

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	10,210	87,800	197,193	324,975	362,792
Total Daytime Population	7,544	75,653	204,605	327,238	360,753

TOTAL HOUSEHOLD INCOME

Total Households	3,959	31,455	73,809	120,955	134,440
Median Household Income	\$103,769	\$109,743	\$106,135	\$116,013	\$119,218
Average Household Income	\$121,578	\$125,402	\$124,849	\$137,828	\$142,456
Under \$15,000	6.1%	5.2%	5.4%	4.9%	4.6%
\$15,000 - \$34,999	10.3%	8.1%	8.8%	8.0%	7.7%
\$35,000 - \$49,999	5.7%	7.3%	7.3%	6.9%	6.8%
\$50,000 - \$74,999	15.4%	12.7%	14.2%	12.6%	12.5%
\$75,000 - \$99,999	13.1%	14.1%	13.8%	12.7%	12.5%
\$100,000 - \$124,999	10.1%	14.2%	12.9%	12.2%	11.9%
\$125,000 - \$149,999	9.5%	9.9%	9.2%	9.3%	9.4%
\$150,000+	29.8%	28.5%	28.4%	33.4%	34.7%

BUSINESSES

Total Businesses	234	2,289	6,357	11,195	12,247
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RACE/ETHNICITY

White/Caucasian	54.2%	54.3%	56.2%	59.9%	61.5%
Black/African American	21.7%	20.6%	18.7%	16.6%	15.5%
Asian/Pacific Islander	5.4%	4.5%	5.2%	5.0%	5.0%
Hispanic/Latino	12.4%	14.8%	14.1%	12.5%	12.1%
Other	6.4%	5.8%	5.8%	6.0%	5.9%