FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	24,401	201,228	534,359	2,286,975	302,749
Total Daytime Population	25,297	220,765	661,590	2,400,764	320,765
TOTAL HOUSEHOLD INCOME					
Total Households	7,679	65,781	174,778	729,521	100,138
Median Household Income	$136,334	$120,727	$110,663	$96,943	$117,599
Average Household Income	$156,803	$143,372	$133,042	$117,018	$138,792
Under $15,000	3.4%	5.1%	5.9%	7.0%	5.6%
$15,000 - $34,999	6.6%	7.8%	9.5%	11.1%	8.5%
$35,000 - $49,999	6.1%	7.1%	7.9%	8.9%	7.2%
$50,000 - $74,999	11.2%	11.7%	12.5%	14.7%	11.8%
$75,000 - $99,999	9.1%	11.4%	11.8%	13.2%	11.4%
$100,000 - $124,999	11.6%	11.6%	11.7%	11.2%	11.7%
$125,000 - $149,999	13.0%	9.4%	9.0%	8.8%	9.3%
$150,000+	39.1%	35.9%	31.9%	25.2%	34.7%
BUSINESSES					
Total Businesses	773	5,667	18,443	85,595	9,054
RACE/ETHNICITY					
White/Caucasian	29.7%	32.8%	31.0%	22.4%	33.9%
Black/African American	3.5%	3.9%	3.9%	5.2%	3.8%
Asian/Pacific Islander	30.5%	28.8%	27.7%	21.4%	28.1%
Hispanic/Latino	31.3%	29.2%	32.3%	47.0%	28.8%
Other	5.1%	5.3%	5.1%	4.0%	5.4%

Source: Advan, 2024.