

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	28,724	201,377	446,331	643,893	1,562,892
Total Daytime Population	20,686	217,553	455,159	673,033	1,658,313

## TOTAL HOUSEHOLD INCOME

Total Households	8,216	59,839	136,428	197,220	476,339
Median Household Income	\$98,872	\$95,438	\$104,298	\$110,017	\$116,930
Average Household Income	\$119,996	\$111,021	\$122,521	\$130,420	\$139,293
Under \$15,000	6.7%	6.8%	5.9%	5.9%	5.2%
\$15,000 - \$34,999	13.4%	10.9%	9.7%	9.0%	7.9%
\$35,000 - \$49,999	6.4%	8.9%	8.0%	7.5%	6.8%
\$50,000 - \$74,999	12.6%	14.9%	14.3%	13.5%	12.5%
\$75,000 - \$99,999	11.8%	12.6%	12.6%	12.1%	12.0%
\$100,000 - \$124,999	12.0%	11.4%	11.4%	10.9%	11.0%
\$125,000 - \$149,999	9.4%	8.4%	8.8%	8.8%	9.0%
\$150,000+	27.8%	26.2%	29.4%	32.4%	35.6%

## BUSINESSES

Total Businesses	489	9,295	18,177	26,970	65,066
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## RACE/ETHNICITY

White/Caucasian	15.2%	16.9%	19.8%	20.9%	20.4%
Black/African American	5.7%	5.7%	4.8%	4.7%	5.0%
Asian/Pacific Islander	9.3%	9.7%	10.0%	14.4%	20.4%
Hispanic/Latino	67.1%	64.4%	61.9%	56.4%	50.5%
Other	2.7%	3.3%	3.5%	3.6%	3.7%