

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	14,365	61,554	111,962	269,360	304,325
Total Daytime Population	15,471	68,910	116,766	313,440	338,909

### TOTAL HOUSEHOLD INCOME

Total Households	5,131	22,464	39,711	92,712	104,102
Median Household Income	\$162,643	\$149,078	\$154,374	\$163,417	\$164,721
Average Household Income	\$196,316	\$191,381	\$204,660	\$218,800	\$219,243
Under \$15,000	2.6%	3.8%	3.9%	3.7%	3.9%
\$15,000 — \$34,999	5.5%	6.2%	5.9%	4.7%	4.6%
\$35,000 — \$49,999	3.2%	4.1%	4.1%	3.4%	3.3%
\$50,000 — \$74,999	6.1%	8.7%	7.6%	7.4%	7.3%
\$75,000 — \$99,999	8.4%	8.6%	8.1%	7.4%	7.5%
\$100,000 — \$124,999	10.0%	9.7%	8.4%	8.0%	7.8%
\$125,000 — \$149,999	6.6%	6.8%	7.3%	7.0%	6.9%
\$150,000+	57.7%	52.1%	54.9%	58.3%	58.6%

### BUSINESSES

Total Businesses	293	2,690	4,442	11,456	11,931
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### RACE/ETHNICITY

White/Caucasian	66.9%	55.5%	50.1%	39.7%	39.7%
Black/African American	1.2%	1.8%	1.6%	2.5%	2.4%
Asian/Pacific Islander	12.2%	15.0%	23.9%	38.0%	38.6%
Hispanic/Latino	13.2%	21.6%	18.4%	13.8%	13.3%
Other	6.5%	6.1%	5.9%	5.9%	6.0%

Source: Advan, 2024.