

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	8,578	44,251	75,181	311,319	206,757
Total Daytime Population	10,140	30,894	57,337	250,012	154,299

TOTAL HOUSEHOLD INCOME

Total Households	2,625	14,853	25,838	107,444	69,983
Median Household Income	\$139,698	\$135,994	\$131,234	\$114,057	\$121,431
Average Household Income	\$159,406	\$157,534	\$155,479	\$135,645	\$144,183
Under \$15,000	1.7%	2.9%	3.3%	4.1%	3.9%
\$15,000 — \$34,999	2.5%	4.9%	4.9%	6.8%	5.4%
\$35,000 — \$49,999	4.4%	5.0%	5.8%	6.9%	6.0%
\$50,000 — \$74,999	9.8%	10.6%	9.9%	14.1%	12.6%
\$75,000 — \$99,999	9.9%	10.0%	11.6%	13.5%	12.9%
\$100,000 — \$124,999	13.8%	12.2%	12.9%	12.9%	12.5%
\$125,000 — \$149,999	12.6%	10.3%	10.2%	9.5%	10.5%
\$150,000+	45.4%	44.3%	41.3%	32.1%	36.3%

BUSINESSES

Total Businesses	219	740	1,396	5,513	3,219
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RACE/ETHNICITY

White/Caucasian	71.6%	72.4%	72.2%	55.5%	60.3%
Black/African American	1.8%	2.6%	2.6%	6.9%	5.7%
Asian/Pacific Islander	10.7%	9.1%	8.4%	16.0%	15.1%
Hispanic/Latino	6.7%	7.4%	8.7%	11.6%	10.1%
Other	9.2%	8.5%	8.1%	9.9%	8.8%

Source: Advan, 2024.