

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	15,029	109,456	319,111	643,488	376,154
Total Daytime Population	13,433	90,107	275,755	625,115	319,098

### TOTAL HOUSEHOLD INCOME

Total Households	5,435	40,700	126,681	247,831	148,522
Median Household Income	\$108,641	\$106,480	\$102,451	\$101,186	\$102,251
Average Household Income	\$128,014	\$136,187	\$134,377	\$133,474	\$133,668
Under \$15,000	3.8%	5.2%	6.0%	6.8%	5.9%
\$15,000 - \$34,999	6.0%	9.0%	11.8%	11.8%	11.9%
\$35,000 - \$49,999	10.0%	8.1%	8.1%	8.6%	8.2%
\$50,000 - \$74,999	15.8%	14.6%	15.1%	14.7%	14.6%
\$75,000 - \$99,999	13.3%	13.4%	12.6%	12.5%	12.2%
\$100,000 - \$124,999	11.2%	10.8%	10.5%	10.6%	10.4%
\$125,000 - \$149,999	9.8%	8.3%	7.6%	7.6%	7.5%
\$150,000+	30.3%	30.7%	28.2%	27.5%	29.3%

### BUSINESSES

Total Businesses	791	3,479	12,037	25,180	13,513
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### RACE/ETHNICITY

White/Caucasian	46.5%	47.6%	48.4%	44.1%	48.2%
Black/African American	11.5%	12.1%	14.1%	20.2%	14.4%
Asian/Pacific Islander	8.2%	4.8%	4.2%	3.9%	4.3%
Hispanic/Latino	22.7%	23.0%	23.5%	23.7%	23.7%
Other	11.1%	12.5%	9.8%	8.1%	9.4%