

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
----------------	---------------	---------------	---------------	----------------	---------------------

TOTAL POPULATION

Total Population	9,281	28,937	67,174	131,338	616,493
Total Daytime Population	13,533	34,051	69,209	147,711	668,234

TOTAL HOUSEHOLD INCOME

Total Households	3,902	11,412	25,311	50,022	238,466
Median Household Income	\$92,438	\$106,607	\$117,920	\$121,484	\$120,561
Average Household Income	\$146,607	\$146,870	\$155,369	\$158,810	\$152,864
Under \$15,000	4.5%	4.4%	4.4%	4.3%	4.7%
\$15,000 - \$34,999	8.9%	6.8%	7.6%	7.9%	7.9%
\$35,000 - \$49,999	9.4%	7.6%	6.6%	6.4%	6.8%
\$50,000 - \$74,999	16.3%	15.8%	14.2%	13.3%	12.6%
\$75,000 - \$99,999	13.7%	12.1%	11.2%	10.8%	11.7%
\$100,000 - \$124,999	13.9%	12.0%	11.5%	11.3%	10.8%
\$125,000 - \$149,999	8.1%	9.4%	9.7%	9.3%	8.6%
\$150,000+	25.2%	32.0%	34.9%	36.7%	36.8%

BUSINESSES

Total Businesses	407	1,021	2,264	5,666	24,454
------------------	-----	-------	-------	-------	--------

RACE/ETHNICITY

White/Caucasian	65.6%	74.0%	74.3%	73.6%	71.8%
Black/African American	1.2%	1.4%	1.0%	0.9%	1.3%
Asian/Pacific Islander	6.0%	4.4%	3.3%	3.9%	5.2%
Hispanic/Latino	19.1%	12.8%	14.5%	13.9%	14.0%
Other	8.0%	7.5%	7.0%	7.7%	7.7%

Source: Advan, 2025.