649	344,828
Median Household Income	\$105,628	\$131,270	\$123,376	\$95,296	\$88,176
Average Household Income	\$119,837	\$177,180	\$156,170	\$118,220	\$109,240
Under \$15,000	5.7%	5.0%	5.2%	6.6%	7.0%
\$15,000 - \$34,999	10.9%	5.9%	8.0%	11.3%	12.1%
\$35,000 - \$49,999	7.0%	6.4%	7.0%	10.0%	10.6%
\$50,000 - \$74,999	16.5%	11.3%	12.7%	15.5%	16.1%
\$75,000 - \$99,999	14.1%	11.4%	11.1%	11.6%	12.3%
\$100,000 - \$124,999	9.7%	9.8%	10.0%	9.6%	9.8%
\$125,000 - \$149,999	9.1%	8.5%	8.9%	7.5%	7.6%
\$150,000+	27.0%	41.7%	37.1%	27.8%	24.6%
BUSINESSES					
Total Businesses	822	4,070	8,740	14,732	23,288
RACE/ETHNICITY					
White/Caucasian	35.2%	31.2%	26.9%	19.2%	19.2%
Black/African American	8.5%	11.4%	16.3%	23.7%	25.6%
Asian/Pacific Islander	36.0%	39.4%	34.1%	25.8%	19.7%
Hispanic/Latino	15.2%	14.1%	18.6%	28.0%	32.2%
Other	5.1%	3.8%	4.1%	3.3%	3.3%