

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
<b>TOTAL POPULATION</b>					
Total Population	71,287	383,960	810,495	1,327,007	772,099
Total Daytime Population	50,096	387,364	759,477	1,245,619	721,493
<b>TOTAL HOUSEHOLD INCOME</b>					
Total Households	25,341	141,249	297,708	488,744	282,984
Median Household Income	\$77,068	\$80,075	\$89,727	\$98,662	\$88,861
Average Household Income	\$94,896	\$100,310	\$114,469	\$126,593	\$113,032
Under \$15,000	12.0%	10.9%	10.2%	9.1%	10.3%
\$15,000 - \$34,999	12.2%	13.5%	12.3%	11.5%	12.5%
\$35,000 - \$49,999	10.4%	10.1%	9.0%	8.7%	9.1%
\$50,000 - \$74,999	17.7%	16.6%	15.7%	14.6%	15.9%
\$75,000 - \$99,999	13.5%	12.9%	12.6%	12.2%	12.6%
\$100,000 - \$124,999	9.3%	10.1%	10.0%	9.9%	9.9%
\$125,000 - \$149,999	7.4%	7.4%	7.3%	7.5%	7.2%
\$150,000+	17.5%	18.6%	22.9%	26.5%	22.4%
<b>BUSINESSES</b>					
Total Businesses	1,199	8,565	17,393	29,994	16,079
<b>RACE/ETHNICITY</b>					
White/Caucasian	17.5%	16.6%	18.9%	24.7%	18.6%
Black/African American	11.0%	27.9%	37.8%	31.1%	38.3%
Asian/Pacific Islander	5.6%	4.5%	6.1%	7.8%	5.5%
Hispanic/Latino	59.6%	43.8%	31.2%	30.9%	31.6%
Other	6.3%	7.2%	6.1%	5.5%	6.0%