

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	12,795	110,562	218,394	350,196	439,423
Total Daytime Population	15,956	157,535	252,632	358,383	438,288

TOTAL HOUSEHOLD INCOME

Total Households	4,525	38,182	71,702	111,971	137,954
Median Household Income	\$123,125	\$125,431	\$119,632	\$118,019	\$115,794
Average Household Income	\$160,391	\$148,614	\$143,343	\$142,636	\$139,794
Under \$15,000	3.6%	3.4%	4.2%	4.5%	4.6%
\$15,000 — \$34,999	9.7%	7.5%	8.0%	8.0%	8.6%
\$35,000 — \$49,999	8.8%	6.1%	6.6%	6.6%	6.7%
\$50,000 — \$74,999	9.2%	10.6%	11.2%	11.1%	11.5%
\$75,000 — \$99,999	10.5%	10.8%	10.8%	11.1%	11.0%
\$100,000 — \$124,999	11.1%	11.7%	10.7%	11.0%	10.8%
\$125,000 — \$149,999	10.6%	10.3%	10.6%	10.3%	10.0%
\$150,000+	36.6%	39.6%	37.9%	37.4%	36.8%

BUSINESSES

Total Businesses	800	6,468	9,806	13,404	16,205
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RACE/ETHNICITY

White/Caucasian	51.4%	50.2%	43.8%	40.0%	37.1%
Black/African American	5.4%	3.5%	4.2%	4.1%	3.7%
Asian/Pacific Islander	10.9%	13.1%	12.4%	12.2%	12.2%
Hispanic/Latino	23.8%	27.6%	34.1%	38.7%	42.4%
Other	8.5%	5.7%	5.6%	5.0%	4.6%

Source: Advan, 2024.