

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	17,428	125,647	303,000	968,558	648,848
Total Daytime Population	15,393	102,319	258,698	1,014,456	603,153

TOTAL HOUSEHOLD INCOME

Total Households	6,050	45,609	111,021	387,494	247,568
Median Household Income	\$64,002	\$64,781	\$74,531	\$91,729	\$88,015
Average Household Income	\$78,288	\$82,887	\$91,215	\$113,132	\$107,759
Under \$15,000	8.5%	9.8%	8.4%	7.0%	6.8%
\$15,000 - \$34,999	16.9%	16.3%	13.8%	11.5%	11.5%
\$35,000 - \$49,999	14.6%	13.6%	12.3%	9.7%	10.5%
\$50,000 - \$74,999	18.4%	19.0%	18.6%	16.1%	17.1%
\$75,000 - \$99,999	12.7%	13.4%	13.3%	13.5%	13.9%
\$100,000 - \$124,999	11.2%	9.4%	10.4%	10.8%	10.8%
\$125,000 - \$149,999	5.5%	6.2%	7.4%	8.5%	8.3%
\$150,000+	12.2%	12.3%	15.7%	22.8%	21.2%

BUSINESSES

Total Businesses	577	3,124	8,161	40,866	21,028
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RACE/ETHNICITY

White/Caucasian	43.8%	52.3%	57.8%	66.9%	64.3%
Black/African American	8.8%	7.7%	6.2%	4.3%	4.3%
Asian/Pacific Islander	10.1%	9.0%	10.2%	7.8%	9.2%
Hispanic/Latino	29.5%	22.5%	17.8%	12.8%	13.9%
Other	7.9%	8.5%	8.1%	8.1%	8.2%