

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	8,200	141,300	369,300	973,700	425,533
Total Daytime Population	6,000	124,400	302,100	971,200	348,470

TOTAL HOUSEHOLD INCOME

Total Households	2,400	39,500	106,500	313,500	123,488
Median Household Income	\$187,000	\$143,000	\$133,100	\$135,100	\$131,544
Average Household Income	\$296,300	\$190,000	\$167,300	\$179,700	\$165,232
Under \$15,000	2.3%	3.2%	3.7%	4.8%	3.97%
\$15,000 — \$34,999	1.2%	6.4%	7.1%	7.5%	7.37%
\$35,000 — \$49,999	2.5%	5.7%	6.1%	5.7%	6.31%
\$50,000 — \$74,999	8.3%	8.8%	10.7%	10.2%	10.79%
\$75,000 — \$99,999	3.9%	8.7%	10.2%	9.7%	10.14%
\$100,000 — \$124,999	7.3%	9.3%	9.8%	9.3%	9.88%
\$125,000 — \$149,999	2.8%	8.6%	8.8%	7.9%	8.67%
\$150,000+	71.8%	49.5%	43.7%	45.0%	42.87%

BUSINESSES

Total Businesses	146	2,500	7,700	34,000	9,879
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RACE/ETHNICITY

White/Caucasian	15.2%	13.0%	16.6%	25.3%	4.07%
Black/African American	2.4%	2.3%	2.7%	2.7%	2.70%
Asian/Pacific Islander	62.9%	52.5%	41.7%	34.6%	39.29%
Hispanic/Latino	13.8%	28.5%	34.9%	32.6%	36.80%
Other	5.7%	3.7%	4.0%	4.8%	17.14%

Source: Advan, 2024.