

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	15,273	152,293	316,552	814,532	425,196
Total Daytime Population	13,787	182,775	363,040	916,778	482,251

### TOTAL HOUSEHOLD INCOME

Total Households	6,024	59,375	119,620	300,502	161,181
Median Household Income	\$103,535	\$122,491	\$130,868	\$138,547	\$134,461
Average Household Income	\$136,070	\$150,180	\$165,484	\$180,966	\$174,618
Under \$15,000	9.3%	5.3%	4.8%	5.3%	4.9%
\$15,000 — \$34,999	11.1%	9.1%	7.5%	7.0%	7.0%
\$35,000 — \$49,999	6.7%	6.6%	6.2%	5.3%	5.9%
\$50,000 — \$74,999	12.4%	11.2%	10.2%	9.4%	9.9%
\$75,000 — \$99,999	11.8%	10.1%	10.6%	9.3%	10.4%
\$100,000 — \$124,999	9.0%	10.1%	10.6%	10.3%	10.4%
\$125,000 — \$149,999	12.0%	9.0%	8.9%	8.6%	8.9%
\$150,000+	27.8%	38.6%	41.3%	44.8%	42.7%

### BUSINESSES

Total Businesses	463	7,022	14,815	33,949	21,517
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### RACE/ETHNICITY

White/Caucasian	49.4%	58.1%	59.3%	54.2%	59.6%
Black/African American	1.6%	1.6%	1.3%	1.5%	1.4%
Asian/Pacific Islander	12.9%	15.6%	13.8%	21.4%	13.4%
Hispanic/Latino	28.7%	18.4%	19.6%	16.9%	19.8%
Other	7.5%	6.2%	5.9%	6.1%	5.8%

Source: Advan, 2024.