

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
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
TOTAL HOUSEHOLD INCOME					
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%
BUSINESSES					
Total Businesses	1,199	8,565	17,393	29,994	16,079
RACE/ETHNICITY					
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%