

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	15,798	42,141	71,573	122,019	121,694
Total Daytime Population	15,095	81,301	117,621	169,866	168,253

TOTAL HOUSEHOLD INCOME

Total Households	5,273	17,772	29,432	47,118	47,105
Median Household Income	\$112,618	\$115,187	\$113,957	\$108,745	\$111,021
Average Household Income	\$138,122	\$153,307	\$150,080	\$144,414	\$147,268
Under \$15,000	5.2%	4.6%	4.3%	4.8%	4.7%
\$15,000 — \$34,999	8.2%	8.2%	9.9%	10.9%	10.9%
\$35,000 — \$49,999	5.6%	7.6%	8.1%	8.5%	8.5%
\$50,000 — \$74,999	12.6%	13.3%	12.9%	12.6%	12.6%
\$75,000 — \$99,999	12.7%	13.3%	13.3%	14.0%	13.8%
\$100,000 — \$124,999	9.9%	10.0%	9.9%	9.8%	9.7%
\$125,000 — \$149,999	11.8%	9.3%	8.9%	8.6%	8.6%
\$150,000+	34.0%	33.9%	32.9%	30.9%	31.2%

BUSINESSES

Total Businesses	537	3,059	4,910	6,578	6,583
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RACE/ETHNICITY

White/Caucasian	68.2%	70.4%	62.4%	53.9%	53.7%
Black/African American	2.8%	2.1%	2.0%	3.6%	3.6%
Asian/Pacific Islander	7.0%	7.8%	7.5%	9.4%	9.5%
Hispanic/Latino	15.3%	13.6%	22.2%	25.5%	25.6%
Other	6.6%	6.1%	6.0%	7.5%	7.6%

Source: Advan, 2024.