

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	18,663	140,570	297,375	1,039,026	845,673
Total Daytime Population	21,950	119,220	251,671	772,028	609,220

TOTAL HOUSEHOLD INCOME

Total Households	7,154	49,720	99,525	339,242	273,756
Median Household Income	\$79,331	\$108,078	\$115,537	\$98,820	\$107,221
Average Household Income	\$92,053	\$132,734	\$140,990	\$126,266	\$130,277
Under \$15,000	8.2%	5.2%	4.8%	4.8%	4.6%
\$15,000 - \$34,999	10.3%	8.2%	7.6%	8.2%	7.9%
\$35,000 - \$49,999	11.2%	8.8%	7.5%	7.8%	7.3%
\$50,000 - \$74,999	19.9%	15.5%	14.4%	14.4%	14.8%
\$75,000 - \$99,999	17.7%	12.5%	12.9%	12.6%	13.0%
\$100,000 - \$124,999	9.2%	10.9%	11.1%	10.9%	11.1%
\$125,000 - \$149,999	7.7%	9.4%	9.3%	9.0%	9.1%
\$150,000+	N/A	N/A	N/A	N/A	N/A

BUSINESSES

Total Businesses	1,186	4,045	7,693	19,076	15,008
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RACE/ETHNICITY

White/Caucasian	45.6%	41.0%	38.1%	30.6%	30.5%
Black/African American	9.2%	9.8%	11.3%	18.1%	17.9%
Asian/Pacific Islander	5.1%	10.1%	12.0%	15.2%	14.4%
Hispanic/Latino	34.7%	33.5%	33.6%	31.9%	32.8%
Other	5.4%	5.6%	5.1%	4.2%	4.5%