

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	12,187	117,311	281,816	1,197,224	354,601
Total Daytime Population	14,056	208,434	418,208	1,733,511	514,034

TOTAL HOUSEHOLD INCOME

Total Households	4,531	50,018	116,909	519,038	143,769
Median Household Income	\$164,106	\$153,154	\$150,292	\$140,447	\$154,168
Average Household Income	\$240,947	\$221,026	\$215,322	\$192,956	\$216,262
Under \$15,000	0.84%	4.34%	4.31%	5.24%	4.02%
\$15,000 — \$34,999	5.19%	5.62%	5.77%	7.18%	5.55%
\$35,000 — \$49,999	2.78%	4.11%	4.18%	5.40%	4.20%
\$50,000 — \$74,999	9.03%	7.70%	8.70%	10.18%	8.45%
\$75,000 — \$99,999	5.91%	8.86%	9.01%	9.53%	8.97%
\$100,000 — \$124,999	13.13%	9.21%	9.16%	8.89%	9.13%
\$125,000 — \$149,999	9.05%	7.22%	8.89%	9.11%	8.22%
\$150,000+	55.90%	51.29%	49.77%	45.35%	50.62%

BUSINESSES

Total Businesses	330	7,331	14,137	56,299	16,156
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RACE/ETHNICITY

White/Caucasian	57.96%	53.54%	52.21%	58.11%	54.66%
Black/African American	1.57%	1.89%	2.13%	3.89%	1.95%
Asian/Pacific Islander	27.14%	31.22%	31.62%	23.27%	29.44%
Hispanic/Latino	6.43%	7.02%	7.58%	7.24%	7.31%
Other	6.91%	6.32%	6.46%	7.48%	6.65%

Source: Advan, 2024.