

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	36,559	235,380	501,659	845,514	1,126,286
Total Daytime Population	32,037	191,791	429,194	779,221	1,063,137

TOTAL HOUSEHOLD INCOME

Total Households	8,213	59,132	137,068	255,364	366,506
Median Household Income	\$91,170	\$98,675	\$97,301	\$98,288	\$102,865
Average Household Income	\$112,497	\$120,186	\$118,608	\$121,236	\$129,137
Under \$15,000	5.7%	6.5%	7.0%	7.6%	7.2%
\$15,000 - \$34,999	11.6%	10.8%	11.5%	11.6%	11.1%
\$35,000 - \$49,999	9.5%	9.4%	9.3%	8.8%	8.3%
\$50,000 - \$74,999	16.0%	13.8%	14.7%	14.4%	13.6%
\$75,000 - \$99,999	14.7%	12.6%	12.1%	12.4%	12.1%
\$100,000 - \$124,999	10.7%	10.9%	10.2%	10.2%	10.1%
\$125,000 - \$149,999	7.9%	9.2%	8.4%	8.1%	8.1%
\$150,000+	24.0%	26.8%	27.0%	26.9%	29.5%

BUSINESSES

Total Businesses	1,106	6,736	17,186	35,098	53,052
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RACE/ETHNICITY

White/Caucasian	2.4%	8.0%	15.5%	23.3%	29.2%
Black/African American	1.9%	2.8%	2.9%	3.4%	3.9%
Asian/Pacific Islander	1.2%	6.9%	9.4%	9.0%	10.1%
Hispanic/Latino	93.3%	80.6%	69.8%	61.3%	53.2%
Other	1.2%	1.7%	2.4%	3.1%	3.6%