FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	20,368	146,024	266,120	1,000,302	465,997
Total Daytime Population	18,399	154,382	264,629	1,091,860	568,817
TOTAL HOUSEHOLD INCOME					
Total Households	7,564	46,704	85,716	299,539	145,765
Median Household Income	$97,820	$97,321	$100,621	$94,744	$99,720
Average Household Income	$119,160	$118,740	$120,445	$115,097	$120,345
Under $15,000	6.8%	4.9%	5.2%	6.3%	6.0%
$15,000 - $34,999	6.7%	10.0%	10.0%	11.2%	10.1%
$35,000 - $49,999	9.5%	9.0%	8.5%	8.7%	8.3%
$50,000 - $74,999	17.3%	16.3%	15.0%	15.1%	14.6%
$75,000 - $99,999	12.7%	13.2%	13.1%	13.3%	13.5%
$100,000 - $124,999	10.7%	10.8%	11.5%	11.2%	11.7%
$125,000 - $149,999	11.5%	9.2%	9.4%	9.2%	9.3%
$150,000+	24.9%	26.5%	27.3%	25.1%	26.7%
BUSINESSES					
Total Businesses	1,513	5,700	11,527	45,623	20,055
RACE/ETHNICITY					
White/Caucasian	38.8%	27.9%	25.4%	16.8%	21.8%
Black/African American	3.0%	3.0%	2.9%	3.1%	3.1%
Asian/Pacific Islander	11.2%	12.4%	14.0%	21.9%	17.8%
Hispanic/Latino	42.7%	53.0%	53.9%	55.2%	54.0%
Other	4.3%	3.8%	3.7%	3.1%	3.4%

Source: Advan, 2024.