

FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	23,192	208,348	680,511	2,375,062	1,019,400
Total Daytime Population	24,191	207,792	709,760	2,466,266	1,096,377
TOTAL HOUSEHOLD INCOME					
Total Households	8,787	65,509	221,412	744,455	325,921
Median Household Income	\$93,979	\$85,389	\$85,810	\$87,524	\$87,666
Average Household Income	\$122,847	\$103,072	\$102,997	\$106,379	\$105,056
Under \$15,000	9.9%	7.7%	8.4%	7.7%	8.0%
\$15,000 - \$34,999	9.3%	13.2%	13.0%	12.8%	12.5%
\$35,000 - \$49,999	9.8%	10.2%	10.2%	10.0%	9.7%
\$50,000 - \$74,999	16.5%	14.9%	16.0%	15.9%	15.8%
\$75,000 - \$99,999	10.2%	14.6%	13.7%	13.2%	13.6%
\$100,000 - \$124,999	9.3%	10.4%	10.9%	10.8%	11.2%
\$125,000 - \$149,999	5.9%	8.5%	7.8%	7.9%	8.2%
\$150,000+	29.1%	20.4%	20.0%	21.7%	21.0%
BUSINESSES					
Total Businesses	1,646	10,029	27,300	90,978	41,356
RACE/ETHNICITY					
White/Caucasian	30.4%	14.2%	16.8%	15.6%	16.7%
Black/African American	14.8%	15.2%	14.7%	10.9%	13.3%
Asian/Pacific Islander	14.5%	16.7%	12.5%	13.4%	12.4%
Hispanic/Latino	34.6%	48.7%	51.2%	56.3%	53.2%
Other	5.7%	5.2%	4.8%	3.8%	4.5%