

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	32,812	311,228	800,271	1,361,263	952,378
Total Daytime Population	27,135	350,054	892,819	1,637,175	1,110,731
TOTAL HOUSEHOLD INCOME					
Total Households	8,106	81,518	218,741	402,048	265,115
Median Household Income	\$103,948	\$103,161	\$103,834	\$110,172	\$104,067
Average Household Income	\$115,973	\$122,045	\$123,560	\$132,228	\$123,965
Under \$15,000	5.4%	6.6%	6.9%	6.5%	6.7%
\$15,000 - \$34,999	12.1%	10.1%	10.2%	9.4%	10.0%
\$35,000 - \$49,999	8.5%	8.4%	8.0%	7.4%	8.1%
\$50,000 - \$74,999	11.5%	13.3%	13.4%	12.7%	13.6%
\$75,000 - \$99,999	12.7%	13.3%	13.1%	12.4%	13.1%
\$100,000 - \$124,999	9.8%	11.4%	11.4%	11.3%	11.4%
\$125,000 - \$149,999	10.2%	8.8%	8.6%	8.8%	8.5%
\$150,000+	29.8%	28.2%	28.4%	31.6%	28.5%
BUSINESSES					
Total Businesses	907	8,735	28,102	59,513	36,527
RACE/ETHNICITY					
White/Caucasian	10.4%	11.3%	14.4%	20.7%	15.5%
Black/African American	0.6%	1.3%	1.3%	1.6%	1.4%
Asian/Pacific Islander	32.7%	30.3%	26.0%	22.9%	24.6%
Hispanic/Latino	53.7%	54.7%	55.6%	51.2%	55.6%
Other	2.6%	2.3%	2.7%	3.6%	2.9%