FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	17,404	139,988	374,836	1,085,812	906,372
Total Daytime Population	12,900	123,548	336,878	1,277,912	1,058,639
TOTAL HOUSEHOLD INCOME					
Total Households	6,598	53,971	148,254	449,964	377,511
Median Household Income	$77,607	$90,881	$92,386	$96,976	$95,680
Average Household Income	$93,927	$107,855	$113,868	$123,434	$121,866
Under $15,000	9.1%	7.0%	6.6%	7.1%	7.4%
$15,000 - $34,999	15.2%	11.2%	11.4%	11.3%	11.3%
$35,000 - $49,999	9.7%	9.1%	9.9%	9.5%	9.5%
$50,000 - $74,999	21.8%	17.1%	15.8%	14.8%	14.8%
$75,000 - $99,999	13.3%	13.6%	13.7%	12.6%	12.8%
$100,000 - $124,999	11.7%	11.1%	10.4%	10.5%	10.3%
$125,000 - $149,999	6.7%	8.8%	8.6%	8.4%	8.3%
$150,000+	12.5%	22.1%	23.7%	25.9%	25.7%
BUSINESSES					
Total Businesses	689	5,289	13,795	51,995	43,237
RACE/ETHNICITY					
White/Caucasian	62.5%	68.3%	69.0%	69.6%	69.4%
Black/African American	2.6%	2.6%	3.0%	3.9%	4.0%
Asian/Pacific Islander	8.5%	9.4%	9.3%	7.2%	7.8%
Hispanic/Latino	17.9%	11.8%	11.0%	11.5%	11.0%
Other	8.5%	7.9%	7.7%	7.7%	7.7%

Source: Advan, 2024.