

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	12,554	127,707	333,127	676,018	1,337,754
Total Daytime Population	16,890	130,923	340,331	727,399	1,458,418
TOTAL HOUSEHOLD INCOME					
Total Households	5,317	45,491	118,078	255,000	517,952
Median Household Income	\$58,893	\$73,266	\$85,959	\$98,924	\$86,686
Average Household Income	\$69,913	\$91,678	\$116,425	\$141,591	\$116,015
Under \$15,000	11.9%	8.9%	8.0%	7.0%	7.4%
\$15,000 - \$34,999	24.5%	16.3%	14.1%	11.7%	12.7%
\$35,000 - \$49,999	13.5%	12.3%	11.5%	9.9%	11.0%
\$50,000 - \$74,999	16.4%	18.0%	15.6%	14.2%	15.8%
\$75,000 - \$99,999	9.1%	12.6%	12.2%	11.8%	12.8%
\$100,000 - \$124,999	9.1%	8.7%	9.1%	9.1%	9.5%
\$125,000 - \$149,999	4.6%	5.6%	5.9%	6.3%	6.6%
\$150,000+	10.9%	17.6%	23.6%	30.1%	24.3%
BUSINESSES					
Total Businesses	654	3,557	10,158	22,475	47,425
RACE/ETHNICITY					
White/Caucasian	12.6%	16.6%	22.4%	30.7%	26.0%
Black/African American	27.7%	13.6%	15.2%	14.4%	16.8%
Asian/Pacific Islander	3.7%	5.2%	5.8%	7.7%	8.1%
Hispanic/Latino	53.9%	62.4%	54.1%	44.0%	45.8%
Other	2.1%	2.2%	2.5%	3.3%	3.3%