

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	12,344	105,654	224,179	692,235	186,657
Total Daytime Population	6,908	77,220	233,012	761,432	191,504

TOTAL HOUSEHOLD INCOME

Total Households	3,975	35,162	78,347	248,645	64,757
Median Household Income	\$142,096	\$107,438	\$105,389	\$102,380	\$105,176
Average Household Income	\$168,180	\$127,452	\$126,085	\$123,811	\$124,542
Under \$15,000	2.6%	4.2%	4.6%	5.1%	4.9%
\$15,000 — \$34,999	2.7%	7.6%	8.0%	9.7%	8.0%
\$35,000 — \$49,999	3.4%	7.6%	7.7%	8.3%	7.7%
\$50,000 — \$74,999	10.8%	16.2%	15.7%	15.4%	16.0%
\$75,000 — \$99,999	10.2%	13.3%	14.4%	13.6%	13.9%
\$100,000 — \$124,999	14.4%	12.9%	12.9%	12.1%	13.1%
\$125,000 — \$149,999	10.4%	10.0%	9.6%	8.8%	9.9%
\$150,000+	45.6%	28.2%	27.2%	27.0%	26.5%

BUSINESSES

Total Businesses	125	1,722	6,077	20,521	5,321
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RACE/ETHNICITY

White/Caucasian	46.5%	42.7%	45.8%	46.6%	44.5%
Black/African American	9.7%	10.6%	9.9%	10.3%	10.4%
Asian/Pacific Islander	27.2%	23.9%	20.7%	17.9%	21.7%
Hispanic/Latino	7.6%	12.9%	13.6%	15.3%	13.2%
Other	9.1%	9.9%	10.1%	10.0%	10.2%

Source: Advan, 2024.