

FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	8,031	116,975	327,491	1,275,686	2,067,324
Total Daytime Population	58,570	251,713	538,301	1,751,521	2,474,547
TOTAL HOUSEHOLD INCOME					
Total Households	3,375	44,608	136,365	492,842	756,960
Median Household Income	\$85,040	\$100,893	\$106,392	\$105,601	\$106,261
Average Household Income	\$105,457	\$119,928	\$127,897	\$132,329	\$132,678
Under \$15,000	9.0%	6.0%	5.9%	6.2%	6.0%
\$15,000 - \$34,999	17.9%	8.4%	8.5%	10.5%	10.3%
\$35,000 - \$49,999	9.1%	7.9%	7.4%	7.5%	7.8%
\$50,000 - \$74,999	15.8%	14.2%	13.5%	13.6%	13.6%
\$75,000 - \$99,999	6.2%	12.3%	13.8%	12.4%	12.3%
\$100,000 - \$124,999	7.3%	11.6%	12.0%	11.0%	11.0%
\$125,000 - \$149,999	10.1%	10.5%	9.7%	8.7%	8.6%
\$150,000+	24.6%	29.1%	29.3%	30.2%	30.4%
BUSINESSES					
Total Businesses	3,382	8,371	22,082	60,743	83,997
RACE/ETHNICITY					
White/Caucasian	37.1%	46.6%	52.0%	45.6%	43.5%
Black/African American	9.7%	5.8%	4.9%	5.9%	5.4%
Asian/Pacific Islander	20.4%	16.0%	12.6%	15.1%	14.6%
Hispanic/Latino	28.1%	23.9%	23.5%	27.0%	30.4%
Other	4.6%	7.7%	7.0%	6.4%	6.2%