

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	39,175	208,510	497,247	1,397,622	1,021,363
Total Daytime Population	33,880	169,447	466,610	1,537,344	1,068,214

### TOTAL HOUSEHOLD INCOME

Total Households	11,857	59,763	161,503	491,920	355,335
Median Household Income	\$64,436	\$71,598	\$81,593	\$93,278	\$87,694
Average Household Income	\$76,448	\$85,053	\$99,358	\$114,137	\$107,867
Under \$15,000	10.6%	8.5%	7.5%	6.7%	7.0%
\$15,000 — \$34,999	16.6%	16.0%	14.2%	11.8%	12.8%
\$35,000 — \$49,999	12.5%	11.0%	9.8%	8.7%	9.2%
\$50,000 — \$74,999	17.4%	18.6%	16.8%	15.0%	15.5%
\$75,000 — \$99,999	18.4%	15.3%	14.3%	13.5%	14.0%
\$100,000 — \$124,999	10.0%	11.6%	11.1%	11.2%	11.2%
\$125,000 — \$149,999	5.7%	6.3%	8.2%	8.8%	8.7%
\$150,000+	8.9%	12.8%	18.2%	24.3%	21.7%

### BUSINESSES

Total Businesses	1,010	4,710	13,220	48,038	33,716
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### RACE/ETHNICITY

White/Caucasian	7.2%	10.7%	19.3%	30.8%	25.9%
Black/African American	2.9%	8.7%	9.0%	7.1%	7.8%
Asian/Pacific Islander	19.8%	14.5%	13.0%	11.9%	12.2%
Hispanic/Latino	66.7%	62.1%	54.2%	44.9%	49.1%
Other	3.3%	4.0%	4.5%	5.4%	5.0%

Source: Advan, 2024.