

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	30,725	152,707	373,622	660,234	349,438
Total Daytime Population	18,146	163,715	492,578	924,567	457,065

TOTAL HOUSEHOLD INCOME

Total Households	15,756	71,692	165,783	274,956	155,826
Median Household Income	\$93,214	\$107,102	\$112,031	\$117,445	\$111,421
Average Household Income	\$117,447	\$147,382	\$149,002	\$155,326	\$148,453
Under \$15,000	6.0%	5.1%	4.9%	5.2%	4.9%
\$15,000 - \$34,999	10.1%	8.7%	8.3%	7.9%	8.4%
\$35,000 - \$49,999	13.3%	9.3%	8.0%	7.1%	8.1%
\$50,000 - \$74,999	20.2%	17.3%	16.3%	14.5%	16.6%
\$75,000 - \$99,999	15.9%	14.0%	13.9%	13.4%	13.9%
\$100,000 - \$124,999	8.8%	10.6%	10.3%	10.5%	10.3%
\$125,000 - \$149,999	6.1%	8.3%	8.1%	8.4%	8.2%
\$150,000+	19.7%	26.7%	30.3%	33.1%	29.8%

BUSINESSES

Total Businesses	483	6,196	16,958	29,660	15,872
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RACE/ETHNICITY

White/Caucasian	33.8%	42.7%	43.2%	43.6%	43.1%
Black/African American	28.2%	17.2%	13.3%	11.6%	13.8%
Asian/Pacific Islander	7.7%	9.4%	13.1%	15.5%	12.8%
Hispanic/Latino	24.1%	25.7%	25.9%	24.7%	25.9%
Other	6.2%	5.0%	4.6%	4.6%	4.6%