

FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	32,124	313,045	795,668	2,188,939	834,397
Total Daytime Population	27,097	359,413	935,602	2,683,909	981,619
TOTAL HOUSEHOLD INCOME					
Total Households	7,927	81,986	217,651	698,629	229,199
Median Household Income	\$99,115	\$89,119	\$90,175	\$108,900	\$89,075
Average Household Income	\$106,711	\$106,044	\$108,471	\$135,199	\$107,485
Under \$15,000	5.1%	7.1%	7.7%	6.4%	7.8%
\$15,000 - \$34,999	12.9%	11.9%	11.9%	9.5%	12.0%
\$35,000 - \$49,999	7.0%	9.1%	9.3%	7.6%	9.3%
\$50,000 - \$74,999	14.0%	16.0%	15.5%	13.2%	15.7%
\$75,000 - \$99,999	13.0%	14.2%	13.9%	12.4%	13.8%
\$100,000 - \$124,999	13.8%	10.9%	10.9%	11.0%	10.9%
\$125,000 - \$149,999	9.6%	8.8%	8.6%	9.0%	8.7%
\$150,000+	24.5%	21.8%	22.2%	30.9%	21.8%
BUSINESSES					
Total Businesses	894	9,108	28,612	92,532	30,568
RACE/ETHNICITY					
White/Caucasian	10.7%	11.7%	15.0%	29.8%	15.0%
Black/African American	0.5%	1.3%	1.3%	1.7%	1.3%
Asian/Pacific Islander	31.8%	29.6%	25.6%	23.5%	25.1%
Hispanic/Latino	54.6%	55.3%	55.5%	40.8%	55.9%
Other	2.4%	2.2%	2.6%	4.2%	2.6%