

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	20,776	137,073	317,769	771,751	427,430
Total Daytime Population	16,846	126,000	293,608	733,650	389,231

### TOTAL HOUSEHOLD INCOME

Total Households	8,126	52,506	123,644	301,424	164,286
Median Household Income	\$93,001	\$107,458	\$112,292	\$119,929	\$115,846
Average Household Income	\$105,612	\$129,359	\$136,648	\$146,120	\$141,495
Under \$15,000	9.6%	5.9%	5.0%	4.8%	4.8%
\$15,000 — \$34,999	11.3%	9.2%	8.2%	8.2%	8.5%
\$35,000 — \$49,999	7.1%	7.6%	7.0%	6.8%	7.0%
\$50,000 — \$74,999	13.0%	13.4%	14.8%	13.3%	14.3%
\$75,000 — \$99,999	14.2%	13.2%	12.4%	12.2%	12.5%
\$100,000 — \$124,999	13.1%	11.8%	11.6%	10.6%	11.0%
\$125,000 — \$149,999	11.5%	9.4%	9.7%	9.5%	9.5%
\$150,000+	20.3%	29.5%	31.3%	34.7%	32.6%

### BUSINESSES

Total Businesses	459	4,045	8,736	21,445	11,218
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### RACE/ETHNICITY

White/Caucasian	51.1%	53.9%	57.7%	60.4%	57.0%
Black/African American	6.3%	6.3%	5.3%	4.6%	5.1%
Asian/Pacific Islander	18.9%	18.9%	16.9%	16.4%	18.2%
Hispanic/Latino	15.6%	12.7%	11.6%	10.4%	11.4%
Other	8.0%	8.3%	8.5%	8.2%	8.3%

Source: Advan, 2024.