

FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
----------------	---------------	---------------	---------------	----------------	---------------------

**TOTAL POPULATION**

Total Population	26,674	161,058	397,249	1,612,721	755,893
Total Daytime Population	26,061	267,814	523,828	1,838,262	921,833

**TOTAL HOUSEHOLD INCOME**

Total Households	9,716	54,374	129,313	497,139	241,633
Median Household Income	\$93,739	\$110,049	\$111,974	\$107,826	\$111,647
Average Household Income	\$115,031	\$138,572	\$137,452	\$132,145	\$136,452
Under \$15,000	10.6%	6.9%	6.0%	6.2%	5.8%
\$15,000 - \$34,999	8.9%	8.7%	8.8%	9.3%	9.0%
\$35,000 - \$49,999	5.5%	7.2%	7.4%	7.8%	7.3%
\$50,000 - \$74,999	15.6%	12.9%	12.7%	13.5%	13.0%
\$75,000 - \$99,999	16.0%	13.1%	12.6%	12.6%	12.4%
\$100,000 - \$124,999	11.1%	10.2%	10.4%	10.9%	10.9%
\$125,000 - \$149,999	9.3%	8.6%	9.2%	9.2%	9.2%
\$150,000+	23.0%	32.5%	33.1%	30.5%	32.4%

**BUSINESSES**

Total Businesses	534	8,044	18,913	66,244	31,021
------------------	-----	-------	--------	--------	--------

**RACE/ETHNICITY**

White/Caucasian	35.0%	37.5%	32.9%	24.9%	29.8%
Black/African American	2.4%	1.9%	1.7%	1.8%	1.8%
Asian/Pacific Islander	16.6%	19.2%	18.3%	24.6%	21.0%
Hispanic/Latino	40.9%	36.6%	43.2%	45.1%	43.6%
Other	5.1%	4.8%	4.0%	3.5%	3.8%

Source: Advan, 2024.