FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	19,319	125,007	313,756	536,043	377,315
Total Daytime Population	21,159	151,699	351,557	604,791	426,050
TOTAL HOUSEHOLD INCOME					
Total Households	6,872	44,672	117,781	198,071	142,110
Median Household Income	$151,529	$141,728	$146,689	$150,464	$147,698
Average Household Income	$184,324	$174,079	$182,923	$191,583	$184,085
Under $15,000	2.0%	4.5%	5.3%	4.9%	4.9%
$15,000 - $34,999	2.8%	4.2%	5.0%	5.0%	4.9%
$35,000 - $49,999	7.4%	6.0%	5.5%	5.2%	5.5%
$50,000 - $74,999	6.5%	9.1%	8.8%	8.5%	8.6%
$75,000 - $99,999	10.5%	10.7%	9.5%	9.0%	9.2%
$100,000 - $124,999	10.3%	11.2%	9.6%	9.5%	9.7%
$125,000 - $149,999	11.3%	8.5%	7.9%	7.8%	8.1%
$150,000+	49.4%	45.8%	48.4%	50.2%	49.1%
BUSINESSES					
Total Businesses	739	7,579	15,568	23,898	17,940
RACE/ETHNICITY					
White/Caucasian	54.5%	47.3%	49.5%	47.6%	49.3%
Black/African American	2.4%	1.8%	1.5%	1.5%	1.5%
Asian/Pacific Islander	15.4%	20.7%	24.8%	27.7%	24.9%
Hispanic/Latino	22.7%	24.6%	18.2%	16.8%	18.0%
Other	5.0%	5.7%	6.1%	6.5%	6.3%

Source: Advan, 2025.