

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	25,014	138,208	284,532	423,643	359,729
Total Daytime Population	30,039	152,537	259,624	405,269	341,697

TOTAL HOUSEHOLD INCOME

Total Households	9,560	51,981	107,379	160,440	135,457
Median Household Income	\$86,434	\$111,225	\$128,113	\$128,832	\$131,595
Average Household Income	\$106,014	\$133,839	\$153,511	\$156,682	\$158,855
Under \$15,000	7.3%	5.6%	4.6%	5.0%	4.7%
\$15,000 - \$34,999	12.2%	8.2%	6.5%	7.1%	6.7%
\$35,000 - \$49,999	7.9%	7.5%	6.4%	6.2%	6.1%
\$50,000 - \$74,999	17.7%	15.2%	12.6%	11.6%	11.7%
\$75,000 - \$99,999	16.8%	14.1%	12.2%	12.0%	11.8%
\$100,000 - \$124,999	11.5%	11.2%	11.0%	10.6%	10.8%
\$125,000 - \$149,999	8.7%	8.5%	8.9%	8.6%	8.8%
\$150,000+	17.9%	29.8%	37.8%	38.9%	39.5%

BUSINESSES

Total Businesses	574	3,583	6,643	11,430	9,675
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RACE/ETHNICITY

White/Caucasian	44.5%	50.4%	54.0%	53.9%	54.6%
Black/African American	9.3%	6.8%	5.4%	5.2%	5.2%
Asian/Pacific Islander	14.2%	16.0%	17.7%	18.8%	18.1%
Hispanic/Latino	24.1%	17.8%	13.7%	13.1%	13.0%
Other	8.0%	9.0%	9.3%	9.0%	9.1%