FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	12,344	105,654	224,179	692,235	186,657
Total Daytime Population	6,908	77,220	233,012	761,432	191,504
TOTAL HOUSEHOLD INCOME					
Total Households	3,975	35,162	78,347	248,645	64,757
Median Household Income	$142,096	$107,438	$105,389	$102,380	$105,176
Average Household Income	$168,180	$127,452	$126,085	$123,811	$124,542
Under $15,000	2.6%	4.2%	4.6%	5.1%	4.9%
$15,000 - $34,999	2.7%	7.6%	8.0%	9.7%	8.0%
$35,000 - $49,999	3.4%	7.6%	7.7%	8.3%	7.7%
$50,000 - $74,999	10.8%	16.2%	15.7%	15.4%	16.0%
$75,000 - $99,999	10.2%	13.3%	14.4%	13.6%	13.9%
$100,000 - $124,999	14.4%	12.9%	12.9%	12.1%	13.1%
$125,000 - $149,999	10.4%	10.0%	9.6%	8.8%	9.9%
$150,000+	45.6%	28.2%	27.2%	27.0%	26.5%
BUSINESSES					
Total Businesses	125	1,722	6,077	20,521	5,321
RACE/ETHNICITY					
White/Caucasian	46.5%	42.7%	45.8%	46.6%	44.5%
Black/African American	9.7%	10.6%	9.9%	10.3%	10.4%
Asian/Pacific Islander	27.2%	23.9%	20.7%	17.9%	21.7%
Hispanic/Latino	7.6%	12.9%	13.6%	15.3%	13.2%
Other	9.1%	9.9%	10.1%	10.0%	10.2%

Source: Advan, 2024.