

FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	19,460	86,467	243,605	664,687	607,811
Total Daytime Population	71,489	178,743	316,668	736,393	678,783
TOTAL HOUSEHOLD INCOME					
Total Households	10,123	37,356	97,362	255,463	234,645
Median Household Income	\$71,622	\$89,785	\$90,384	\$90,331	\$89,597
Average Household Income	\$90,318	\$107,583	\$108,448	\$108,919	\$108,207
Under \$15,000	12.8%	8.5%	7.3%	6.6%	6.3%
\$15,000 - \$34,999	15.5%	14.7%	13.4%	12.9%	11.1%
\$35,000 - \$49,999	11.7%	10.8%	11.6%	12.0%	10.2%
\$50,000 - \$74,999	19.9%	16.8%	18.1%	18.8%	16.6%
\$75,000 - \$99,999	12.4%	15.3%	15.9%	16.2%	14.2%
\$100,000 - \$124,999	9.3%	10.3%	11.0%	11.5%	11.7%
\$125,000 - \$149,999	8.1%	9.4%	9.2%	8.6%	8.4%
\$150,000+	10.3%	14.3%	13.6%	13.4%	21.5%
BUSINESSES					
Total Businesses	2,160	5,635	9,248	21,783	19,824
RACE/ETHNICITY					
White/Caucasian	65.7%	65.1%	57.8%	55.6%	55.6%
Black/African American	8.9%	7.7%	9.1%	9.3%	9.3%
Asian/Pacific Islander	4.5%	5.3%	8.7%	9.4%	9.3%
Hispanic/Latino	9.4%	10.3%	12.1%	13.5%	13.6%
Other	11.4%	11.6%	12.4%	12.2%	12.2%