FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	39,254	173,317	453,613	1,463,210	390,570
Total Daytime Population	21,965	136,568	383,151	1,306,700	345,034
TOTAL HOUSEHOLD INCOME					
Total Households	13,808	56,531	152,718	498,427	131,545
Median Household Income	$68,140	$76,374	$70,807	$72,956	$70,681
Average Household Income	$80,080	$91,102	$84,092	$90,077	$83,886
Under $15,000	7.7%	7.1%	10.4%	10.0%	10.2%
$15,000 - $34,999	17.6%	14.2%	14.9%	16.6%	14.6%
$35,000 - $49,999	13.0%	11.2%	12.0%	11.9%	12.4%
$50,000 - $74,999	18.8%	17.6%	18.4%	17.3%	18.2%
$75,000 - $99,999	14.5%	15.8%	14.7%	13.6%	15.0%
$100,000 - $124,999	8.2%	10.7%	10.1%	9.2%	10.1%
$125,000 - $149,999	8.1%	7.8%	6.6%	6.2%	6.7%
$150,000+	N/A	N/A	N/A	N/A	N/A
BUSINESSES					
Total Businesses	747	4,968	13,581	53,686	11,877
RACE/ETHNICITY					
White/Caucasian	5.3%	6.4%	6.7%	13.2%	6.7%
Black/African American	8.6%	14.7%	22.7%	26.1%	22.7%
Asian/Pacific Islander	1.2%	2.1%	2.2%	2.5%	2.1%
Hispanic/Latino	82.8%	75.2%	66.5%	55.7%	66.5%
Other	2.0%	1.6%	2.0%	2.5%	2.0%

Source: Advan, 2024.