FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	26,822	97,757	232,335	823,924	1,158,883
Total Daytime Population	27,759	282,869	464,404	1,209,811	1,665,885
TOTAL HOUSEHOLD INCOME					
Total Households	12,068	36,273	89,127	332,197	452,503
Median Household Income	$102,065	$111,381	$122,371	$120,241	$115,595
Average Household Income	$123,332	$137,492	$156,955	$153,216	$147,344
Under $15,000	11.8%	8.9%	6.1%	5.4%	5.7%
$15,000 - $34,999	6.2%	7.8%	7.5%	8.0%	9.1%
$35,000 - $49,999	6.7%	6.8%	6.5%	6.4%	6.7%
$50,000 - $74,999	12.3%	12.4%	11.7%	12.1%	12.3%
$75,000 - $99,999	11.7%	11.5%	11.1%	11.8%	11.5%
$100,000 - $124,999	10.0%	9.9%	9.9%	10.9%	10.8%
$125,000 - $149,999	9.3%	8.8%	9.1%	9.0%	8.8%
$150,000+	32.0%	33.9%	38.2%	36.5%	35.1%
BUSINESSES					
Total Businesses	870	8,657	16,727	46,435	59,150
RACE/ETHNICITY					
White/Caucasian	43.8%	49.6%	51.9%	52.5%	49.8%
Black/African American	1.8%	2.0%	2.1%	3.4%	4.3%
Asian/Pacific Islander	36.1%	25.2%	23.1%	19.2%	18.1%
Hispanic/Latino	12.7%	16.9%	16.2%	18.0%	21.1%
Other	5.6%	6.2%	6.6%	6.9%	6.7%