

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	11,217	113,945	324,738	1,069,846	1,039,951
Total Daytime Population	19,484	109,954	295,075	1,118,836	1,088,034

TOTAL HOUSEHOLD INCOME

Total Households	3,526	34,054	95,606	328,256	318,044
Median Household Income	\$119,120	\$101,322	\$92,927	\$103,849	\$103,431
Average Household Income	\$137,837	\$116,855	\$110,299	\$123,824	\$123,374
Under \$15,000	5.9%	5.8%	6.8%	5.9%	6.0%
\$15,000 — \$34,999	5.7%	8.3%	10.7%	9.9%	10.0%
\$35,000 — \$49,999	5.2%	8.5%	8.8%	7.8%	7.8%
\$50,000 — \$74,999	13.3%	17.0%	16.3%	14.3%	14.3%
\$75,000 — \$99,999	7.8%	12.0%	13.0%	12.6%	12.6%
\$100,000 — \$124,999	12.1%	12.4%	11.3%	11.2%	11.2%
\$125,000 — \$149,999	11.4%	8.7%	8.3%	8.6%	8.7%
\$150,000+	38.7%	27.2%	24.9%	29.7%	29.4%

BUSINESSES

Total Businesses	954	4,904	11,523	44,009	42,352
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RACE/ETHNICITY

White/Caucasian	23.1%	18.2%	15.3%	22.4%	22.0%
Black/African American	3.3%	3.4%	4.3%	4.6%	4.6%
Asian/Pacific Islander	37.7%	22.7%	21.4%	21.9%	21.9%
Hispanic/Latino	32.5%	52.7%	56.0%	47.3%	47.6%
Other	3.4%	3.0%	3.0%	3.8%	3.8%

Source: Advan, 2024.