

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	16,399	64,483	132,443	245,586	149,127
Total Daytime Population	11,935	47,146	150,221	272,039	173,738

TOTAL HOUSEHOLD INCOME

Total Households	6,337	25,013	52,876	97,357	60,127
Median Household Income	\$87,267	\$91,646	\$88,046	\$90,734	\$87,490
Average Household Income	\$97,996	\$105,649	\$102,124	\$107,167	\$102,033
Under \$15,000	4.4%	4.7%	5.8%	6.3%	5.9%
\$15,000 — \$34,999	11.0%	10.5%	11.1%	10.8%	11.4%
\$35,000 — \$49,999	5.0%	7.4%	8.8%	9.0%	9.0%
\$50,000 — \$74,999	24.4%	17.9%	17.3%	16.6%	17.0%
\$75,000 — \$99,999	16.5%	14.9%	14.8%	14.2%	15.0%
\$100,000 — \$124,999	14.0%	14.6%	13.4%	12.7%	13.3%
\$125,000 — \$149,999	9.0%	9.8%	9.9%	9.2%	9.4%
\$150,000+	15.8%	20.3%	19.1%	21.2%	19.0%

BUSINESSES

Total Businesses	245	743	4,758	8,334	5,679
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RACE/ETHNICITY

White/Caucasian	60.6%	66.8%	68.5%	69.1%	68.0%
Black/African American	5.3%	4.3%	3.8%	3.5%	3.9%
Asian/Pacific Islander	8.6%	7.1%	6.7%	6.8%	7.0%
Hispanic/Latino	12.4%	10.7%	10.3%	10.1%	10.4%
Other	13.1%	11.1%	10.8%	10.4%	10.7%

Source: Advan, 2024.