

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	25,586	104,182	272,936	1,005,844	437,389
Total Daytime Population	32,649	186,229	400,748	1,527,339	582,034

TOTAL HOUSEHOLD INCOME

Total Households	10,612	42,157	108,675	420,700	171,702
Median Household Income	\$130,068	\$148,395	\$158,933	\$141,072	\$161,254
Average Household Income	\$172,833	\$199,724	\$227,432	\$196,130	\$234,121
Under \$15,000	6.5%	4.8%	4.3%	5.4%	3.8%
\$15,000 — \$34,999	7.6%	6.8%	5.2%	7.2%	5.5%
\$35,000 — \$49,999	6.0%	4.4%	4.0%	5.3%	4.0%
\$50,000 — \$74,999	8.3%	7.6%	7.9%	9.8%	7.9%
\$75,000 — \$99,999	11.6%	8.4%	8.1%	9.4%	8.1%
\$100,000 — \$124,999	10.3%	8.5%	8.5%	8.9%	8.1%
\$125,000 — \$149,999	8.0%	9.5%	9.1%	8.1%	8.5%
\$150,000+	41.7%	50.1%	52.9%	46.0%	54.2%

BUSINESSES

Total Businesses	1,138	6,219	12,455	48,362	17,677
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RACE/ETHNICITY

White/Caucasian	36.2%	44.4%	48.3%	53.3%	51.1%
Black/African American	4.3%	2.8%	2.1%	4.7%	1.9%
Asian/Pacific Islander	42.0%	39.0%	36.9%	26.9%	34.2%
Hispanic/Latino	12.4%	8.2%	6.8%	7.6%	6.5%
Other	5.0%	5.6%	5.9%	7.4%	6.3%

Source: Advan, 2024.