

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	27,697	138,368	313,252	894,208	349,910
Total Daytime Population	35,249	185,018	607,918	1,516,178	651,215

TOTAL HOUSEHOLD INCOME

Total Households	11,475	55,167	115,882	322,516	128,226
Median Household Income	\$168,051	\$175,000	\$167,783	\$164,151	\$166,251
Average Household Income	\$232,306	\$272,316	\$274,953	\$254,369	\$271,379
Under \$15,000	4.0%	3.8%	3.8%	3.7%	3.8%
\$15,000 — \$34,999	5.5%	5.0%	4.8%	5.1%	5.0%
\$35,000 — \$49,999	6.4%	4.3%	4.4%	4.2%	4.5%
\$50,000 — \$74,999	6.2%	7.5%	7.5%	7.6%	7.6%
\$75,000 — \$99,999	8.2%	6.7%	7.0%	7.4%	7.2%
\$100,000 — \$124,999	5.6%	6.5%	6.8%	7.6%	7.0%
\$125,000 — \$149,999	7.8%	6.4%	6.7%	7.0%	6.7%
\$150,000+	56.4%	59.9%	59.1%	57.4%	58.2%

BUSINESSES

Total Businesses	971	7,535	16,650	46,604	18,153
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RACE/ETHNICITY

White/Caucasian	37.3%	42.0%	39.3%	33.2%	38.7%
Black/African American	2.2%	1.8%	2.5%	2.2%	2.5%
Asian/Pacific Islander	34.4%	35.9%	34.8%	40.4%	34.7%
Hispanic/Latino	20.8%	14.0%	17.1%	18.6%	17.7%
Other	5.4%	6.3%	6.4%	5.6%	6.4%

Source: Advan, 2024.