

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	6,651	52,315	130,838	255,362	320,150
Total Daytime Population	7,404	50,366	112,504	250,529	317,606

TOTAL HOUSEHOLD INCOME

Total Households	2,764	19,526	49,810	98,229	123,585
Median Household Income	\$103,614	\$121,521	\$124,139	\$109,719	\$110,088
Average Household Income	\$136,639	\$150,443	\$148,050	\$131,161	\$134,207
Under \$15,000	3.7%	3.9%	3.4%	4.1%	4.2%
\$15,000 - \$34,999	8.7%	6.5%	6.5%	8.4%	8.0%
\$35,000 - \$49,999	9.8%	6.8%	6.4%	7.4%	7.2%
\$50,000 - \$74,999	13.2%	10.5%	12.5%	14.1%	13.9%
\$75,000 - \$99,999	14.7%	11.9%	12.4%	12.7%	12.5%
\$100,000 - \$124,999	11.0%	10.6%	10.2%	10.9%	11.3%
\$125,000 - \$149,999	8.1%	9.5%	8.8%	8.4%	8.8%
\$150,000+	30.9%	40.3%	39.8%	34.2%	34.2%

BUSINESSES

Total Businesses	292	1,550	3,086	7,709	10,422
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RACE/ETHNICITY

White/Caucasian	67.4%	69.5%	60.5%	56.8%	56.5%
Black/African American	13.4%	11.1%	16.9%	19.2%	18.6%
Asian/Pacific Islander	8.7%	7.1%	6.8%	5.5%	6.8%
Hispanic/Latino	7.6%	7.9%	10.4%	12.9%	12.6%
Other	2.9%	4.4%	5.4%	5.6%	5.6%