

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
<b>TOTAL POPULATION</b>					
Total Population	39,045	209,311	489,833	970,205	975,358
Total Daytime Population	34,162	173,720	472,715	1,038,214	1,019,658
<b>TOTAL HOUSEHOLD INCOME</b>					
Total Households	11,776	60,364	160,060	344,344	338,264
Median Household Income	\$77,267	\$84,725	\$98,010	\$103,792	\$103,449
Average Household Income	\$92,055	\$101,587	\$120,429	\$128,846	\$127,271
Under \$15,000	8.3%	8.0%	6.7%	6.3%	6.5%
\$15,000 - \$34,999	14.7%	12.7%	10.6%	10.3%	10.1%
\$35,000 - \$49,999	11.7%	10.8%	9.0%	8.1%	8.1%
\$50,000 - \$74,999	14.9%	14.9%	13.7%	13.2%	13.2%
\$75,000 - \$99,999	16.5%	14.3%	13.8%	13.2%	13.2%
\$100,000 - \$124,999	12.9%	11.7%	11.2%	11.3%	11.1%
\$125,000 - \$149,999	6.3%	8.3%	8.6%	8.6%	8.5%
\$150,000+	14.6%	19.3%	26.4%	29.2%	29.2%
<b>BUSINESSES</b>					
Total Businesses	1,020	4,953	13,791	34,517	33,439
<b>RACE/ETHNICITY</b>					
White/Caucasian	7.3%	10.2%	19.2%	26.6%	24.7%
Black/African American	3.2%	8.7%	8.7%	7.7%	7.8%
Asian/Pacific Islander	17.4%	14.4%	12.9%	12.0%	12.1%
Hispanic/Latino	69.0%	62.5%	54.4%	48.3%	50.1%
Other	3.0%	4.1%	4.8%	5.4%	5.3%