

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	9,600	82,400	242,400	672,900	345647
Total Daytime Population	17,400	113,500	299,000	736,700	425726

### TOTAL HOUSEHOLD INCOME

Total Households	3,300	31,900	88,400	240,700	123888
Median Household Income	\$150,000	\$132,000	\$128,600	\$113,700	\$123,215
Average Household Income	\$174,400	\$165,900	\$160,900	\$143,800	\$155,448
Under \$15,000	7.2%	5.3%	5.0%	5.3%	4.88%
\$15,000 — \$34,999	9.6%	8.0%	8.3%	9.6%	8.49%
\$35,000 — \$49,999	1.7%	6.9%	6.3%	7.4%	7.05%
\$50,000 — \$74,999	11.9%	10.7%	11.2%	13.0%	11.65%
\$75,000 — \$99,999	8.9%	10.4%	11.0%	11.5%	11.21%
\$100,000 — \$124,999	2.8%	9.7%	9.4%	10.3%	9.95%
\$125,000 — \$149,999	9.4%	8.0%	8.6%	8.4%	8.59%
\$150,000+	48.6%	40.9%	40.3%	34.5%	38.18%

### BUSINESSES

Total Businesses	1,100	4,800	11,300	27,500	15,141
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### RACE/ETHNICITY

White/Caucasian	64.2%	62.6%	58.6%	51.9%	6.11%
Black/African American	0.8%	1.6%	1.7%	2.2%	1.67%
Asian/Pacific Islander	13.5%	8.7%	8.5%	7.4%	7.62%
Hispanic/Latino	17.3%	20.9%	25.1%	32.4%	28.86%
Other	4.3%	6.2%	6.1%	6.1%	55.73%

Source: Advan, 2024.