

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	21,606	147,457	359,399	571,235	353,128
Total Daytime Population	16,185	115,573	362,747	567,054	355,424

## TOTAL HOUSEHOLD INCOME

Total Households	7,165	50,675	137,218	218,245	135,125
Median Household Income	\$72,862	\$78,230	\$80,562	\$88,714	\$80,371
Average Household Income	\$83,626	\$92,990	\$104,644	\$119,312	\$104,304
Under \$15,000	5.2%	7.6%	7.8%	6.9%	7.7%
\$15,000 - \$34,999	10.5%	13.3%	14.8%	13.0%	14.7%
\$35,000 - \$49,999	13.7%	11.7%	11.0%	10.0%	11.1%
\$50,000 - \$74,999	28.2%	19.6%	17.7%	17.0%	17.9%
\$75,000 - \$99,999	17.0%	14.2%	13.3%	13.1%	13.2%
\$100,000 - \$124,999	10.9%	11.4%	10.7%	10.8%	10.7%
\$125,000 - \$149,999	5.2%	7.5%	7.0%	7.5%	7.1%
\$150,000+	9.4%	14.6%	17.7%	21.6%	17.7%

## BUSINESSES

Total Businesses	555	4,119	14,553	22,671	14,059
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## RACE/ETHNICITY

White/Caucasian	18.8%	21.7%	29.5%	34.5%	29.6%
Black/African American	18.9%	19.1%	20.7%	22.9%	20.4%
Asian/Pacific Islander	2.0%	2.2%	2.4%	2.8%	2.4%
Hispanic/Latino	57.3%	53.7%	44.2%	36.2%	44.4%
Other	3.1%	3.3%	3.3%	3.7%	3.3%