

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	18,400	88,300	174,300	330,100	381,287
Total Daytime Population	15,200	86,400	182,200	308,500	347,223

TOTAL HOUSEHOLD INCOME

Total Households	6,500	29,800	55,700	103,800	119,794
Median Household Income	\$93,800	\$110,900	\$114,900	\$116,900	\$114,132
Average Household Income	\$103,200	\$124,900	\$135,400	\$140,600	\$137,703
Under \$15,000	5.1%	4.8%	4.4%	4.3%	4.36%
\$15,000 — \$34,999	10.2%	7.4%	6.3%	6.2%	6.51%
\$35,000 — \$49,999	6.3%	6.5%	6.0%	5.8%	6.11%
\$50,000 — \$74,999	19.1%	14.6%	13.2%	13.0%	13.29%
\$75,000 — \$99,999	15.1%	12.7%	14.1%	13.6%	13.47%
\$100,000 — \$124,999	15.1%	13.2%	13.0%	13.4%	13.24%
\$125,000 — \$149,999	11.5%	11.3%	10.6%	10.9%	10.69%
\$150,000+	17.7%	29.5%	32.4%	32.9%	32.32%

BUSINESSES

Total Businesses	346	4,100	9,000	12,900	13,852
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RACE/ETHNICITY

White/Caucasian	50.5%	50.3%	48.2%	47.5%	7.29%
Black/African American	3.6%	4.3%	4.5%	5.1%	5%
Asian/Pacific Islander	7.0%	10.1%	12.1%	10.3%	9.68%
Hispanic/Latino	33.0%	28.8%	28.2%	29.7%	30.90%
Other	5.8%	6.5%	7.0%	7.4%	47.14%

Source: Advan, 2024.