

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	21,774	160,180	423,452	683,273	621,975
Total Daytime Population	17,489	185,752	479,528	819,047	756,076

TOTAL HOUSEHOLD INCOME

Total Households	9,076	67,751	185,459	293,578	269,618
Median Household Income	\$119,178	\$116,756	\$105,342	\$102,712	\$100,166
Average Household Income	\$138,990	\$151,309	\$135,601	\$131,671	\$129,422
Under \$15,000	4.9%	5.2%	7.5%	7.3%	7.7%
\$15,000 - \$34,999	7.5%	9.4%	10.4%	10.2%	10.7%
\$35,000 - \$49,999	6.4%	7.9%	8.2%	8.4%	8.6%
\$50,000 - \$74,999	11.9%	13.0%	13.4%	14.0%	14.1%
\$75,000 - \$99,999	12.8%	12.5%	11.8%	12.5%	12.4%
\$100,000 - \$124,999	14.2%	10.0%	10.3%	10.8%	10.4%
\$125,000 - \$149,999	9.0%	7.8%	7.9%	8.1%	7.8%
\$150,000+	33.5%	34.2%	30.6%	28.7%	28.4%

BUSINESSES

Total Businesses	548	7,664	22,519	33,115	31,979
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RACE/ETHNICITY

White/Caucasian	68.5%	68.7%	65.7%	65.9%	64.6%
Black/African American	4.3%	5.4%	6.1%	5.1%	5.7%
Asian/Pacific Islander	6.4%	6.5%	7.9%	7.6%	8.0%
Hispanic/Latino	13.4%	10.5%	11.4%	12.6%	12.9%
Other	7.5%	8.8%	8.8%	8.8%	8.8%