

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	20,021	126,297	283,214	689,574	732,101
Total Daytime Population	21,965	113,384	232,793	508,774	555,177

TOTAL HOUSEHOLD INCOME

Total Households	7,099	43,228	95,192	226,498	243,135
Median Household Income	\$82,864	\$99,413	\$107,192	\$102,506	\$103,389
Average Household Income	\$104,700	\$118,482	\$128,272	\$124,292	\$125,587
Under \$15,000	6.3%	5.1%	4.6%	4.7%	4.7%
\$15,000 - \$34,999	11.2%	9.1%	8.1%	8.8%	8.6%
\$35,000 - \$49,999	12.5%	9.6%	8.3%	8.1%	8.4%
\$50,000 - \$74,999	23.0%	16.1%	15.0%	15.3%	15.4%
\$75,000 - \$99,999	11.2%	15.3%	14.1%	13.6%	13.5%
\$100,000 - \$124,999	8.4%	10.8%	12.5%	11.9%	11.7%
\$125,000 - \$149,999	6.8%	9.3%	9.7%	9.7%	9.3%
\$150,000+	20.7%	24.7%	27.8%	28.0%	28.4%

BUSINESSES

Total Businesses	871	3,581	6,844	13,141	14,543
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RACE/ETHNICITY

White/Caucasian	31.4%	34.8%	33.5%	27.3%	28.8%
Black/African American	14.9%	13.6%	14.6%	18.3%	18.3%
Asian/Pacific Islander	8.4%	8.8%	10.4%	13.5%	12.3%
Hispanic/Latino	41.8%	37.9%	36.7%	36.7%	36.2%
Other	3.6%	4.9%	4.7%	4.3%	4.4%