

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	9,773	82,774	198,229	423,581	499,374
Total Daytime Population	12,273	69,855	151,393	331,857	410,264

TOTAL HOUSEHOLD INCOME

Total Households	3,303	26,809	66,824	155,638	185,339
Median Household Income	\$166,245	\$123,977	\$116,244	\$100,293	\$97,946
Average Household Income	\$185,488	\$155,614	\$145,086	\$125,649	\$122,600
Under \$15,000	0.2%	1.7%	3.0%	5.5%	5.7%
\$15,000 - \$34,999	1.0%	7.0%	8.6%	11.1%	11.2%
\$35,000 - \$49,999	2.0%	5.4%	6.7%	8.4%	8.6%
\$50,000 - \$74,999	10.4%	11.3%	13.2%	15.2%	15.8%
\$75,000 - \$99,999	8.4%	11.6%	12.3%	13.2%	13.3%
\$100,000 - \$124,999	9.9%	10.4%	11.1%	11.0%	10.9%
\$125,000 - \$149,999	8.1%	7.1%	7.8%	8.0%	8.0%
\$150,000+	60.1%	45.4%	37.3%	27.4%	26.7%

BUSINESSES

Total Businesses	417	3,052	5,974	13,153	16,769
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RACE/ETHNICITY

White/Caucasian	48.7%	42.7%	40.5%	38.6%	38.8%
Black/African American	12.7%	18.3%	20.0%	22.8%	22.6%
Asian/Pacific Islander	8.8%	6.7%	5.7%	4.7%	4.5%
Hispanic/Latino	21.9%	25.0%	26.4%	26.3%	26.2%
Other	7.8%	7.4%	7.5%	7.6%	7.9%