

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	8,807	54,921	87,598	126,155	349,749
Total Daytime Population	45,713	100,541	133,873	172,105	412,194

TOTAL HOUSEHOLD INCOME

Total Households	4,508	22,712	35,320	48,505	110,934
Median Household Income	\$110,523	\$111,066	\$111,506	\$111,467	\$100,144
Average Household Income	\$141,237	\$143,022	\$147,428	\$146,468	\$127,150
Under \$15,000	4.4%	4.6%	4.6%	4.6%	4.9%
\$15,000 — \$34,999	8.9%	10.0%	10.2%	10.8%	10.9%
\$35,000 — \$49,999	10.3%	7.5%	8.2%	8.4%	8.7%
\$50,000 — \$74,999	11.7%	12.7%	12.6%	12.3%	14.2%
\$75,000 — \$99,999	12.5%	13.1%	13.1%	13.9%	14.3%
\$100,000 — \$124,999	10.0%	10.1%	9.9%	9.8%	11.3%
\$125,000 — \$149,999	9.9%	9.1%	8.9%	8.6%	8.3%
\$150,000+	32.3%	33.0%	32.5%	31.5%	27.4%

BUSINESSES

Total Businesses	1,576	4,161	5,524	6,638	13,654
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RACE/ETHNICITY

White/Caucasian	65.9%	63.5%	58.3%	53.5%	31.8%
Black/African American	2.3%	2.3%	2.9%	3.6%	1.9%
Asian/Pacific Islander	8.1%	7.3%	7.9%	9.6%	6.6%
Hispanic/Latino	16.3%	20.6%	24.3%	25.4%	55.0%
Other	7.4%	6.3%	6.6%	7.8%	4.6%

Source: Advan, 2024.