

FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	27,424	187,931	440,430	1,112,071	565,499
Total Daytime Population	21,909	142,272	351,318	1,223,648	526,347
TOTAL HOUSEHOLD INCOME					
Total Households	9,344	68,668	170,952	457,664	223,821
Median Household Income	\$67,824	\$75,126	\$86,915	\$94,947	\$90,259
Average Household Income	\$83,446	\$90,842	\$106,306	\$119,289	\$111,344
Under \$15,000	8.5%	8.9%	7.6%	7.1%	7.3%
\$15,000 - \$34,999	17.8%	14.3%	12.4%	11.2%	12.2%
\$35,000 - \$49,999	15.4%	12.1%	10.8%	9.5%	10.5%
\$50,000 - \$74,999	17.0%	18.7%	16.6%	15.4%	16.3%
\$75,000 - \$99,999	14.5%	12.9%	13.3%	13.2%	13.2%
\$100,000 - \$124,999	8.0%	9.9%	10.7%	10.4%	10.4%
\$125,000 - \$149,999	6.3%	7.7%	8.0%	8.4%	8.3%
\$150,000+	12.6%	15.7%	20.6%	24.8%	21.9%
BUSINESSES					
Total Businesses	554	4,672	13,141	48,133	21,588
RACE/ETHNICITY					
White/Caucasian	51.9%	56.3%	63.1%	68.5%	64.7%
Black/African American	7.0%	6.7%	5.1%	4.1%	4.7%
Asian/Pacific Islander	14.9%	13.6%	10.2%	7.4%	9.3%
Hispanic/Latino	18.2%	15.3%	13.7%	12.0%	13.4%
Other	8.0%	8.1%	8.0%	8.0%	7.9%