

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	9,448	58,838	143,051	495,906	497,148
Total Daytime Population	11,784	71,005	151,820	570,649	623,763

TOTAL HOUSEHOLD INCOME

Total Households	3,210	19,751	51,119	171,328	171,895
Median Household Income	\$116,963	\$141,803	\$141,552	\$135,809	\$136,309
Average Household Income	\$128,376	\$169,292	\$172,770	\$168,615	\$169,547
Under \$15,000	4.0%	3.0%	2.9%	3.9%	3.8%
\$15,000 — \$34,999	3.2%	5.7%	5.7%	6.8%	6.7%
\$35,000 — \$49,999	8.9%	5.2%	4.9%	5.2%	5.1%
\$50,000 — \$74,999	12.8%	10.2%	10.1%	10.5%	10.4%
\$75,000 — \$99,999	11.4%	9.7%	10.5%	10.1%	10.0%
\$100,000 — \$124,999	11.4%	11.0%	11.5%	10.7%	10.8%
\$125,000 — \$149,999	10.8%	9.8%	8.9%	8.9%	9.0%
\$150,000+	37.6%	45.5%	45.6%	44.0%	44.2%

BUSINESSES

Total Businesses	386	2,376	4,921	16,181	18,354
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RACE/ETHNICITY

White/Caucasian	47.6%	53.1%	52.7%	50.7%	50.6%
Black/African American	2.5%	2.1%	2.3%	2.3%	2.3%
Asian/Pacific Islander	15.4%	21.3%	24.3%	25.0%	25.2%
Hispanic/Latino	25.7%	16.0%	13.4%	14.7%	14.7%
Other	8.8%	7.5%	7.3%	7.3%	7.3%

Source: Advan, 2024.