

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	21,390	98,486	224,986	501,157	345,385
Total Daytime Population	20,423	133,865	304,892	881,371	450,380

### TOTAL HOUSEHOLD INCOME

Total Households	8,185	37,409	85,808	180,318	128,431
Median Household Income	\$179,364	\$165,593	\$164,717	\$157,512	\$161,847
Average Household Income	\$240,701	\$220,101	\$236,380	\$249,606	\$247,204
Under \$15,000	3.3%	4.3%	3.9%	3.7%	3.6%
\$15,000 — \$34,999	5.5%	5.3%	5.4%	5.6%	5.3%
\$35,000 — \$49,999	4.1%	4.6%	4.6%	4.9%	4.9%
\$50,000 — \$74,999	6.1%	6.9%	7.4%	8.5%	8.5%
\$75,000 — \$99,999	4.3%	6.9%	6.9%	7.8%	7.2%
\$100,000 — \$124,999	7.3%	7.4%	7.8%	7.8%	7.8%
\$125,000 — \$149,999	7.0%	7.7%	7.3%	7.2%	7.1%
\$150,000+	62.4%	57.0%	56.8%	54.4%	55.6%

### BUSINESSES

Total Businesses	458	4,701	11,620	28,783	17,525
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### RACE/ETHNICITY

White/Caucasian	32.6%	36.5%	42.6%	41.5%	43.4%
Black/African American	1.9%	1.7%	1.5%	2.3%	1.6%
Asian/Pacific Islander	51.7%	38.9%	29.7%	25.1%	24.9%
Hispanic/Latino	7.4%	15.4%	18.4%	23.8%	23.0%
Other	6.3%	7.5%	7.7%	7.4%	7.1%

Source: Advan, 2024.