

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	14,218	66,340	181,709	738,547	777,039
Total Daytime Population	19,316	61,482	144,462	663,917	707,966

TOTAL HOUSEHOLD INCOME

Total Households	4,620	21,717	58,364	231,718	245,619
Median Household Income	\$146,633	\$149,561	\$147,800	\$137,331	\$135,469
Average Household Income	\$169,582	\$181,491	\$191,655	\$183,019	\$179,955
Under \$15,000	5.2%	3.3%	2.8%	4.2%	4.3%
\$15,000 — \$34,999	6.4%	5.8%	5.7%	7.2%	7.4%
\$35,000 — \$49,999	7.7%	5.7%	5.9%	5.9%	6.0%
\$50,000 — \$74,999	7.6%	9.3%	9.2%	10.1%	10.3%
\$75,000 — \$99,999	5.4%	8.9%	9.3%	9.7%	9.8%
\$100,000 — \$124,999	7.9%	9.0%	8.9%	9.4%	9.5%
\$125,000 — \$149,999	7.5%	9.7%	8.5%	7.7%	7.7%
\$150,000+	52.4%	48.3%	49.6%	45.8%	45.2%

BUSINESSES

Total Businesses	672	1,927	3,936	21,220	24,080
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RACE/ETHNICITY

White/Caucasian	31.6%	29.7%	28.5%	27.1%	27.1%
Black/African American	3.7%	3.1%	2.7%	2.6%	2.6%
Asian/Pacific Islander	28.0%	32.9%	34.6%	32.1%	31.5%
Hispanic/Latino	30.6%	28.6%	28.9%	33.5%	34.0%
Other	6.1%	5.7%	5.4%	4.8%	4.8%

Source: Advan, 2024.