

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	10,917	94,715	207,295	630,638	519,840
Total Daytime Population	10,030	158,419	251,146	653,941	582,627

## TOTAL HOUSEHOLD INCOME

Total Households	3,981	28,705	69,603	233,626	186,933
Median Household Income	\$67,546	\$80,615	\$84,758	\$85,972	\$86,535
Average Household Income	\$91,005	\$99,570	\$102,573	\$105,992	\$104,802
Under \$15,000	10.0%	7.8%	7.9%	7.2%	7.0%
\$15,000 - \$34,999	20.8%	14.1%	12.7%	13.0%	12.7%
\$35,000 - \$49,999	12.8%	10.7%	10.1%	10.6%	10.3%
\$50,000 - \$74,999	16.0%	16.4%	16.5%	17.0%	16.8%
\$75,000 - \$99,999	9.1%	12.9%	14.4%	14.3%	14.5%
\$100,000 - \$124,999	8.8%	11.2%	10.4%	10.8%	11.0%
\$125,000 - \$149,999	5.7%	8.4%	8.5%	8.1%	8.3%
\$150,000+	N/A	N/A	N/A	N/A	N/A

## BUSINESSES

Total Businesses	215	1,863	5,095	18,125	13,020
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## RACE/ETHNICITY

White/Caucasian	62.7%	54.0%	50.8%	49.0%	49.4%
Black/African American	6.8%	8.6%	8.5%	8.0%	8.0%
Asian/Pacific Islander	6.1%	6.2%	6.0%	5.2%	5.6%
Hispanic/Latino	19.7%	26.7%	30.1%	33.4%	32.5%
Other	4.7%	4.5%	4.6%	4.4%	4.5%