FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	8,485	61,193	170,954	807,053	623,554
Total Daytime Population	5,425	60,382	143,791	751,782	549,754
TOTAL HOUSEHOLD INCOME					
Total Households	2,887	20,585	60,727	316,929	235,944
Median Household Income	$97,195	$114,242	$91,975	$92,572	$86,637
Average Household Income	$114,066	$136,776	$110,623	$114,804	$106,805
Under $15,000	3.6%	3.5%	6.3%	6.7%	7.0%
$15,000 - $34,999	8.2%	7.8%	11.4%	11.3%	11.9%
$35,000 - $49,999	5.7%	7.4%	8.8%	10.3%	11.0%
$50,000 - $74,999	14.6%	12.5%	16.6%	15.9%	16.8%
$75,000 - $99,999	18.0%	14.6%	12.9%	13.2%	13.5%
$100,000 - $124,999	13.1%	10.6%	11.4%	10.5%	10.5%
$125,000 - $149,999	13.2%	11.0%	9.3%	8.4%	8.2%
$150,000+	23.5%	32.8%	23.4%	23.8%	21.2%
BUSINESSES					
Total Businesses	143	2,556	5,762	29,304	19,981
RACE/ETHNICITY					
White/Caucasian	55.6%	68.8%	66.4%	69.1%	66.9%
Black/African American	2.2%	1.4%	2.8%	3.4%	3.7%
Asian/Pacific Islander	25.1%	14.2%	11.2%	7.6%	8.2%
Hispanic/Latino	8.7%	8.5%	12.1%	12.3%	13.5%
Other	8.3%	7.1%	7.4%	7.6%	7.7%

Source: Advan, 2024.