FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	14,476	50,021	117,152	188,779	132,142
Total Daytime Population	15,164	95,271	164,356	286,939	178,952
TOTAL HOUSEHOLD INCOME					
Total Households	5,164	16,633	39,612	67,812	45,495
Median Household Income	$121,346	$124,077	$119,040	$118,944	$119,353
Average Household Income	$151,905	$162,319	$150,740	$157,021	$152,644
Under $15,000	6.0%	6.5%	8.8%	7.9%	8.4%
$15,000 - $34,999	6.4%	7.5%	8.8%	8.8%	8.7%
$35,000 - $49,999	7.0%	6.4%	7.3%	7.9%	7.4%
$50,000 - $74,999	9.5%	10.3%	11.3%	12.1%	11.1%
$75,000 - $99,999	10.5%	10.3%	10.4%	10.4%	10.5%
$100,000 - $124,999	12.0%	10.5%	9.3%	8.8%	9.4%
$125,000 - $149,999	10.3%	10.6%	8.5%	8.2%	8.8%
$150,000+	38.2%	38.0%	35.7%	35.9%	35.8%
BUSINESSES					
Total Businesses	577	2,205	4,258	9,140	4,753
RACE/ETHNICITY					
White/Caucasian	58.0%	53.1%	55.0%	53.9%	54.5%
Black/African American	1.1%	1.3%	1.6%	1.5%	1.6%
Asian/Pacific Islander	7.3%	11.7%	10.5%	8.0%	10.0%
Hispanic/Latino	28.6%	29.4%	27.9%	31.8%	28.9%
Other	5.0%	4.6%	5.1%	4.8%	4.9%

Source: Advan, 2024.