FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	26,363	112,425	259,868	861,014	269,586
Total Daytime Population	19,627	116,118	289,963	1,418,882	325,336
TOTAL HOUSEHOLD INCOME					
Total Households	10,872	46,775	103,655	381,950	107,497
Median Household Income	$114,318	$107,999	$107,451	$115,968	$107,378
Average Household Income	$135,942	$133,874	$137,281	$157,463	$138,354
Under $15,000	4.2%	6.2%	6.2%	6.1%	6.2%
$15,000 - $34,999	9.0%	9.3%	9.4%	9.2%	9.3%
$35,000 - $49,999	6.5%	7.8%	7.7%	7.0%	8.0%
$50,000 - $74,999	13.8%	12.9%	13.0%	12.6%	12.9%
$75,000 - $99,999	12.1%	12.2%	11.5%	10.8%	11.5%
$100,000 - $124,999	10.3%	9.9%	10.0%	10.0%	10.0%
$125,000 - $149,999	9.6%	9.2%	9.1%	8.1%	9.0%
$150,000+	N/A	N/A	N/A	N/A	N/A
BUSINESSES					
Total Businesses	605	3,607	9,775	46,103	9,979
RACE/ETHNICITY					
White/Caucasian	54.1%	53.3%	47.8%	52.0%	47.4%
Black/African American	8.3%	8.9%	11.5%	9.0%	11.8%
Asian/Pacific Islander	12.9%	13.3%	18.5%	19.6%	18.7%
Hispanic/Latino	14.1%	15.9%	13.8%	11.0%	13.6%
Other	10.5%	8.6%	8.5%	8.4%	8.5%

Source: Advan, 2024.