FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	20,543	301,553	538,884	1,896,162	941,211
Total Daytime Population	23,286	332,537	593,794	2,031,568	1,082,936
TOTAL HOUSEHOLD INCOME					
Total Households	6,914	115,168	196,836	615,637	318,590
Median Household Income	$81,544	$84,818	$93,911	$92,867	$93,469
Average Household Income	$103,010	$104,530	$114,225	$112,422	$113,141
Under $15,000	8.6%	8.8%	7.9%	7.3%	7.6%
$15,000 - $34,999	14.6%	13.2%	12.0%	11.8%	12.3%
$35,000 - $49,999	9.3%	10.1%	9.1%	9.4%	9.5%
$50,000 - $74,999	16.0%	16.3%	15.0%	15.2%	15.0%
$75,000 - $99,999	14.7%	12.9%	13.2%	13.0%	13.1%
$100,000 - $124,999	10.3%	10.5%	10.9%	11.2%	11.0%
$125,000 - $149,999	6.4%	7.7%	8.3%	8.3%	8.2%
$150,000+	N/A	N/A	N/A	N/A	N/A
BUSINESSES					
Total Businesses	1,416	14,561	23,492	77,794	38,234
RACE/ETHNICITY					
White/Caucasian	14.1%	26.0%	28.2%	20.3%	22.4%
Black/African American	12.7%	11.8%	11.1%	9.7%	11.2%
Asian/Pacific Islander	23.0%	13.7%	13.4%	16.2%	15.0%
Hispanic/Latino	46.1%	43.1%	41.8%	49.5%	46.6%
Other	4.1%	5.4%	5.5%	4.4%	4.9%

Source: Advan, 2024.