

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
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## 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
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## 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%