Full Year 2025	1-mile Radius	3-mile Radius	5-mile Radius	10-mile Radius	70% True Trade Area
TOTAL POPULATION					
Total Population	10,861	83,764	167,224	511,679	231,089
Total Daytime Population	11,687	96,107	175,782	531,923	238,361
TOTAL HOUSEHOLD INCOME					
Total Households	4,836	31,729	59,717	173,270	80,895
Median Household Income	$130,332	$135,299	$140,177	$129,336	$146,812
Average Household Income	$162,242	$160,248	$171,157	$163,332	$181,160
Under $15,000	3.0%	2.9%	3.1%	5.0%	3.0%
$15,000 — $34,999	7.3%	5.9%	6.3%	7.9%	5.8%
$35,000 — $49,999	4.8%	5.4%	4.9%	5.7%	4.5%
$50,000 — $74,999	10.5%	11.5%	10.3%	11.1%	9.6%
$75,000 — $99,999	12.3%	10.0%	9.6%	9.8%	9.3%
$100,000 — $124,999	15.2%	12.3%	11.2%	10.2%	10.7%
$125,000 — $149,999	8.4%	9.6%	9.2%	8.3%	8.9%
$150,000+	38.5%	42.4%	45.5%	41.9%	48.4%
BUSINESSES					
Total Businesses	176	3,539	5,850	16,276	7,315
RACE/ETHNICITY					
White/Caucasian	60.0%	58.0%	52.2%	44.0%	51.6%
Black/African American	4.0%	2.2%	2.1%	2.1%	2.1%
Asian/Pacific Islander	20.2%	20.4%	25.6%	24.3%	27.0%
Hispanic/Latino	10.5%	12.0%	12.7%	23.1%	12.1%
Other	5.2%	7.4%	7.3%	6.5%	7.2%

Source: Advan, 2024.