FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	59,981	310,106	660,548	2,045,626	582,202
Total Daytime Population	58,167	386,748	864,593	2,595,624	756,300
TOTAL HOUSEHOLD INCOME					
Total Households	13,985	79,039	190,149	655,055	163,919
Median Household Income	$70,306	$91,874	$101,773	$111,258	$99,154
Average Household Income	$88,073	$109,761	$122,372	$140,262	$119,001
Under $15,000	9.3%	6.6%	6.4%	6.7%	6.2%
$15,000 - $34,999	16.6%	10.6%	9.9%	9.3%	10.2%
$35,000 - $49,999	13.4%	9.4%	8.3%	7.3%	8.7%
$50,000 - $74,999	18.7%	16.9%	14.6%	12.8%	15.2%
$75,000 - $99,999	12.5%	14.5%	13.6%	12.0%	13.9%
$100,000 - $124,999	9.0%	11.2%	11.3%	10.8%	11.2%
$125,000 - $149,999	7.2%	8.5%	9.2%	8.7%	9.0%
$150,000+	13.4%	22.2%	26.7%	32.2%	25.6%
BUSINESSES					
Total Businesses	2,003	12,981	32,956	92,407	28,081
RACE/ETHNICITY					
White/Caucasian	5.7%	12.2%	19.4%	30.6%	17.8%
Black/African American	0.7%	1.2%	1.3%	1.5%	1.3%
Asian/Pacific Islander	3.5%	8.3%	18.2%	23.8%	15.9%
Hispanic/Latino	88.9%	76.3%	58.0%	39.7%	62.2%
Other	1.2%	2.0%	3.2%	4.3%	2.8%

Source: Advan, 2024.