FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	17,899	145,963	383,587	1,459,491	908,239
Total Daytime Population	16,370	148,543	366,353	1,460,372	859,969
TOTAL HOUSEHOLD INCOME					
Total Households	7,091	57,124	142,819	530,955	328,406
Median Household Income	$98,405	$86,483	$82,785	$65,892	$68,969
Average Household Income	$112,980	$100,589	$99,053	$81,719	$84,021
Under $15,000	5.2%	8.3%	8.2%	11.7%	10.1%
$15,000 - $34,999	12.1%	12.7%	13.9%	18.0%	17.7%
$35,000 - $49,999	12.0%	10.6%	10.7%	11.6%	11.4%
$50,000 - $74,999	15.5%	16.2%	16.1%	16.2%	16.5%
$75,000 - $99,999	10.8%	13.3%	14.3%	12.7%	12.9%
$100,000 - $124,999	9.3%	11.4%	10.8%	9.3%	9.7%
$125,000 - $149,999	10.6%	8.9%	8.3%	7.0%	7.6%
$150,000+	N/A	N/A	N/A	N/A	N/A
BUSINESSES					
Total Businesses	456	4,552	10,345	29,220	17,908
RACE/ETHNICITY					
White/Caucasian	68.0%	66.0%	48.8%	28.3%	33.1%
Black/African American	7.2%	9.6%	23.6%	37.8%	34.2%
Asian/Pacific Islander	3.3%	2.0%	1.7%	2.0%	1.4%
Hispanic/Latino	17.6%	19.0%	23.0%	29.8%	29.0%
Other	4.0%	3.4%	2.9%	2.2%	2.3%

Source: Advan, 2024.