

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	12,492	53,646	123,584	372,014	207,347
Total Daytime Population	8,132	37,283	125,556	347,176	200,981

TOTAL HOUSEHOLD INCOME

Total Households	4,405	18,035	44,960	136,057	76,591
Median Household Income	\$114,203	\$118,124	\$103,206	\$106,166	\$102,203
Average Household Income	\$132,294	\$134,775	\$119,080	\$124,387	\$117,205
Under \$15,000	2.1%	1.9%	5.1%	5.1%	5.4%
\$15,000 — \$34,999	7.5%	5.0%	8.7%	8.4%	8.6%
\$35,000 — \$49,999	4.5%	4.7%	6.9%	7.9%	7.7%
\$50,000 — \$74,999	15.7%	13.4%	15.3%	15.1%	15.2%
\$75,000 — \$99,999	13.9%	13.6%	13.3%	13.6%	13.2%
\$100,000 — \$124,999	16.5%	15.8%	13.5%	12.5%	13.0%
\$125,000 — \$149,999	11.2%	12.8%	10.5%	10.0%	10.4%
\$150,000+	28.7%	32.9%	26.7%	27.5%	26.4%

BUSINESSES

Total Businesses	303	808	4,067	9,931	6,594
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RACE/ETHNICITY

White/Caucasian	69.4%	72.7%	71.9%	67.1%	70.7%
Black/African American	2.0%	2.2%	2.5%	3.2%	2.7%
Asian/Pacific Islander	5.7%	6.0%	5.7%	8.3%	5.9%
Hispanic/Latino	14.7%	10.8%	11.2%	12.5%	11.9%
Other	8.2%	8.4%	8.8%	8.9%	8.8%

Source: Advan, 2024.