

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	8,845	65,586	187,180	886,814	289,760
Total Daytime Population	8,575	66,080	181,416	837,457	308,920

TOTAL HOUSEHOLD INCOME

Total Households	3,270	25,034	70,469	345,175	107,591
Median Household Income	\$116,139	\$104,537	\$90,914	\$90,929	\$84,749
Average Household Income	\$137,783	\$130,461	\$111,881	\$111,555	\$104,540
Under \$15,000	5.6%	5.0%	5.8%	6.7%	6.6%
\$15,000 — \$34,999	4.5%	6.8%	9.8%	11.5%	11.4%
\$35,000 — \$49,999	4.9%	8.0%	9.9%	10.1%	10.1%
\$50,000 — \$74,999	13.4%	15.8%	18.0%	16.8%	18.2%
\$75,000 — \$99,999	11.4%	14.8%	14.7%	13.9%	14.9%
\$100,000 — \$124,999	14.4%	10.6%	11.2%	11.0%	11.4%
\$125,000 — \$149,999	13.1%	9.5%	7.9%	8.5%	7.5%
\$150,000+	32.8%	29.6%	22.7%	21.6%	19.8%

BUSINESSES

Total Businesses	246	1,883	5,363	29,359	9,970
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RACE/ETHNICITY

White/Caucasian	63.1%	68.3%	64.3%	66.4%	63.4%
Black/African American	2.1%	1.9%	4.3%	4.5%	4.5%
Asian/Pacific Islander	21.0%	10.4%	8.5%	7.2%	8.0%
Hispanic/Latino	6.6%	10.7%	14.3%	13.6%	15.3%
Other	7.2%	8.6%	8.7%	8.3%	8.8%

Source: Advan, 2024.