

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	20,622	95,528	219,941	521,519	365,885
Total Daytime Population	19,301	102,829	245,272	536,026	382,701

### TOTAL HOUSEHOLD INCOME

Total Households	7,423	32,180	74,009	177,990	125,382
Median Household Income	\$156,980	\$164,829	\$174,545	\$152,700	\$169,073
Average Household Income	\$187,548	\$209,817	\$229,049	\$204,057	\$226,351
Under \$15,000	2.6%	5.0%	3.6%	4.2%	3.6%
\$15,000 — \$34,999	4.9%	4.1%	3.6%	5.4%	4.4%
\$35,000 — \$49,999	4.5%	3.4%	2.8%	4.3%	3.6%
\$50,000 — \$74,999	9.2%	8.1%	6.6%	8.1%	6.6%
\$75,000 — \$99,999	9.5%	8.1%	7.4%	8.5%	7.3%
\$100,000 — \$124,999	11.2%	8.4%	7.7%	8.5%	7.8%
\$125,000 — \$149,999	7.7%	7.0%	7.2%	7.7%	7.5%
\$150,000+	50.4%	56.0%	61.0%	53.2%	59.2%

### BUSINESSES

Total Businesses	291	3,516	8,870	19,337	14,463
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### RACE/ETHNICITY

White/Caucasian	42.9%	34.2%	34.3%	37.1%	39.9%
Black/African American	2.4%	3.6%	2.7%	4.6%	3.3%
Asian/Pacific Islander	32.5%	44.3%	47.6%	34.0%	39.3%
Hispanic/Latino	14.8%	11.4%	9.4%	17.9%	11.3%
Other	7.5%	6.4%	6.0%	6.4%	6.2%

Source: Advan, 2024.