| FULL YEAR 2026 | 1 MILE RADIUS | 3 MILE RADIUS | 5 MILE RADIUS | 10 MILE RADIUS | 70% TRUE TRADE AREA |
|---|---|---|---|---|---|
| **TOTAL POPULATION** | | | | | |
| Total Population | 8,597 | 74,747 | 209,216 | 776,950 | 669,639 |
| Total Daytime Population | 10,815 | 81,156 | 212,025 | 920,394 | 818,404 |
| **TOTAL HOUSEHOLD INCOME** | | | | | |
| Total Households | 3,758 | 29,893 | 86,921 | 313,772 | 270,894 |
| Median Household Income | $145,531 | $139,233 | $117,789 | $79,964 | $98,098 |
| Average Household Income | $190,590 | $180,732 | $149,557 | $112,175 | $122,296 |
| Under $15,000 | 1.6% | 3.0% | 4.4% | 6.4% | 6.2% |
| $15,000 - $34,999 | 4.3% | 5.4% | 8.0% | 11.1% | 10.9% |
| $35,000 - $49,999 | 4.8% | 7.3% | 8.9% | 9.5% | 9.6% |
| $50,000 - $74,999 | 14.2% | 12.4% | 14.3% | 15.8% | 15.7% |
| $75,000 - $99,999 | 12.8% | 10.8% | 12.0% | 13.0% | 12.9% |
| $100,000 - $124,999 | 12.9% | 10.1% | 10.5% | 10.4% | 10.3% |
| $125,000 - $149,999 | 7.1% | 8.6% | 8.1% | 7.5% | 7.6% |
| $150,000+ | N/A | N/A | N/A | N/A | N/A |
| **BUSINESSES** | | | | | |
| Total Businesses | 484 | 3,275 | 7,066 | 25,075 | 22,224 |
| **RACE/ETHNICITY** | | | | | |
| White/Caucasian | 53.9% | 51.8% | 46.3% | 37.4% | 38.1% |
| Black/African American | 6.3% | 3.7% | 4.3% | 5.9% | 5.9% |
| Asian/Pacific Islander | 7.5% | 5.1% | 5.0% | 5.0% | 5.3% |
| Hispanic/Latino | 30.0% | 35.2% | 39.9% | 47.7% | 46.5% |
| Other | 2.4% | 4.1% | 4.4% | 4.0% | 4.1% |

Source: Advan, 2024.