FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	15,911	79,210	197,822	599,955	802,310
Total Daytime Population	12,481	91,672	219,726	586,333	801,832
TOTAL HOUSEHOLD INCOME					
Total Households	5,294	26,523	67,153	201,190	271,069
Median Household Income	$175,211	$167,228	$173,344	$144,910	$141,086
Average Household Income	$195,572	$210,694	$224,498	$191,832	$184,765
Under $15,000	3.9%	4.1%	3.6%	4.6%	4.6%
$15,000 - $34,999	3.8%	4.2%	3.2%	5.9%	6.6%
$35,000 - $49,999	4.0%	3.4%	2.9%	4.8%	5.0%
$50,000 - $74,999	7.1%	8.1%	6.8%	8.8%	9.0%
$75,000 - $99,999	10.0%	7.9%	7.7%	9.1%	9.7%
$100,000 - $124,999	7.1%	8.6%	8.2%	8.9%	9.0%
$125,000 - $149,999	5.6%	7.4%	7.2%	7.9%	8.1%
$150,000+	58.5%	56.4%	60.5%	50.1%	48.0%
BUSINESSES					
Total Businesses	253	3,336	8,396	21,097	27,703
RACE/ETHNICITY					
White/Caucasian	40.3%	38.4%	34.5%	33.1%	32.2%
Black/African American	1.5%	3.3%	2.9%	5.4%	5.7%
Asian/Pacific Islander	35.4%	39.6%	46.7%	33.2%	33.7%
Hispanic/Latino	15.1%	12.2%	9.8%	21.9%	21.9%
Other	7.7%	6.5%	6.1%	6.4%	6.4%

Source: Advan, 2024.