

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	2,519	44,839	93,080	290,148	1,463,599
Total Daytime Population	4,477	83,116	156,742	336,023	1,494,303

### TOTAL HOUSEHOLD INCOME

Total Households	1,398	21,278	44,757	116,013	496,460
Median Household Income	\$125,862	\$91,006	\$94,404	\$86,365	\$86,230
Average Household Income	\$149,045	\$125,103	\$131,762	\$119,161	\$109,803
Under \$15,000	6.7%	9.4%	8.6%	8.1%	7.5%
\$15,000 — \$34,999	13.1%	13.7%	13.5%	14.7%	13.5%
\$35,000 — \$49,999	11.7%	9.8%	9.2%	10.4%	9.7%
\$50,000 — \$74,999	6.2%	13.6%	13.8%	15.1%	15.2%
\$75,000 — \$99,999	7.9%	11.1%	11.7%	13.0%	12.7%
\$100,000 — \$124,999	5.5%	8.8%	9.0%	9.5%	10.9%
\$125,000 — \$149,999	5.7%	8.2%	8.4%	7.2%	8.0%
\$150,000+	43.2%	25.5%	25.9%	22.1%	22.6%

### BUSINESSES

Total Businesses	287	4,117	7,986	14,209	51,619
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### RACE/ETHNICITY

White/Caucasian	82.2%	64.6%	66.1%	44.1%	39.3%
Black/African American	5.2%	2.6%	2.0%	1.9%	5.4%
Asian/Pacific Islander	2.2%	4.9%	3.9%	3.8%	5.9%
Hispanic/Latino	7.9%	24.1%	24.5%	47.0%	44.5%
Other	2.5%	3.7%	3.6%	3.1%	4.9%

Source: Advan, 2024.