FULL YEAR 2026	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	9,193	29,990	73,375	358,530	782,467
Total Daytime Population	13,526	36,949	76,341	430,652	887,042
TOTAL HOUSEHOLD INCOME					
Total Households	3,864	11,824	27,502	138,971	304,807
Median Household Income	$75,651	$95,359	$105,539	$107,677	$103,012
Average Household Income	$97,096	$124,195	$135,747	$136,846	$130,150
Under $15,000	8.3%	6.0%	5.5%	5.5%	5.6%
$15,000 - $34,999	13.1%	10.0%	10.4%	9.5%	10.3%
$35,000 - $49,999	10.6%	9.8%	8.5%	7.7%	8.4%
$50,000 - $74,999	18.2%	16.6%	15.5%	14.0%	14.7%
$75,000 - $99,999	12.3%	9.7%	10.2%	12.0%	12.4%
$100,000 - $124,999	12.5%	13.2%	13.8%	11.8%	11.3%
$125,000 - $149,999	7.5%	9.5%	8.5%	8.5%	8.4%
$150,000+	17.3%	25.1%	27.8%	31.0%	28.8%
BUSINESSES					
Total Businesses	415	1,206	2,509	15,742	32,893
RACE/ETHNICITY					
White/Caucasian	66.9%	74.7%	74.7%	75.3%	71.9%
Black/African American	2.0%	1.5%	0.9%	1.1%	1.5%
Asian/Pacific Islander	5.3%	4.3%	3.3%	5.1%	5.3%
Hispanic/Latino	17.7%	12.2%	14.4%	11.3%	14.3%
Other	8.1%	7.3%	6.7%	7.1%	7.0%

Source: Advan, 2024.