

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	12,948	110,986	288,403	980,852	577,286
Total Daytime Population	18,562	100,671	259,187	978,948	525,361

TOTAL HOUSEHOLD INCOME

Total Households	4,918	40,965	109,212	387,203	222,666
Median Household Income	\$138,607	\$141,462	\$134,532	\$127,647	\$125,690
Average Household Income	\$177,439	\$173,086	\$160,617	\$161,715	\$153,483
Under \$15,000	3.0%	2.8%	3.6%	4.6%	4.2%
\$15,000 — \$34,999	4.3%	5.8%	6.5%	7.6%	7.5%
\$35,000 — \$49,999	4.6%	4.6%	5.3%	6.3%	6.2%
\$50,000 — \$74,999	10.3%	10.2%	11.6%	12.3%	12.4%
\$75,000 — \$99,999	9.9%	10.4%	11.2%	11.3%	12.0%
\$100,000 — \$124,999	10.5%	9.4%	10.0%	10.2%	10.5%
\$125,000 — \$149,999	13.1%	10.4%	10.0%	9.1%	9.6%
\$150,000+	44.3%	46.3%	41.8%	38.7%	37.5%

BUSINESSES

Total Businesses	567	2,401	8,000	29,540	15,676
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RACE/ETHNICITY

White/Caucasian	58.2%	57.9%	59.4%	60.9%	60.0%
Black/African American	1.1%	2.3%	3.1%	4.0%	4.1%
Asian/Pacific Islander	25.1%	23.6%	20.2%	17.5%	18.2%
Hispanic/Latino	9.0%	8.6%	9.3%	9.6%	9.7%
Other	6.6%	7.6%	8.0%	8.0%	8.0%

Source: Advan, 2024.