

FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	6,878	92,875	253,963	799,468	644,482
Total Daytime Population	9,884	112,041	286,208	901,237	725,446
TOTAL HOUSEHOLD INCOME					
Total Households	2,649	34,652	88,331	281,026	226,486
Median Household Income	\$129,820	\$121,938	\$131,526	\$110,904	\$111,311
Average Household Income	\$168,108	\$149,510	\$164,261	\$136,069	\$136,793
Under \$15,000	1.8%	4.0%	3.9%	4.4%	4.5%
\$15,000 - \$34,999	5.7%	6.4%	6.3%	8.2%	8.4%
\$35,000 - \$49,999	6.0%	5.8%	6.2%	7.9%	7.9%
\$50,000 - \$74,999	15.9%	13.4%	11.6%	14.3%	14.3%
\$75,000 - \$99,999	9.0%	12.8%	10.8%	12.8%	12.7%
\$100,000 - \$124,999	11.5%	12.5%	10.6%	11.6%	11.1%
\$125,000 - \$149,999	11.7%	10.1%	9.6%	9.5%	9.5%
\$150,000+	N/A	N/A	N/A	N/A	N/A
BUSINESSES					
Total Businesses	340	3,484	7,591	21,881	17,321
RACE/ETHNICITY					
White/Caucasian	45.6%	52.8%	54.0%	54.9%	52.7%
Black/African American	7.8%	8.9%	7.1%	7.9%	8.3%
Asian/Pacific Islander	29.9%	22.4%	19.5%	11.2%	12.4%
Hispanic/Latino	13.0%	11.8%	15.5%	22.3%	23.0%
Other	3.6%	4.2%	4.0%	3.7%	3.6%