

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	18,505	170,445	323,760	927,950	669,400
Total Daytime Population	14,605	209,399	363,041	975,735	736,385

TOTAL HOUSEHOLD INCOME

Total Households	6,553	61,462	114,050	324,144	236,912
Median Household Income	\$133,661	\$106,320	\$107,355	\$108,605	\$110,744
Average Household Income	\$156,663	\$134,225	\$138,466	\$142,385	\$144,518
Under \$15,000	4.7%	6.5%	6.2%	6.8%	6.6%
\$15,000 — \$34,999	6.6%	10.8%	10.8%	10.5%	10.2%
\$35,000 — \$49,999	4.9%	7.4%	8.0%	7.8%	7.7%
\$50,000 — \$74,999	12.5%	12.6%	12.9%	12.8%	12.8%
\$75,000 — \$99,999	12.3%	12.5%	11.9%	11.4%	11.4%
\$100,000 — \$124,999	9.5%	9.7%	10.0%	10.0%	9.9%
\$125,000 — \$149,999	6.8%	8.2%	7.9%	8.2%	8.3%
\$150,000+	42.7%	32.4%	32.2%	32.5%	33.0%

BUSINESSES

Total Businesses	668	12,164	22,391	58,700	44,496
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RACE/ETHNICITY

White/Caucasian	53.3%	43.8%	42.9%	43.5%	45.1%
Black/African American	4.4%	4.7%	4.4%	4.0%	4.2%
Asian/Pacific Islander	17.3%	14.0%	13.8%	13.2%	14.0%
Hispanic/Latino	19.1%	32.2%	33.8%	34.5%	31.7%
Other	5.9%	5.3%	5.1%	4.9%	5.1%

Source: Advan, 2024.