

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	6,791	14,320	17,157	38,136	690,339
Total Daytime Population	7,121	12,724	16,211	42,252	800,230

TOTAL HOUSEHOLD INCOME

Total Households	2,649	5,410	6,493	14,436	229,631
Median Household Income	\$105,073	\$109,082	\$127,882	\$128,368	\$104,231
Average Household Income	\$145,864	\$153,754	\$183,943	\$198,973	\$132,985
Under \$15,000	4.7%	4.7%	4.4%	4.6%	6.2%
\$15,000 — \$34,999	9.3%	10.3%	9.1%	7.9%	9.6%
\$35,000 — \$49,999	14.8%	11.2%	9.6%	9.2%	9.0%
\$50,000 — \$74,999	7.7%	9.5%	8.5%	11.3%	13.7%
\$75,000 — \$99,999	12.6%	11.6%	10.8%	9.7%	12.9%
\$100,000 — \$124,999	8.7%	8.2%	8.3%	7.1%	10.6%
\$125,000 — \$149,999	6.2%	6.1%	6.6%	7.5%	8.7%
\$150,000+	36.0%	38.5%	42.7%	42.7%	29.2%

BUSINESSES

Total Businesses	358	587	653	1,782	26,031
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RACE/ETHNICITY

White/Caucasian	50.0%	48.7%	52.7%	54.1%	39.5%
Black/African American	0.4%	0.7%	0.8%	1.0%	1.6%
Asian/Pacific Islander	2.3%	2.3%	2.1%	2.5%	6.2%
Hispanic/Latino	42.7%	44.4%	40.0%	38.2%	48.5%
Other	4.6%	3.9%	4.4%	4.2%	4.2%

Source: Advan, 2024.