

FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
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TOTAL POPULATION

Total Population	12,439	35,502	73,889	352,991	218,093
Total Daytime Population	13,129	33,830	105,487	398,201	255,044

TOTAL HOUSEHOLD INCOME

Total Households	3,793	11,355	25,145	123,080	75,737
Median Household Income	\$115,444	\$141,821	\$132,829	\$125,838	\$125,291
Average Household Income	\$139,177	\$170,905	\$161,267	\$158,771	\$154,770
Under \$15,000	2.1%	2.7%	3.2%	4.7%	5.2%
\$15,000 - \$34,999	9.0%	5.3%	7.0%	7.7%	7.8%
\$35,000 - \$49,999	5.5%	5.1%	6.0%	6.6%	6.7%
\$50,000 - \$74,999	10.8%	7.9%	8.6%	10.9%	10.2%
\$75,000 - \$99,999	15.2%	10.4%	11.9%	11.5%	11.3%
\$100,000 - \$124,999	12.4%	11.0%	9.9%	10.0%	10.2%
\$125,000 - \$149,999	7.7%	10.2%	8.9%	9.0%	8.9%
\$150,000+	37.3%	47.3%	44.5%	39.7%	39.7%

BUSINESSES

Total Businesses	497	1,104	2,430	14,863	8,452
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RACE/ETHNICITY

White/Caucasian	39.6%	53.6%	59.1%	56.9%	56.7%
Black/African American	1.4%	1.7%	1.8%	1.5%	1.8%
Asian/Pacific Islander	5.6%	7.4%	7.7%	9.3%	9.1%
Hispanic/Latino	49.2%	32.0%	26.0%	27.0%	27.2%
Other	4.1%	5.2%	5.4%	5.3%	5.2%

Source: Advan, 2024.