FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	13,070	75,348	242,205	1,338,169	698,905
Total Daytime Population	13,085	81,764	317,827	1,407,689	774,345
TOTAL HOUSEHOLD INCOME					
Total Households	4,511	24,811	72,446	412,018	214,473
Median Household Income	$94,967	$114,848	$104,622	$102,221	$101,386
Average Household Income	$122,681	$146,031	$126,424	$123,806	$122,499
Under $15,000	5.0%	6.7%	6.5%	6.1%	6.3%
$15,000 - $34,999	10.8%	9.7%	9.7%	9.7%	10.1%
$35,000 - $49,999	7.7%	6.1%	7.8%	8.3%	8.3%
$50,000 - $74,999	16.2%	12.4%	14.3%	14.5%	14.6%
$75,000 - $99,999	12.6%	11.5%	12.9%	12.8%	12.7%
$100,000 - $124,999	8.9%	10.7%	10.6%	10.9%	11.0%
$125,000 - $149,999	8.5%	9.7%	9.0%	9.0%	8.7%
$150,000+	30.4%	33.3%	29.3%	28.8%	28.3%
BUSINESSES					
Total Businesses	890	5,093	10,742	56,381	33,658
RACE/ETHNICITY					
White/Caucasian	11.5%	14.5%	12.6%	21.5%	17.8%
Black/African American	3.9%	3.8%	3.6%	3.1%	3.4%
Asian/Pacific Islander	63.1%	56.5%	41.4%	22.5%	28.4%
Hispanic/Latino	16.0%	21.3%	39.4%	49.5%	47.2%
Other	5.5%	3.9%	3.0%	3.4%	3.1%

Source: Advan, 2024.