

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	45,936	500,224	1,234,006	1,967,692	1,681,408
Total Daytime Population	30,980	445,137	1,485,069	2,241,958	1,987,584
TOTAL HOUSEHOLD INCOME					
Total Households	17,174	202,634	511,650	770,894	672,207
Median Household Income	\$99,571	\$91,414	\$93,535	\$96,394	\$96,530
Average Household Income	\$144,488	\$130,830	\$133,872	\$137,211	\$137,951
Under \$15,000	7.3%	9.9%	10.7%	10.1%	10.2%
\$15,000 - \$34,999	12.7%	13.7%	13.2%	12.9%	12.9%
\$35,000 - \$49,999	9.5%	9.7%	9.0%	8.8%	8.7%
\$50,000 - \$74,999	13.2%	14.3%	13.5%	13.3%	13.3%
\$75,000 - \$99,999	11.6%	11.4%	11.6%	11.4%	11.5%
\$100,000 - \$124,999	7.9%	9.2%	9.1%	9.2%	9.1%
\$125,000 - \$149,999	6.6%	6.9%	6.9%	7.0%	6.9%
\$150,000+	31.1%	24.7%	26.0%	27.5%	27.5%
BUSINESSES					
Total Businesses	1,814	33,117	101,416	148,031	130,437
RACE/ETHNICITY					
White/Caucasian	17.0%	20.6%	25.8%	25.5%	25.1%
Black/African American	16.3%	14.2%	12.6%	13.4%	13.7%
Asian/Pacific Islander	15.3%	17.5%	14.2%	12.0%	13.3%
Hispanic/Latino	46.8%	42.7%	42.5%	44.4%	42.9%
Other	4.5%	5.0%	5.0%	4.8%	5.0%