

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	29,078	305,573	762,287	1,450,488	652,820
Total Daytime Population	32,352	257,055	751,542	1,433,163	663,359

TOTAL HOUSEHOLD INCOME

Total Households	8,444	87,586	218,541	413,061	186,911
Median Household Income	\$91,650	\$96,448	\$102,056	\$99,324	\$99,967
Average Household Income	\$113,468	\$115,564	\$121,975	\$119,672	\$118,881
Under \$15,000	5.9%	6.7%	6.0%	6.6%	6.3%
\$15,000 - \$34,999	10.0%	10.1%	9.7%	10.4%	9.6%
\$35,000 - \$49,999	9.5%	8.8%	8.7%	8.6%	8.8%
\$50,000 - \$74,999	16.9%	15.8%	14.6%	14.6%	15.1%
\$75,000 - \$99,999	16.0%	13.8%	13.4%	13.4%	13.6%
\$100,000 - \$124,999	11.7%	11.3%	11.3%	11.2%	11.4%
\$125,000 - \$149,999	7.8%	8.6%	8.6%	8.5%	8.6%
\$150,000+	22.1%	24.9%	27.8%	26.7%	26.6%

BUSINESSES

Total Businesses	1,256	9,778	27,302	51,452	23,841
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RACE/ETHNICITY

White/Caucasian	7.3%	10.2%	11.3%	10.7%	10.7%
Black/African American	8.5%	10.8%	9.2%	8.4%	9.8%
Asian/Pacific Islander	5.0%	8.8%	9.3%	9.2%	9.0%
Hispanic/Latino	76.7%	66.8%	66.9%	68.6%	67.3%
Other	2.6%	3.5%	3.3%	3.1%	3.3%