

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	16,982	146,219	343,076	1,108,631	713,425
Total Daytime Population	12,241	117,242	282,754	977,931	635,711

## TOTAL HOUSEHOLD INCOME

Total Households	6,012	49,178	113,449	383,106	240,813
Median Household Income	\$112,018	\$93,236	\$99,147	\$88,333	\$98,892
Average Household Income	\$133,234	\$113,357	\$119,937	\$120,347	\$121,194
Under \$15,000	4.4%	4.1%	4.5%	5.2%	4.7%
\$15,000 - \$34,999	5.5%	8.3%	7.8%	8.9%	8.2%
\$35,000 - \$49,999	13.6%	8.6%	8.2%	8.6%	8.3%
\$50,000 - \$74,999	9.4%	19.7%	16.6%	15.7%	16.0%
\$75,000 - \$99,999	14.0%	16.2%	14.9%	13.6%	14.4%
\$100,000 - \$124,999	12.9%	11.3%	11.8%	10.8%	11.5%
\$125,000 - \$149,999	12.9%	8.5%	9.4%	8.2%	8.8%
\$150,000+	N/A	N/A	N/A	N/A	N/A

## BUSINESSES

Total Businesses	521	2,802	7,128	28,075	16,603
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## RACE/ETHNICITY

White/Caucasian	30.6%	26.8%	27.9%	31.8%	29.8%
Black/African American	15.4%	15.3%	17.6%	15.6%	16.3%
Asian/Pacific Islander	11.0%	11.1%	11.2%	10.6%	11.0%
Hispanic/Latino	40.4%	43.3%	39.3%	38.0%	38.9%
Other	2.7%	3.6%	4.0%	3.9%	4.0%