

FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	12,393	129,518	347,318	1,309,923	730,308
Total Daytime Population	11,363	143,636	427,846	1,582,615	878,184
TOTAL HOUSEHOLD INCOME					
Total Households	4,675	50,421	133,727	508,061	286,059
Median Household Income	\$132,712	\$116,698	\$124,366	\$101,539	\$123,943
Average Household Income	\$151,734	\$139,474	\$153,938	\$137,758	\$157,322
Under \$15,000	2.4%	4.8%	4.7%	4.6%	4.4%
\$15,000 - \$34,999	5.6%	7.1%	7.1%	7.5%	6.8%
\$35,000 - \$49,999	7.4%	6.2%	6.1%	7.0%	6.4%
\$50,000 - \$74,999	10.2%	13.7%	12.0%	13.5%	12.6%
\$75,000 - \$99,999	11.8%	13.7%	12.7%	12.6%	12.5%
\$100,000 - \$124,999	10.7%	11.9%	10.5%	10.8%	10.8%
\$125,000 - \$149,999	7.9%	9.3%	8.4%	8.3%	8.4%
\$150,000+	N/A	N/A	N/A	N/A	N/A
BUSINESSES					
Total Businesses	387	5,281	12,660	48,501	27,969
RACE/ETHNICITY					
White/Caucasian	68.2%	51.2%	49.0%	4.7%	47.4%
Black/African American	3.7%	9.0%	8.9%	13.1%	10.8%
Asian/Pacific Islander	11.4%	14.4%	21.2%	18.2%	20.8%
Hispanic/Latino	12.0%	21.0%	16.2%	19.4%	16.4%
Other	4.7%	4.5%	4.7%	44.6%	4.6%