

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	26,959	114,174	254,419	468,445	334,784
Total Daytime Population	19,503	115,749	263,283	785,453	440,025
TOTAL HOUSEHOLD INCOME					
Total Households	11,143	47,541	101,781	215,413	136,173
Median Household Income	\$135,627	\$130,584	\$127,510	\$127,513	\$124,375
Average Household Income	\$159,807	\$162,332	\$162,368	\$166,749	\$162,299
Under \$15,000	4.5%	5.7%	5.8%	6.5%	6.1%
\$15,000 - \$34,999	5.7%	6.7%	7.0%	7.5%	7.8%
\$35,000 - \$49,999	6.2%	6.4%	6.3%	6.4%	6.8%
\$50,000 - \$74,999	10.9%	10.3%	10.7%	10.6%	11.1%
\$75,000 - \$99,999	11.7%	11.1%	11.2%	10.6%	11.3%
\$100,000 - \$124,999	9.5%	9.2%	9.5%	9.0%	9.3%
\$125,000 - \$149,999	9.4%	8.2%	8.0%	7.6%	7.7%
\$150,000+	42.2%	42.5%	41.5%	42.0%	39.9%
BUSINESSES					
Total Businesses	564	3,379	8,577	24,930	13,623
RACE/ETHNICITY					
White/Caucasian	53.3%	52.1%	47.1%	47.8%	45.6%
Black/African American	7.7%	8.9%	11.1%	10.9%	12.3%
Asian/Pacific Islander	12.5%	13.5%	18.7%	20.0%	19.5%
Hispanic/Latino	16.4%	16.7%	14.6%	12.6%	13.7%
Other	10.1%	8.8%	8.5%	8.8%	8.9%