

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	17,374	144,290	374,713	735,089	793,643
Total Daytime Population	15,821	146,735	360,201	694,400	741,207

TOTAL HOUSEHOLD INCOME

Total Households	6,893	56,304	139,117	264,151	288,139
Median Household Income	\$113,766	\$97,279	\$91,283	\$79,255	\$78,923
Average Household Income	\$135,119	\$114,293	\$109,920	\$97,243	\$96,594
Under \$15,000	3.0%	7.0%	7.7%	9.2%	9.4%
\$15,000 - \$34,999	10.1%	10.6%	11.9%	13.9%	14.1%
\$35,000 - \$49,999	10.9%	10.0%	10.3%	11.2%	11.3%
\$50,000 - \$74,999	13.7%	14.6%	14.6%	15.0%	15.0%
\$75,000 - \$99,999	10.1%	12.4%	13.0%	12.7%	12.7%
\$100,000 - \$124,999	9.2%	11.5%	11.1%	10.6%	10.7%
\$125,000 - \$149,999	8.8%	9.3%	8.6%	7.9%	7.9%
\$150,000+	34.2%	24.7%	22.8%	19.5%	19.0%

BUSINESSES

Total Businesses	459	4,554	10,453	15,634	16,368
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RACE/ETHNICITY

White/Caucasian	68.6%	64.0%	46.9%	35.0%	33.5%
Black/African American	7.9%	10.2%	24.2%	29.1%	33.9%
Asian/Pacific Islander	2.7%	1.8%	1.6%	1.6%	1.5%
Hispanic/Latino	16.4%	20.2%	24.3%	31.7%	28.6%
Other	4.4%	3.7%	3.0%	2.6%	2.6%