FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	32,104	289,163	581,794	2,249,337	1,965,774
Total Daytime Population	35,050	332,089	752,271	2,354,497	2,041,552
TOTAL HOUSEHOLD INCOME					
Total Households	10,551	102,444	208,480	743,591	656,297
Median Household Income	$106,822	$117,688	$105,276	$90,484	$92,800
Average Household Income	$122,559	$155,811	$136,742	$118,090	$120,408
Under $15,000	3.7%	5.1%	6.6%	8.3%	8.2%
$15,000 - $34,999	8.7%	9.9%	10.7%	12.7%	12.3%
$35,000 - $49,999	9.5%	7.9%	8.6%	9.3%	9.2%
$50,000 - $74,999	15.8%	13.2%	13.8%	14.8%	14.6%
$75,000 - $99,999	12.4%	12.6%	12.6%	12.2%	12.2%
$100,000 - $124,999	12.3%	10.6%	10.4%	10.1%	10.0%
$125,000 - $149,999	8.4%	8.2%	8.0%	7.4%	7.6%
$150,000+	29.2%	32.6%	29.3%	25.2%	25.9%
BUSINESSES					
Total Businesses	1,644	13,849	32,519	92,013	82,688
RACE/ETHNICITY					
White/Caucasian	22.0%	30.1%	24.7%	17.7%	18.3%
Black/African American	7.3%	11.0%	15.3%	16.9%	17.5%
Asian/Pacific Islander	12.7%	14.5%	15.1%	10.2%	10.8%
Hispanic/Latino	53.0%	38.5%	39.3%	50.9%	48.9%
Other	5.1%	5.9%	5.5%	4.4%	4.5%

Source: Advan, 2024.