

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	6,939	49,670	118,685	329,589	317,451
Total Daytime Population	22,021	72,454	149,336	387,591	378,681

### TOTAL HOUSEHOLD INCOME

Total Households	2,891	19,684	45,237	116,277	111,993
Median Household Income	\$140,007	\$143,754	\$137,854	\$135,861	\$135,381
Average Household Income	\$190,311	\$193,900	\$182,261	\$183,415	\$181,977
Under \$15,000	4.5%	6.0%	5.7%	4.8%	4.8%
\$15,000 — \$34,999	3.1%	6.8%	6.3%	6.8%	6.9%
\$35,000 — \$49,999	7.3%	5.6%	6.2%	6.0%	6.0%
\$50,000 — \$74,999	10.2%	9.4%	10.4%	9.8%	9.9%
\$75,000 — \$99,999	14.0%	9.8%	10.2%	10.4%	10.4%
\$100,000 — \$124,999	8.3%	8.1%	9.4%	9.8%	9.8%
\$125,000 — \$149,999	8.6%	7.2%	8.1%	8.2%	8.3%
\$150,000+	43.9%	47.1%	43.7%	44.2%	43.9%

### BUSINESSES

Total Businesses	1,938	5,301	8,952	18,197	17,770
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### RACE/ETHNICITY

White/Caucasian	69.1%	68.6%	66.3%	62.5%	62.3%
Black/African American	1.5%	1.3%	1.6%	1.6%	1.6%
Asian/Pacific Islander	10.1%	9.1%	9.5%	9.6%	9.7%
Hispanic/Latino	10.9%	15.4%	16.9%	20.9%	21.0%
Other	8.3%	5.6%	5.7%	5.4%	5.4%

Source: Advan, 2024.