FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	12,948	110,986	288,403	980,852	577,286
Total Daytime Population	18,562	100,671	259,187	978,948	525,361
TOTAL HOUSEHOLD INCOME					
Total Households	4,918	40,965	109,212	387,203	222,666
Median Household Income	$138,607	$141,462	$134,532	$127,647	$125,690
Average Household Income	$177,439	$173,086	$160,617	$161,715	$153,483
Under $15,000	3.0%	2.8%	3.6%	4.6%	4.2%
$15,000 - $34,999	4.3%	5.8%	6.5%	7.6%	7.5%
$35,000 - $49,999	4.6%	4.6%	5.3%	6.3%	6.2%
$50,000 - $74,999	10.3%	10.2%	11.6%	12.3%	12.4%
$75,000 - $99,999	9.9%	10.4%	11.2%	11.3%	12.0%
$100,000 - $124,999	10.5%	9.4%	10.0%	10.2%	10.5%
$125,000 - $149,999	13.1%	10.4%	10.0%	9.1%	9.6%
$150,000+	44.3%	46.3%	41.8%	38.7%	37.5%
BUSINESSES					
Total Businesses	567	2,401	8,000	29,540	15,676
RACE/ETHNICITY					
White/Caucasian	58.2%	57.9%	59.4%	60.9%	60.0%
Black/African American	1.1%	2.3%	3.1%	4.0%	4.1%
Asian/Pacific Islander	25.1%	23.6%	20.2%	17.5%	18.2%
Hispanic/Latino	9.0%	8.6%	9.3%	9.6%	9.7%
Other	6.6%	7.6%	8.0%	8.0%	8.0%

Source: Advan, 2024.