FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	32,514	199,465	447,259	1,056,852	1,814,304
Total Daytime Population	26,576	216,785	455,036	1,184,366	1,928,104
TOTAL HOUSEHOLD INCOME					
Total Households	9,216	59,066	136,811	333,258	546,657
Median Household Income	$83,819	$80,008	$87,732	$97,810	$100,502
Average Household Income	$98,937	$94,593	$103,927	$117,083	$119,818
Under $15,000	7.0%	7.5%	6.8%	6.1%	5.6%
$15,000 - $34,999	15.8%	14.0%	12.1%	10.4%	9.9%
$35,000 - $49,999	8.6%	10.3%	9.3%	8.3%	8.0%
$50,000 - $74,999	16.3%	17.0%	16.5%	15.4%	14.7%
$75,000 - $99,999	13.4%	13.7%	14.1%	13.3%	13.1%
$100,000 - $124,999	11.3%	10.6%	11.4%	11.3%	11.5%
$125,000 - $149,999	7.9%	8.2%	8.2%	8.7%	9.2%
$150,000+	19.9%	18.7%	21.7%	26.6%	28.1%
BUSINESSES					
Total Businesses	623	9,237	18,076	49,458	76,934
RACE/ETHNICITY					
White/Caucasian	15.6%	17.6%	20.5%	23.4%	21.1%
Black/African American	6.0%	5.2%	4.5%	5.0%	4.7%
Asian/Pacific Islander	9.5%	9.3%	10.0%	17.2%	19.2%
Hispanic/Latino	65.8%	64.3%	61.5%	50.5%	51.4%
Other	3.1%	3.6%	3.4%	3.9%	3.6%

Source: Advan, 2024.