

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	58,822	312,153	661,612	1,215,093	663,487
Total Daytime Population	55,384	384,046	853,319	1,653,578	867,308

## TOTAL HOUSEHOLD INCOME

Total Households	13,697	79,233	190,171	370,433	190,845
Median Household Income	\$79,938	\$106,096	\$116,292	\$123,098	\$116,565
Average Household Income	\$99,248	\$126,831	\$140,920	\$152,834	\$141,498
Under \$15,000	7.8%	5.5%	5.6%	5.6%	5.6%
\$15,000 - \$34,999	13.6%	9.0%	8.3%	8.0%	8.3%
\$35,000 - \$49,999	10.1%	8.1%	7.0%	6.7%	7.0%
\$50,000 - \$74,999	18.4%	14.4%	12.4%	11.8%	12.4%
\$75,000 - \$99,999	14.3%	13.4%	12.7%	11.5%	12.6%
\$100,000 - \$124,999	10.6%	11.8%	11.1%	10.6%	11.1%
\$125,000 - \$149,999	7.6%	9.0%	8.9%	8.6%	8.9%
\$150,000+	17.8%	28.9%	34.1%	37.2%	34.2%

## BUSINESSES

Total Businesses	1,908	13,048	32,242	56,764	33,477
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## RACE/ETHNICITY

White/Caucasian	5.5%	11.5%	18.8%	25.1%	18.9%
Black/African American	0.7%	1.1%	1.4%	1.5%	1.4%
Asian/Pacific Islander	3.8%	8.6%	18.8%	22.3%	18.7%
Hispanic/Latino	89.0%	76.6%	57.7%	47.0%	57.7%
Other	1.0%	2.1%	3.3%	4.1%	3.3%