

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	19,137	130,493	282,635	699,236	216,199
Total Daytime Population	13,944	106,088	240,525	679,272	184,931

### TOTAL HOUSEHOLD INCOME

Total Households	6,581	46,923	103,124	264,155	78,223
Median Household Income	\$133,951	\$123,441	\$117,197	\$118,484	\$116,862
Average Household Income	\$166,097	\$147,226	\$137,204	\$142,399	\$138,410
Under \$15,000	2.4%	3.9%	4.6%	4.6%	4.9%
\$15,000 — \$34,999	5.9%	7.8%	7.8%	7.8%	7.9%
\$35,000 — \$49,999	6.3%	6.8%	7.8%	7.0%	7.4%
\$50,000 — \$74,999	10.7%	12.1%	13.7%	13.6%	13.9%
\$75,000 — \$99,999	12.9%	12.5%	12.6%	12.3%	12.5%
\$100,000 — \$124,999	9.0%	10.5%	11.4%	11.0%	10.9%
\$125,000 — \$149,999	10.7%	10.7%	10.2%	9.9%	10.0%
\$150,000+	42.2%	35.7%	31.9%	34.0%	32.5%

### BUSINESSES

Total Businesses	223	2,439	5,679	20,236	4,117
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### RACE/ETHNICITY

White/Caucasian	57.8%	57.8%	53.9%	61.4%	54.0%
Black/African American	3.7%	4.2%	5.1%	3.9%	5.2%
Asian/Pacific Islander	22.0%	18.7%	19.7%	15.1%	19.9%
Hispanic/Latino	8.2%	11.1%	13.2%	11.3%	12.7%
Other	8.4%	8.2%	8.2%	8.2%	8.2%

Source: Advan, 2024.