FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	8,101	41,640	99,293	522,769	669,900
Total Daytime Population	9,312	44,240	106,466	541,535	708,978
TOTAL HOUSEHOLD INCOME					
Total Households	3,140	15,170	37,581	193,517	242,375
Median Household Income	$168,717	$179,378	$173,633	$152,758	$147,016
Average Household Income	$237,458	$272,170	$261,891	$209,159	$200,780
Under $15,000	5.9%	3.5%	3.3%	4.4%	4.9%
$15,000 - $34,999	2.8%	3.7%	4.7%	5.4%	5.8%
$35,000 - $49,999	4.4%	3.7%	3.6%	4.8%	5.1%
$50,000 - $74,999	3.3%	4.3%	5.8%	8.2%	8.6%
$75,000 - $99,999	7.7%	6.2%	7.6%	8.5%	8.6%
$100,000 - $124,999	8.9%	7.9%	8.4%	8.9%	8.7%
$125,000 - $149,999	9.4%	6.1%	7.0%	8.0%	7.8%
$150,000+	57.6%	64.6%	59.6%	51.9%	50.5%
BUSINESSES					
Total Businesses	989	2,011	5,105	21,901	26,230
RACE/ETHNICITY					
White/Caucasian	75.4%	71.6%	64.0%	49.7%	45.1%
Black/African American	0.9%	0.9%	1.3%	4.8%	4.9%
Asian/Pacific Islander	9.8%	13.9%	20.6%	25.9%	27.4%
Hispanic/Latino	9.2%	7.7%	8.2%	12.9%	16.0%
Other	4.8%	5.8%	6.0%	6.7%	6.6%

Source: Advan, 2024.