

FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	20,113	104,404	285,082	1,219,885	434,145
Total Daytime Population	13,958	107,031	285,168	1,089,745	414,446
TOTAL HOUSEHOLD INCOME					
Total Households	8,310	39,290	101,697	414,934	153,027
Median Household Income	\$99,602	\$91,309	\$93,174	\$83,778	\$93,000
Average Household Income	\$107,011	\$110,462	\$115,498	\$114,539	\$114,929
Under \$15,000	5.7%	4.8%	5.3%	5.9%	5.4%
\$15,000 - \$34,999	15.0%	10.2%	9.4%	10.2%	9.7%
\$35,000 - \$49,999	9.0%	10.7%	9.9%	9.5%	9.8%
\$50,000 - \$74,999	13.8%	17.4%	17.2%	15.7%	17.1%
\$75,000 - \$99,999	14.7%	15.8%	14.7%	13.6%	14.6%
\$100,000 - \$124,999	10.5%	10.9%	10.9%	10.5%	11.0%
\$125,000 - \$149,999	8.9%	8.1%	8.0%	7.8%	8.0%
\$150,000+	N/A	N/A	N/A	N/A	N/A
BUSINESSES					
Total Businesses	341	3,033	7,995	30,054	11,658
RACE/ETHNICITY					
White/Caucasian	35.4%	30.3%	30.1%	29.1%	29.9%
Black/African American	19.3%	18.4%	15.9%	17.2%	16.2%
Asian/Pacific Islander	8.9%	11.6%	12.2%	9.7%	11.3%
Hispanic/Latino	32.0%	36.0%	38.3%	40.5%	39.2%
Other	4.4%	3.7%	3.6%	3.6%	3.5%