| FULL YEAR 2026 | 1 MILE RADIUS | 3 MILE RADIUS | 5 MILE RADIUS | 10 MILE RADIUS | 70% TRUE TRADE AREA |
|---|---|---|---|---|---|
| **TOTAL POPULATION** | | | | | |
| Total Population | 18,806 | 115,623 | 287,573 | 1,558,604 | 1,014,693 |
| Total Daytime Population | 17,144 | 127,316 | 344,303 | 1,515,516 | 1,082,032 |
| **TOTAL HOUSEHOLD INCOME** | | | | | |
| Total Households | 7,464 | 43,152 | 107,262 | 586,098 | 401,668 |
| Median Household Income | $90,859 | $85,448 | $100,685 | $75,542 | $91,864 |
| Average Household Income | $117,822 | $116,619 | $153,507 | $120,868 | $126,292 |
| Under $15,000 | 5.5% | 7.0% | 6.4% | 6.9% | 7.0% |
| $15,000 - $34,999 | 12.1% | 13.9% | 11.5% | 12.5% | 12.4% |
| $35,000 - $49,999 | 10.3% | 9.0% | 9.4% | 10.6% | 10.8% |
| $50,000 - $74,999 | 13.4% | 15.7% | 14.4% | 15.9% | 15.8% |
| $75,000 - $99,999 | 14.0% | 12.8% | 12.3% | 12.6% | 12.8% |
| $100,000 - $124,999 | 10.6% | 9.1% | 9.0% | 9.3% | 9.1% |
| $125,000 - $149,999 | 6.7% | 6.5% | 6.2% | 6.6% | 6.5% |
| $150,000+ | N/A | N/A | N/A | N/A | N/A |
| **BUSINESSES** | | | | | |
| Total Businesses | 310 | 4,556 | 11,614 | 53,560 | 37,813 |
| **RACE/ETHNICITY** | | | | | |
| White/Caucasian | 33.7% | 25.7% | 35.3% | 28.3% | 29.8% |
| Black/African American | 8.1% | 6.9% | 8.2% | 16.4% | 16.3% |
| Asian/Pacific Islander | 7.2% | 7.0% | 8.0% | 10.1% | 9.7% |
| Hispanic/Latino | 48.1% | 57.8% | 45.6% | 41.9% | 40.9% |
| Other | 3.0% | 2.5% | 3.1% | 3.3% | 3.3% |

Source: Advan, 2024.