

Full Year 2025	1-mile Radius	3-mile Radius	5-mile Radius	10-mile Radius	70% True Trade Area
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### TOTAL POPULATION

Total Population	2,500	87,495	195,092	508,498	252,685
Total Daytime Population	1,930	52,604	130,329	480,055	195,017

### TOTAL HOUSEHOLD INCOME

Total Households	846	28,166	66,207	180,222	86,495
Median Household Income	\$91,341	\$104,438	\$99,258	\$91,963	\$95,482
Average Household Income	\$96,661	\$118,451	\$115,078	\$107,677	\$110,440
Under \$15,000	17.3%	4.4%	4.1%	5.2%	4.8%
\$15,000 — \$34,999	4.0%	5.4%	7.8%	9.8%	9.0%
\$35,000 — \$49,999	11.2%	6.9%	8.1%	9.5%	8.3%
\$50,000 — \$74,999	10.1%	14.0%	15.4%	16.9%	15.8%
\$75,000 — \$99,999	11.5%	18.4%	16.5%	15.3%	16.0%
\$100,000 — \$124,999	17.0%	13.0%	12.9%	12.6%	13.2%
\$125,000 — \$149,999	12.4%	12.9%	11.3%	9.8%	10.2%
\$150,000+	16.6%	25.0%	23.9%	21.0%	22.8%

### BUSINESSES

Total Businesses	61	678	2,798	10,970	3,984
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### RACE/ETHNICITY

White/Caucasian	67.8%	56.8%	59.7%	58.4%	60.2%
Black/African American	2.4%	8.3%	6.9%	7.5%	6.9%
Asian/Pacific Islander	3.2%	6.8%	6.3%	7.2%	6.2%
Hispanic/Latino	13.4%	14.1%	13.1%	14.0%	13.1%
Other	13.2%	14.0%	13.9%	12.9%	13.5%

Source: Advan, 2024.