

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	14,523	85,259	255,545	1,004,248	824,782
Total Daytime Population	13,739	99,751	317,207	1,060,322	914,157

### TOTAL HOUSEHOLD INCOME

Total Households	5,576	30,366	81,632	311,353	256,809
Median Household Income	\$110,978	\$105,864	\$98,328	\$96,610	\$96,452
Average Household Income	\$138,363	\$128,602	\$118,840	\$115,498	\$115,812
Under \$15,000	5.9%	6.1%	6.4%	6.2%	6.2%
\$15,000 — \$34,999	7.6%	10.5%	11.0%	10.9%	10.9%
\$35,000 — \$49,999	7.1%	8.1%	8.4%	8.4%	8.4%
\$50,000 — \$74,999	13.6%	12.3%	14.2%	15.3%	15.3%
\$75,000 — \$99,999	9.6%	12.2%	12.7%	13.4%	13.5%
\$100,000 — \$124,999	12.6%	11.6%	10.9%	11.3%	11.1%
\$125,000 — \$149,999	10.5%	9.5%	8.5%	8.9%	8.8%
\$150,000+	33.0%	29.7%	27.9%	25.8%	25.8%

### BUSINESSES

Total Businesses	591	4,637	11,129	42,091	36,234
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### RACE/ETHNICITY

White/Caucasian	47.3%	38.6%	29.9%	21.1%	22.1%
Black/African American	2.4%	4.4%	4.0%	4.0%	4.0%
Asian/Pacific Islander	10.2%	11.8%	11.2%	17.3%	15.9%
Hispanic/Latino	35.1%	40.2%	50.5%	54.1%	54.3%
Other	5.0%	5.0%	4.4%	3.5%	3.6%

Source: Advan, 2024.