

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	8,101	41,640	99,293	522,769	669,900
Total Daytime Population	9,312	44,240	106,466	541,535	708,978

TOTAL HOUSEHOLD INCOME

Total Households	3,140	15,170	37,581	193,517	242,375
Median Household Income	\$168,717	\$179,378	\$173,633	\$152,758	\$147,016
Average Household Income	\$237,458	\$272,170	\$261,891	\$209,159	\$200,780
Under \$15,000	5.9%	3.5%	3.3%	4.4%	4.9%
\$15,000 — \$34,999	2.8%	3.7%	4.7%	5.4%	5.8%
\$35,000 — \$49,999	4.4%	3.7%	3.6%	4.8%	5.1%
\$50,000 — \$74,999	3.3%	4.3%	5.8%	8.2%	8.6%
\$75,000 — \$99,999	7.7%	6.2%	7.6%	8.5%	8.6%
\$100,000 — \$124,999	8.9%	7.9%	8.4%	8.9%	8.7%
\$125,000 — \$149,999	9.4%	6.1%	7.0%	8.0%	7.8%
\$150,000+	57.6%	64.6%	59.6%	51.9%	50.5%

BUSINESSES

Total Businesses	989	2,011	5,105	21,901	26,230
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RACE/ETHNICITY

White/Caucasian	75.4%	71.6%	64.0%	49.7%	45.1%
Black/African American	0.9%	0.9%	1.3%	4.8%	4.9%
Asian/Pacific Islander	9.8%	13.9%	20.6%	25.9%	27.4%
Hispanic/Latino	9.2%	7.7%	8.2%	12.9%	16.0%
Other	4.8%	5.8%	6.0%	6.7%	6.6%

Source: Advan, 2024.