

FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	47,162	494,826	1,234,264	3,420,937	1,524,653
Total Daytime Population	32,177	449,068	1,501,085	4,047,875	1,809,884
TOTAL HOUSEHOLD INCOME					
Total Households	17,553	200,512	512,089	1,296,441	614,749
Median Household Income	\$80,609	\$80,235	\$82,088	\$86,890	\$83,427
Average Household Income	\$114,728	\$113,628	\$116,053	\$121,527	\$118,175
Under \$15,000	8.4%	10.8%	11.7%	10.5%	11.5%
\$15,000 - \$34,999	16.0%	15.7%	14.9%	13.9%	14.7%
\$35,000 - \$49,999	12.3%	11.2%	10.1%	9.5%	9.9%
\$50,000 - \$74,999	14.5%	15.3%	14.8%	14.3%	14.6%
\$75,000 - \$99,999	10.8%	11.6%	11.7%	11.8%	11.6%
\$100,000 - \$124,999	7.9%	8.9%	8.9%	9.1%	8.9%
\$125,000 - \$149,999	6.5%	6.1%	6.3%	6.8%	6.5%
\$150,000+	N/A	N/A	N/A	N/A	N/A
BUSINESSES					
Total Businesses	1,809	31,992	99,976	237,295	116,231
RACE/ETHNICITY					
White/Caucasian	16.3%	21.0%	26.2%	27.6%	25.7%
Black/African American	16.7%	14.5%	12.8%	11.1%	13.6%
Asian/Pacific Islander	15.0%	17.3%	13.9%	10.4%	13.3%
Hispanic/Latino	47.5%	42.8%	42.6%	46.7%	42.9%
Other	4.5%	4.4%	4.5%	4.2%	4.5%