

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	17,816	106,241	219,058	365,771	260,415
Total Daytime Population	11,951	85,116	208,411	382,116	258,703

### TOTAL HOUSEHOLD INCOME

Total Households	6,713	31,364	60,955	114,687	75,212
Median Household Income	\$107,138	\$91,364	\$90,375	\$94,930	\$91,337
Average Household Income	\$133,080	\$107,711	\$105,330	\$112,301	\$105,720
Under \$15,000	3.2%	5.3%	4.9%	5.4%	5.3%
\$15,000 — \$34,999	8.2%	10.5%	10.6%	10.0%	10.4%
\$35,000 — \$49,999	7.5%	10.7%	10.4%	9.6%	10.2%
\$50,000 — \$74,999	14.7%	16.8%	17.0%	15.0%	15.8%
\$75,000 — \$99,999	14.5%	14.5%	14.2%	14.2%	14.4%
\$100,000 — \$124,999	11.2%	11.3%	12.2%	12.1%	12.6%
\$125,000 — \$149,999	8.3%	8.2%	8.8%	9.0%	9.0%
\$150,000+	32.3%	22.8%	21.9%	24.7%	22.3%

### BUSINESSES

Total Businesses	317	2,175	6,298	12,372	8,181
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### RACE/ETHNICITY

White/Caucasian	40.6%	21.1%	17.2%	29.4%	20.5%
Black/African American	1.9%	2.1%	2.1%	2.0%	2.0%
Asian/Pacific Islander	5.7%	4.3%	6.5%	6.0%	6.4%
Hispanic/Latino	46.9%	69.3%	71.4%	58.8%	67.8%
Other	5.0%	3.2%	2.8%	3.8%	3.2%

Source: Advan, 2024.