

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	16,851	78,136	160,770	277,042	416,184
Total Daytime Population	13,471	49,253	113,863	200,001	308,822

## TOTAL HOUSEHOLD INCOME

Total Households	5,837	26,189	54,236	94,307	139,717
Median Household Income	\$112,268	\$121,041	\$126,256	\$114,831	\$102,904
Average Household Income	\$130,562	\$144,526	\$154,195	\$136,647	\$123,324
Under \$15,000	3.3%	2.5%	3.4%	5.0%	6.2%
\$15,000 - \$34,999	5.2%	6.3%	6.0%	7.1%	8.9%
\$35,000 - \$49,999	4.0%	5.0%	5.6%	6.6%	7.8%
\$50,000 - \$74,999	12.5%	11.0%	10.4%	12.4%	14.0%
\$75,000 - \$99,999	19.4%	13.7%	13.6%	13.5%	13.4%
\$100,000 - \$124,999	10.2%	10.0%	10.7%	10.9%	11.2%
\$125,000 - \$149,999	11.6%	10.3%	9.1%	9.2%	8.6%
\$150,000+	33.9%	41.3%	41.2%	35.3%	29.9%

## BUSINESSES

Total Businesses	347	1,004	2,166	4,230	6,811
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## RACE/ETHNICITY

White/Caucasian	48.6%	46.0%	45.8%	45.5%	38.4%
Black/African American	17.8%	18.3%	18.1%	17.4%	19.9%
Asian/Pacific Islander	3.3%	3.9%	3.6%	3.4%	3.1%
Hispanic/Latino	23.6%	26.7%	27.1%	28.9%	34.1%
Other	6.7%	5.1%	5.3%	4.7%	4.6%