

| FULL YEAR 2026 | 1 MILE RADIUS | 3 MILE RADIUS | 5 MILE RADIUS | 10 MILE RADIUS | 70% TRUE TRADE AREA |
|-------------------------------|---------------|---------------|---------------|----------------|---------------------|
| TOTAL POPULATION | | | | | |
| Total Population | 12,462 | 72,921 | 154,046 | 330,452 | 293,472 |
| Total Daytime Population | 11,771 | 157,952 | 264,562 | 480,397 | 455,534 |
| TOTAL HOUSEHOLD INCOME | | | | | |
| Total Households | 6,334 | 31,796 | 64,691 | 137,788 | 122,703 |
| Median Household Income | \$72,327 | \$71,238 | \$64,915 | \$60,603 | \$59,187 |
| Average Household Income | \$114,156 | \$103,042 | \$89,689 | \$79,151 | \$78,745 |
| Under \$15,000 | 12.9% | 15.4% | 14.3% | 12.9% | 13.3% |
| \$15,000 - \$34,999 | 16.8% | 17.8% | 18.5% | 18.8% | 19.7% |
| \$35,000 - \$49,999 | 7.8% | 10.0% | 12.1% | 14.2% | 14.5% |
| \$50,000 - \$74,999 | 18.6% | 15.1% | 16.3% | 18.7% | 18.1% |
| \$75,000 - \$99,999 | 8.6% | 10.1% | 11.3% | 12.0% | 11.6% |
| \$100,000 - \$124,999 | 8.7% | 8.5% | 8.2% | 8.0% | 7.6% |
| \$125,000 - \$149,999 | 6.3% | 5.9% | 5.4% | 5.0% | 4.8% |
| \$150,000+ | N/A | N/A | N/A | N/A | N/A |
| BUSINESSES | | | | | |
| Total Businesses | 390 | 4,258 | 7,263 | 12,200 | 11,374 |
| RACE/ETHNICITY | | | | | |
| White/Caucasian | 79.0% | 68.8% | 55.8% | 45.7% | 44.9% |
| Black/African American | 10.3% | 19.5% | 31.6% | 41.0% | 42.1% |
| Asian/Pacific Islander | 3.1% | 3.4% | 2.7% | 2.5% | 2.4% |
| Hispanic/Latino | 4.6% | 4.5% | 5.6% | 6.6% | 6.5% |
| Other | 2.9% | 3.8% | 4.2% | 4.2% | 4.1% |