

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	11,388	79,898	143,343	356,704	182,091
Total Daytime Population	13,040	90,865	168,409	409,928	206,795

### TOTAL HOUSEHOLD INCOME

Total Households	3,623	29,121	52,874	127,036	66,184
Median Household Income	\$127,760	\$118,625	\$133,535	\$131,824	\$135,684
Average Household Income	\$147,747	\$147,770	\$168,831	\$171,661	\$171,810
Under \$15,000	5.2%	6.7%	5.7%	4.7%	5.2%
\$15,000 — \$34,999	6.4%	8.1%	6.8%	7.2%	6.6%
\$35,000 — \$49,999	7.7%	7.0%	6.2%	6.2%	6.3%
\$50,000 — \$74,999	11.9%	11.4%	10.2%	10.3%	9.9%
\$75,000 — \$99,999	11.7%	11.3%	10.3%	10.9%	10.3%
\$100,000 — \$124,999	11.1%	9.7%	9.0%	9.7%	9.2%
\$125,000 — \$149,999	9.4%	8.7%	8.4%	8.8%	8.5%
\$150,000+	36.6%	37.3%	43.5%	42.3%	43.9%

### BUSINESSES

Total Businesses	678	3,852	8,375	17,386	10,048
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### RACE/ETHNICITY

White/Caucasian	62.4%	60.6%	64.1%	60.5%	63.2%
Black/African American	1.5%	1.9%	1.6%	1.6%	1.6%
Asian/Pacific Islander	4.7%	8.4%	9.4%	9.8%	9.2%
Hispanic/Latino	26.2%	24.0%	19.4%	22.8%	20.5%
Other	5.3%	5.2%	5.5%	5.4%	5.6%

Source: Advan, 2024.