

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	19,623	87,335	243,770	350,201	592,881
Total Daytime Population	72,825	181,976	319,214	427,732	667,261

TOTAL HOUSEHOLD INCOME

Total Households	10,260	37,883	97,504	137,450	229,310
Median Household Income	\$83,467	\$103,133	\$104,967	\$101,661	\$105,025
Average Household Income	\$113,310	\$127,439	\$127,334	\$123,720	\$127,758
Under \$15,000	10.2%	7.1%	6.5%	6.2%	5.6%
\$15,000 - \$34,999	13.9%	11.0%	9.3%	9.3%	9.0%
\$35,000 - \$49,999	6.1%	7.4%	7.6%	8.0%	7.8%
\$50,000 - \$74,999	16.4%	14.3%	14.5%	15.7%	14.7%
\$75,000 - \$99,999	12.4%	12.1%	12.7%	13.1%	13.4%
\$100,000 - \$124,999	10.1%	11.0%	11.6%	11.6%	12.1%
\$125,000 - \$149,999	6.8%	8.0%	8.5%	8.4%	8.7%
\$150,000+	24.1%	29.4%	29.4%	27.6%	28.7%

BUSINESSES

Total Businesses	2,111	5,554	8,990	11,614	18,986
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RACE/ETHNICITY

White/Caucasian	64.1%	63.7%	57.4%	53.1%	54.8%
Black/African American	9.0%	7.8%	8.8%	10.1%	9.2%
Asian/Pacific Islander	5.4%	5.5%	8.9%	9.8%	9.3%
Hispanic/Latino	10.3%	11.1%	12.6%	14.4%	14.3%
Other	11.2%	12.0%	12.3%	12.7%	12.4%