

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	10,813	42,716	60,413	179,443	203,304
Total Daytime Population	10,297	37,155	57,114	176,476	198,508

TOTAL HOUSEHOLD INCOME

Total Households	4,217	16,325	23,401	71,078	79,425
Median Household Income	\$84,110	\$124,214	\$121,491	\$129,944	\$127,576
Average Household Income	\$124,030	\$161,018	\$161,950	\$175,458	\$173,047
Under \$15,000	7.9%	5.6%	5.1%	4.8%	5.0%
\$15,000 — \$34,999	13.3%	8.1%	7.1%	7.0%	7.4%
\$35,000 — \$49,999	6.0%	7.7%	7.7%	6.8%	7.0%
\$50,000 — \$74,999	13.8%	9.8%	10.6%	10.6%	10.9%
\$75,000 — \$99,999	12.6%	10.5%	11.9%	11.3%	11.0%
\$100,000 — \$124,999	9.1%	9.3%	9.4%	9.1%	9.5%
\$125,000 — \$149,999	6.1%	6.4%	6.6%	8.0%	7.9%
\$150,000+	31.2%	42.6%	41.5%	42.5%	41.3%

BUSINESSES

Total Businesses	650	1,503	2,432	8,117	9,025
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RACE/ETHNICITY

White/Caucasian	50.9%	62.8%	61.8%	67.5%	65.2%
Black/African American	3.2%	2.5%	2.7%	1.9%	1.8%
Asian/Pacific Islander	7.6%	6.8%	7.1%	5.8%	5.6%
Hispanic/Latino	33.0%	21.8%	22.1%	18.5%	21.4%
Other	5.3%	6.2%	6.4%	6.2%	6.0%

Source: Advan, 2024.