

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	3,946	44,052	100,482	206,845	373,899
Total Daytime Population	6,311	48,333	101,177	186,525	376,059
TOTAL HOUSEHOLD INCOME					
Total Households	1,861	19,135	40,690	82,864	151,331
Median Household Income	\$81,450	\$95,279	\$106,704	\$111,732	\$99,469
Average Household Income	\$94,073	\$116,786	\$130,678	\$139,926	\$128,169
Under \$15,000	8.2%	5.0%	4.4%	5.3%	6.4%
\$15,000 - \$34,999	10.8%	9.3%	8.3%	7.6%	9.8%
\$35,000 - \$49,999	6.9%	9.2%	8.2%	7.4%	9.0%
\$50,000 - \$74,999	19.8%	17.6%	14.5%	13.8%	14.2%
\$75,000 - \$99,999	15.7%	14.9%	13.1%	12.5%	11.9%
\$100,000 - \$124,999	15.9%	12.0%	11.5%	11.4%	9.8%
\$125,000 - \$149,999	9.4%	10.1%	10.3%	9.7%	8.3%
\$150,000+	13.4%	22.0%	29.8%	32.4%	30.6%
BUSINESSES					
Total Businesses	431	2,382	4,009	6,914	13,345
RACE/ETHNICITY					
White/Caucasian	57.4%	59.9%	68.1%	69.9%	63.6%
Black/African American	24.1%	22.4%	16.2%	15.0%	22.7%
Asian/Pacific Islander	3.6%	4.5%	4.5%	4.6%	3.4%
Hispanic/Latino	7.4%	9.5%	7.5%	6.7%	6.8%
Other	7.5%	3.8%	3.6%	3.8%	3.5%