FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	15,524	72,308	210,205	673,021	550,526
Total Daytime Population	25,564	92,056	214,592	573,834	464,609
TOTAL HOUSEHOLD INCOME					
Total Households	6,409	28,579	76,588	235,696	193,533
Median Household Income	$88,514	$104,504	$113,834	$103,445	$115,490
Average Household Income	$102,196	$133,749	$147,286	$138,110	$146,582
Under $15,000	5.5%	4.0%	4.4%	4.7%	4.5%
$15,000 - $34,999	10.7%	8.7%	6.9%	7.9%	7.2%
$35,000 - $49,999	11.0%	7.7%	6.3%	7.3%	6.6%
$50,000 - $74,999	17.0%	15.8%	12.5%	13.4%	13.3%
$75,000 - $99,999	16.9%	13.4%	12.3%	12.4%	12.4%
$100,000 - $124,999	13.8%	12.0%	10.9%	11.1%	11.4%
$125,000 - $149,999	7.8%	8.7%	8.5%	8.4%	8.6%
$150,000+	N/A	N/A	N/A	N/A	N/A
BUSINESSES					
Total Businesses	1,014	3,604	6,380	14,951	12,308
RACE/ETHNICITY					
White/Caucasian	45.9%	53.9%	54.5%	47.2%	49.0%
Black/African American	8.9%	9.3%	9.8%	14.6%	13.5%
Asian/Pacific Islander	7.8%	5.2%	6.1%	6.1%	6.2%
Hispanic/Latino	32.1%	26.0%	24.6%	27.4%	26.5%
Other	5.4%	5.6%	5.0%	4.7%	4.7%

Source: Advan, 2024.