

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	19,500	111,000	216,600	629,300	664,057
Total Daytime Population	11,000	92,800	192,200	679,900	729,023

TOTAL HOUSEHOLD INCOME

Total Households	7,400	41,000	76,200	230,600	241,851
Median Household Income	\$148,700	\$141,600	\$144,500	\$137,900	\$137,895
Average Household Income	\$167,400	\$165,100	\$173,600	\$172,000	\$175,098
Under \$15,000	5.2%	4.3%	3.9%	5.1%	5.30%
\$15,000 — \$34,999	3.5%	5.5%	5.0%	6.7%	6.53%
\$35,000 — \$49,999	4.1%	5.3%	5.1%	5.4%	5.30%
\$50,000 — \$74,999	5.9%	9.3%	9.5%	9.5%	9.43%
\$75,000 — \$99,999	10.4%	9.6%	10.0%	9.5%	9.34%
\$100,000 — \$124,999	11.7%	10.7%	10.3%	10.4%	10.66%
\$125,000 — \$149,999	14.2%	10.1%	9.5%	8.8%	9.04%
\$150,000+	44.9%	45.3%	46.8%	44.6%	44.40%

BUSINESSES

Total Businesses	194	3,300	7,100	26,300	28,910
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RACE/ETHNICITY

White/Caucasian	58.2%	56.3%	55.6%	50.8%	6.07%
Black/African American	1.3%	1.6%	1.5%	1.5%	1.71%
Asian/Pacific Islander	15.9%	15.8%	16.0%	25.1%	21.15%
Hispanic/Latino	17.7%	20.0%	20.9%	16.5%	18.92%
Other	6.9%	6.3%	6.0%	6.1%	52.16%

Source: Advan, 2024.