

FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	14,523	85,259	255,545	1,004,248	824,782
Total Daytime Population	13,739	99,751	317,207	1,060,322	914,157
TOTAL HOUSEHOLD INCOME					
Total Households	5,576	30,366	81,632	311,353	256,809
Median Household Income	\$110,978	\$105,864	\$98,328	\$96,610	\$96,452
Average Household Income	\$138,363	\$128,602	\$118,840	\$115,498	\$115,812
Under \$15,000	5.9%	6.1%	6.4%	6.2%	6.2%
\$15,000 - \$34,999	7.6%	10.5%	11.0%	10.9%	10.9%
\$35,000 - \$49,999	7.1%	8.1%	8.4%	8.4%	8.4%
\$50,000 - \$74,999	13.6%	12.3%	14.2%	15.3%	15.3%
\$75,000 - \$99,999	9.6%	12.2%	12.7%	13.4%	13.5%
\$100,000 - \$124,999	12.6%	11.6%	10.9%	11.3%	11.1%
\$125,000 - \$149,999	10.5%	9.5%	8.5%	8.9%	8.8%
\$150,000+	33.0%	29.7%	27.9%	25.8%	25.8%
BUSINESSES					
Total Businesses	591	4,637	11,129	42,091	36,234
RACE/ETHNICITY					
White/Caucasian	47.3%	38.6%	29.9%	21.1%	22.1%
Black/African American	2.4%	4.4%	4.0%	4.0%	4.0%
Asian/Pacific Islander	10.2%	11.8%	11.2%	17.3%	15.9%
Hispanic/Latino	35.1%	40.2%	50.5%	54.1%	54.3%
Other	5.0%	5.0%	4.4%	3.5%	3.6%