

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	8,253	89,456	205,186	566,635	305,842
Total Daytime Population	4,930	65,260	189,228	580,608	271,925

TOTAL HOUSEHOLD INCOME

Total Households	2,596	30,556	76,076	215,735	113,193
Median Household Income	\$103,729	\$92,705	\$88,643	\$92,380	\$94,287
Average Household Income	\$117,165	\$108,199	\$106,661	\$111,418	\$114,047
Under \$15,000	1.2%	3.4%	5.2%	5.8%	5.2%
\$15,000 — \$34,999	7.0%	10.2%	10.6%	10.7%	10.0%
\$35,000 — \$49,999	8.9%	9.4%	9.2%	9.4%	9.0%
\$50,000 — \$74,999	15.2%	16.8%	18.7%	16.7%	17.4%
\$75,000 — \$99,999	18.0%	17.2%	16.5%	14.7%	15.5%
\$100,000 — \$124,999	15.8%	12.4%	11.9%	11.7%	11.8%
\$125,000 — \$149,999	14.5%	9.7%	8.4%	8.9%	9.0%
\$150,000+	19.4%	21.0%	19.4%	22.1%	22.1%

BUSINESSES

Total Businesses	201	1,818	6,269	19,921	8,580
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RACE/ETHNICITY

White/Caucasian	67.9%	69.0%	69.4%	70.0%	70.2%
Black/African American	2.6%	2.4%	2.4%	3.6%	2.4%
Asian/Pacific Islander	8.4%	6.4%	6.3%	5.8%	6.2%
Hispanic/Latino	10.8%	12.6%	12.8%	12.2%	12.8%
Other	10.4%	9.6%	9.1%	8.3%	8.5%

Source: Advan, 2024.