

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	39,307	175,790	464,989	954,657	422,929
Total Daytime Population	21,564	135,282	378,511	772,627	342,145

TOTAL HOUSEHOLD INCOME

Total Households	13,821	57,412	156,679	317,108	142,334
Median Household Income	\$85,555	\$94,993	\$85,994	\$88,183	\$86,316
Average Household Income	\$100,837	\$111,496	\$102,836	\$106,770	\$103,259
Under \$15,000	5.2%	5.7%	8.3%	7.8%	8.3%
\$15,000 - \$34,999	12.3%	10.1%	12.3%	12.7%	12.0%
\$35,000 - \$49,999	11.8%	8.8%	10.0%	9.7%	10.1%
\$50,000 - \$74,999	15.9%	16.4%	16.7%	16.3%	16.8%
\$75,000 - \$99,999	17.6%	14.2%	13.7%	13.6%	13.7%
\$100,000 - \$124,999	9.4%	11.6%	10.9%	10.9%	10.8%
\$125,000 - \$149,999	6.2%	8.6%	7.9%	7.8%	7.9%
\$150,000+	21.6%	24.7%	20.2%	21.1%	20.4%

BUSINESSES

Total Businesses	717	5,176	13,845	28,236	12,646
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RACE/ETHNICITY

White/Caucasian	5.5%	6.6%	6.7%	9.3%	6.6%
Black/African American	7.0%	14.5%	21.8%	24.5%	21.8%
Asian/Pacific Islander	1.1%	2.0%	2.2%	2.4%	2.2%
Hispanic/Latino	84.3%	75.1%	67.2%	61.4%	67.3%
Other	2.1%	2.0%	2.1%	2.5%	2.1%