

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	20,415	298,171	530,704	934,649	887,950
Total Daytime Population	22,998	328,618	587,036	1,030,493	983,228

TOTAL HOUSEHOLD INCOME

Total Households	6,865	114,071	194,128	314,039	302,747
Median Household Income	\$97,817	\$100,856	\$110,173	\$107,191	\$107,321
Average Household Income	\$118,794	\$126,343	\$136,793	\$132,299	\$132,538
Under \$15,000	7.0%	7.8%	6.7%	6.6%	6.6%
\$15,000 - \$34,999	11.5%	10.2%	9.5%	9.8%	10.1%
\$35,000 - \$49,999	7.5%	8.2%	7.5%	7.9%	7.7%
\$50,000 - \$74,999	12.4%	14.5%	13.4%	13.6%	13.8%
\$75,000 - \$99,999	15.4%	12.9%	12.5%	12.6%	12.4%
\$100,000 - \$124,999	11.6%	11.1%	11.0%	11.0%	10.9%
\$125,000 - \$149,999	8.0%	7.9%	8.6%	8.7%	8.6%
\$150,000+	26.6%	27.3%	30.8%	29.9%	30.0%

BUSINESSES

Total Businesses	1,381	14,510	23,874	39,177	37,822
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RACE/ETHNICITY

White/Caucasian	14.7%	25.1%	27.6%	21.2%	22.4%
Black/African American	11.8%	11.5%	10.8%	12.2%	10.8%
Asian/Pacific Islander	24.5%	13.9%	13.5%	13.5%	14.8%
Hispanic/Latino	44.5%	43.5%	42.1%	48.2%	46.8%
Other	4.5%	5.9%	6.0%	5.0%	5.2%