

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
<b>TOTAL POPULATION</b>					
Total Population	6,664	55,505	118,797	223,451	632,011
Total Daytime Population	7,808	53,757	114,003	200,863	618,316
<b>TOTAL HOUSEHOLD INCOME</b>					
Total Households	2,697	21,524	47,406	87,271	241,339
Median Household Income	\$114,620	\$128,525	\$118,032	\$114,912	\$101,739
Average Household Income	\$142,192	\$153,523	\$151,458	\$153,018	\$130,948
Under \$15,000	2.9%	2.3%	3.1%	3.8%	5.7%
\$15,000 - \$34,999	6.2%	4.5%	5.4%	6.0%	8.7%
\$35,000 - \$49,999	8.6%	6.6%	8.3%	8.5%	9.2%
\$50,000 - \$74,999	13.9%	12.9%	13.6%	14.6%	15.6%
\$75,000 - \$99,999	16.0%	12.5%	12.3%	13.3%	13.4%
\$100,000 - \$124,999	10.5%	12.5%	11.8%	11.2%	10.9%
\$125,000 - \$149,999	7.8%	9.4%	8.5%	8.3%	7.9%
\$150,000+	34.0%	39.3%	37.1%	34.4%	28.7%
<b>BUSINESSES</b>					
Total Businesses	348	2,059	4,181	6,542	16,253
<b>RACE/ETHNICITY</b>					
White/Caucasian	59.2%	70.9%	61.7%	52.8%	45.0%
Black/African American	15.8%	10.7%	20.1%	27.9%	33.0%
Asian/Pacific Islander	7.5%	4.6%	4.6%	5.3%	6.0%
Hispanic/Latino	12.9%	9.2%	9.1%	9.5%	11.6%
Other	4.7%	4.7%	4.6%	4.4%	4.4%