

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	15,911	79,210	197,822	599,955	802,310
Total Daytime Population	12,481	91,672	219,726	586,333	801,832

TOTAL HOUSEHOLD INCOME

Total Households	5,294	26,523	67,153	201,190	271,069
Median Household Income	\$175,211	\$167,228	\$173,344	\$144,910	\$141,086
Average Household Income	\$195,572	\$210,694	\$224,498	\$191,832	\$184,765
Under \$15,000	3.9%	4.1%	3.6%	4.6%	4.6%
\$15,000 — \$34,999	3.8%	4.2%	3.2%	5.9%	6.6%
\$35,000 — \$49,999	4.0%	3.4%	2.9%	4.8%	5.0%
\$50,000 — \$74,999	7.1%	8.1%	6.8%	8.8%	9.0%
\$75,000 — \$99,999	10.0%	7.9%	7.7%	9.1%	9.7%
\$100,000 — \$124,999	7.1%	8.6%	8.2%	8.9%	9.0%
\$125,000 — \$149,999	5.6%	7.4%	7.2%	7.9%	8.1%
\$150,000+	58.5%	56.4%	60.5%	50.1%	48.0%

BUSINESSES

Total Businesses	253	3,336	8,396	21,097	27,703
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RACE/ETHNICITY

White/Caucasian	40.3%	38.4%	34.5%	33.1%	32.2%
Black/African American	1.5%	3.3%	2.9%	5.4%	5.7%
Asian/Pacific Islander	35.4%	39.6%	46.7%	33.2%	33.7%
Hispanic/Latino	15.1%	12.2%	9.8%	21.9%	21.9%
Other	7.7%	6.5%	6.1%	6.4%	6.4%

Source: Advan, 2024.