

FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	8,595	37,977	85,282	290,153	1,015,756
Total Daytime Population	12,717	60,776	141,065	326,161	943,768
TOTAL HOUSEHOLD INCOME					
Total Households	4,276	19,002	40,900	128,687	424,868
Median Household Income	\$138,562	\$126,163	\$114,205	\$97,248	\$85,720
Average Household Income	\$203,534	\$198,373	\$182,263	\$145,785	\$118,208
Under \$15,000	5.7%	5.7%	5.6%	5.9%	7.0%
\$15,000 - \$34,999	6.9%	8.9%	10.1%	11.3%	12.9%
\$35,000 - \$49,999	9.1%	8.6%	8.1%	9.6%	10.6%
\$50,000 - \$74,999	11.3%	12.1%	14.4%	15.9%	17.2%
\$75,000 - \$99,999	13.5%	11.0%	11.2%	12.5%	13.3%
\$100,000 - \$124,999	5.8%	8.4%	9.3%	10.2%	10.4%
\$125,000 - \$149,999	4.8%	5.5%	6.9%	7.3%	7.3%
\$150,000+	N/A	N/A	N/A	N/A	N/A
BUSINESSES					
Total Businesses	958	3,848	8,772	15,456	39,737
RACE/ETHNICITY					
White/Caucasian	82.1%	83.6%	79.2%	68.2%	62.6%
Black/African American	0.8%	1.1%	2.0%	4.7%	7.5%
Asian/Pacific Islander	1.5%	1.5%	2.3%	1.7%	1.7%
Hispanic/Latino	14.2%	11.7%	14.2%	23.0%	25.0%
Other	1.5%	2.0%	2.4%	2.4%	3.1%