

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	2,849	45,103	93,995	234,200	361,775
Total Daytime Population	3,188	44,247	78,000	223,036	341,979

TOTAL HOUSEHOLD INCOME

Total Households	1,012	16,093	33,430	86,042	134,735
Median Household Income	\$99,295	\$96,166	\$98,473	\$100,118	\$99,793
Average Household Income	\$129,001	\$110,725	\$112,884	\$118,264	\$118,354
Under \$15,000	1.2%	4.2%	5.0%	4.8%	5.2%
\$15,000 — \$34,999	6.3%	9.4%	8.7%	9.1%	9.4%
\$35,000 — \$49,999	4.0%	8.8%	8.9%	7.7%	8.2%
\$50,000 — \$74,999	17.7%	16.3%	15.1%	15.0%	15.0%
\$75,000 — \$99,999	21.5%	16.4%	15.0%	14.3%	14.1%
\$100,000 — \$124,999	14.5%	13.8%	13.7%	13.8%	13.0%
\$125,000 — \$149,999	5.9%	8.6%	9.9%	9.6%	9.6%
\$150,000+	28.9%	22.6%	23.7%	25.8%	25.5%

BUSINESSES

Total Businesses	101	1,400	2,530	7,137	10,442
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RACE/ETHNICITY

White/Caucasian	72.6%	66.3%	67.6%	72.2%	70.9%
Black/African American	1.5%	1.5%	1.8%	1.9%	2.4%
Asian/Pacific Islander	3.5%	6.3%	6.0%	4.9%	5.9%
Hispanic/Latino	9.9%	15.5%	13.9%	11.3%	11.8%
Other	12.4%	10.4%	10.6%	9.7%	9.0%

Source: Advan, 2024.