

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	21,391	127,414	309,267	543,665	575,424
Total Daytime Population	13,620	130,614	424,522	720,592	775,737
TOTAL HOUSEHOLD INCOME					
Total Households	9,442	54,526	128,447	218,017	228,874
Median Household Income	\$78,444	\$91,474	\$91,737	\$90,418	\$88,345
Average Household Income	\$95,829	\$114,963	\$118,661	\$117,803	\$113,156
Under \$15,000	7.8%	7.5%	7.5%	7.9%	8.0%
\$15,000 - \$34,999	12.9%	13.2%	12.4%	12.7%	12.9%
\$35,000 - \$49,999	14.9%	10.4%	10.3%	10.5%	11.1%
\$50,000 - \$74,999	17.3%	17.9%	16.6%	16.5%	16.7%
\$75,000 - \$99,999	11.6%	13.0%	13.0%	13.0%	13.2%
\$100,000 - \$124,999	11.5%	9.9%	10.3%	10.3%	10.3%
\$125,000 - \$149,999	9.4%	7.2%	7.4%	7.4%	7.2%
\$150,000+	14.7%	21.0%	22.7%	21.9%	20.7%
BUSINESSES					
Total Businesses	341	4,533	14,802	25,082	25,966
RACE/ETHNICITY					
White/Caucasian	41.5%	42.2%	40.0%	37.3%	35.5%
Black/African American	10.9%	6.8%	11.7%	15.0%	17.8%
Asian/Pacific Islander	3.7%	3.1%	3.8%	4.3%	4.0%
Hispanic/Latino	40.1%	43.7%	40.4%	38.9%	38.3%
Other	3.9%	4.2%	4.1%	4.4%	4.5%