FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	26,631	120,322	305,530	787,402	680,859
Total Daytime Population	20,585	122,053	326,490	728,071	641,812
TOTAL HOUSEHOLD INCOME					
Total Households	11,438	50,915	119,659	281,753	251,401
Median Household Income	$115,921	$95,075	$90,339	$83,263	$85,975
Average Household Income	$150,724	$121,373	$117,896	$106,608	$113,398
Under $15,000	4.0%	6.9%	7.3%	7.3%	7.3%
$15,000 - $34,999	10.3%	11.6%	12.8%	13.4%	13.4%
$35,000 - $49,999	8.0%	11.0%	10.8%	11.8%	11.7%
$50,000 - $74,999	15.4%	16.3%	16.3%	16.9%	16.7%
$75,000 - $99,999	12.3%	11.2%	12.3%	12.8%	12.8%
$100,000 - $124,999	8.4%	8.9%	9.3%	9.6%	9.6%
$125,000 - $149,999	6.7%	7.4%	6.8%	6.7%	6.6%
$150,000+	34.9%	26.9%	24.6%	21.5%	22.0%
BUSINESSES					
Total Businesses	405	3,480	9,886	20,833	18,938
RACE/ETHNICITY					
White/Caucasian	35.1%	34.9%	28.2%	22.0%	24.8%
Black/African American	21.3%	26.7%	23.7%	20.8%	20.1%
Asian/Pacific Islander	19.1%	11.7%	15.2%	14.7%	14.2%
Hispanic/Latino	20.1%	22.1%	28.9%	39.1%	37.3%
Other	4.4%	4.6%	4.0%	3.5%	3.7%

Source: Advan, 2025.