FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	21,390	98,486	224,986	501,157	345,385
Total Daytime Population	20,423	133,865	304,892	881,371	450,380
TOTAL HOUSEHOLD INCOME					
Total Households	8,185	37,409	85,808	180,318	128,431
Median Household Income	$179,364	$165,593	$164,717	$157,512	$161,847
Average Household Income	$240,701	$220,101	$236,380	$249,606	$247,204
Under $15,000	3.3%	4.3%	3.9%	3.7%	3.6%
$15,000 - $34,999	5.5%	5.3%	5.4%	5.6%	5.3%
$35,000 - $49,999	4.1%	4.6%	4.6%	4.9%	4.9%
$50,000 - $74,999	6.1%	6.9%	7.4%	8.5%	8.5%
$75,000 - $99,999	4.3%	6.9%	6.9%	7.8%	7.2%
$100,000 - $124,999	7.3%	7.4%	7.8%	7.8%	7.8%
$125,000 - $149,999	7.0%	7.7%	7.3%	7.2%	7.1%
$150,000+	62.4%	57.0%	56.8%	54.4%	55.6%
BUSINESSES					
Total Businesses	458	4,701	11,620	28,783	17,525
RACE/ETHNICITY					
White/Caucasian	32.6%	36.5%	42.6%	41.5%	43.4%
Black/African American	1.9%	1.7%	1.5%	2.3%	1.6%
Asian/Pacific Islander	51.7%	38.9%	29.7%	25.1%	24.9%
Hispanic/Latino	7.4%	15.4%	18.4%	23.8%	23.0%
Other	6.3%	7.5%	7.7%	7.4%	7.1%

Source: Advan, 2024.