

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	6,240	45,758	122,178	258,450	451,457
Total Daytime Population	4,353	33,753	99,284	207,299	377,520

TOTAL HOUSEHOLD INCOME

Total Households	2,287	15,673	42,780	91,822	161,541
Median Household Income	\$87,879	\$105,283	\$104,659	\$105,174	\$106,771
Average Household Income	\$108,210	\$121,049	\$121,226	\$124,189	\$129,528
Under \$15,000	8.0%	5.3%	4.6%	5.0%	5.2%
\$15,000 - \$34,999	14.4%	7.6%	7.3%	7.6%	8.4%
\$35,000 - \$49,999	6.8%	7.4%	8.2%	7.6%	8.1%
\$50,000 - \$74,999	10.0%	13.5%	15.6%	16.4%	15.5%
\$75,000 - \$99,999	13.1%	13.3%	14.1%	14.5%	13.7%
\$100,000 - \$124,999	11.8%	12.8%	12.0%	11.5%	10.6%
\$125,000 - \$149,999	12.9%	10.2%	9.8%	9.0%	8.7%
\$150,000+	23.0%	29.9%	28.4%	28.6%	29.9%

BUSINESSES

Total Businesses	174	698	2,567	5,486	9,360
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RACE/ETHNICITY

White/Caucasian	34.9%	26.4%	31.7%	36.4%	39.3%
Black/African American	42.2%	51.6%	45.2%	40.9%	36.3%
Asian/Pacific Islander	0.7%	1.7%	1.9%	1.9%	2.2%
Hispanic/Latino	18.7%	15.1%	16.2%	15.5%	17.0%
Other	3.5%	5.2%	5.1%	5.4%	5.1%