

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	18,598	140,738	303,021	651,738	788,580
Total Daytime Population	21,951	119,585	255,833	476,745	565,574
TOTAL HOUSEHOLD INCOME					
Total Households	7,126	49,785	101,433	206,595	253,246
Median Household Income	\$80,560	\$108,960	\$115,780	\$109,039	\$108,287
Average Household Income	\$91,496	\$131,576	\$140,584	\$130,235	\$131,514
Under \$15,000	5.8%	4.5%	4.5%	4.4%	4.4%
\$15,000 - \$34,999	12.4%	7.9%	7.5%	7.7%	7.7%
\$35,000 - \$49,999	14.2%	9.4%	7.7%	7.4%	7.3%
\$50,000 - \$74,999	19.0%	15.2%	13.9%	14.1%	14.3%
\$75,000 - \$99,999	14.7%	12.3%	13.3%	13.0%	12.7%
\$100,000 - \$124,999	9.1%	11.7%	11.6%	11.9%	11.3%
\$125,000 - \$149,999	8.0%	10.1%	9.3%	9.7%	9.5%
\$150,000+	16.8%	29.0%	32.2%	31.8%	33.0%
BUSINESSES					
Total Businesses	1,188	4,058	7,774	11,420	13,546
RACE/ETHNICITY					
White/Caucasian	44.2%	40.6%	37.6%	29.1%	30.3%
Black/African American	8.4%	10.3%	11.4%	17.1%	17.7%
Asian/Pacific Islander	5.3%	10.5%	12.1%	14.5%	14.5%
Hispanic/Latino	36.8%	33.3%	33.8%	34.9%	33.0%
Other	5.3%	5.3%	5.0%	4.5%	4.5%