

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	31,576	283,966	579,449	1,201,137	1,094,383
Total Daytime Population	34,551	328,819	757,114	1,344,035	1,284,877

TOTAL HOUSEHOLD INCOME

Total Households	10,380	100,436	207,467	419,725	379,807
Median Household Income	\$114,523	\$132,441	\$119,215	\$110,656	\$113,158
Average Household Income	\$140,135	\$179,377	\$156,903	\$145,512	\$147,819
Under \$15,000	3.4%	5.0%	6.3%	7.1%	7.1%
\$15,000 - \$34,999	7.8%	7.9%	9.1%	9.8%	9.6%
\$35,000 - \$49,999	7.7%	7.4%	7.6%	7.9%	7.9%
\$50,000 - \$74,999	14.4%	11.3%	12.1%	12.1%	12.2%
\$75,000 - \$99,999	10.7%	11.2%	11.5%	11.3%	11.4%
\$100,000 - \$124,999	10.6%	9.6%	9.8%	9.8%	9.7%
\$125,000 - \$149,999	8.7%	8.1%	7.9%	7.8%	7.9%
\$150,000+	36.7%	39.5%	35.7%	34.1%	34.2%

BUSINESSES

Total Businesses	1,621	13,831	33,462	59,293	54,600
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RACE/ETHNICITY

White/Caucasian	23.1%	29.4%	24.3%	21.1%	20.5%
Black/African American	7.0%	11.0%	15.3%	17.9%	19.4%
Asian/Pacific Islander	12.0%	14.3%	15.0%	13.4%	13.7%
Hispanic/Latino	52.9%	39.0%	39.5%	42.3%	40.9%
Other	4.9%	6.3%	5.9%	5.5%	5.5%