

FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	31,672	206,461	475,767	1,026,513	456,726
Total Daytime Population	26,097	205,042	494,367	1,119,669	462,702
TOTAL HOUSEHOLD INCOME					
Total Households	9,481	61,519	145,317	316,293	138,864
Median Household Income	\$80,058	\$78,276	\$88,481	\$99,172	\$88,437
Average Household Income	\$95,710	\$92,252	\$104,306	\$116,982	\$103,701
Under \$15,000	7.1%	7.1%	6.6%	6.0%	6.7%
\$15,000 - \$34,999	14.2%	14.4%	12.4%	10.1%	12.5%
\$35,000 - \$49,999	8.4%	10.6%	9.0%	8.0%	8.8%
\$50,000 - \$74,999	19.9%	18.0%	16.8%	15.1%	16.8%
\$75,000 - \$99,999	14.8%	15.1%	13.6%	13.2%	13.6%
\$100,000 - \$124,999	10.3%	11.1%	11.5%	11.5%	11.5%
\$125,000 - \$149,999	9.6%	7.8%	8.3%	8.9%	8.4%
\$150,000+	15.8%	16.0%	21.8%	27.2%	21.7%
BUSINESSES					
Total Businesses	871	8,632	20,847	43,479	19,152
RACE/ETHNICITY					
White/Caucasian	16.5%	17.7%	20.6%	23.4%	20.3%
Black/African American	3.4%	4.9%	5.0%	5.9%	5.0%
Asian/Pacific Islander	4.4%	7.7%	9.0%	16.0%	9.0%
Hispanic/Latino	72.7%	66.4%	61.7%	50.9%	62.1%
Other	3.0%	3.3%	3.6%	3.9%	3.6%