

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	20,368	146,024	266,120	1,000,302	465,997
Total Daytime Population	18,399	154,382	264,629	1,091,860	568,817

TOTAL HOUSEHOLD INCOME

Total Households	7,564	46,704	85,716	299,539	145,765
Median Household Income	\$97,820	\$97,321	\$100,621	\$94,744	\$99,720
Average Household Income	\$119,160	\$118,740	\$120,445	\$115,097	\$120,345
Under \$15,000	6.8%	4.9%	5.2%	6.3%	6.0%
\$15,000 — \$34,999	6.7%	10.0%	10.0%	11.2%	10.1%
\$35,000 — \$49,999	9.5%	9.0%	8.5%	8.7%	8.3%
\$50,000 — \$74,999	17.3%	16.3%	15.0%	15.1%	14.6%
\$75,000 — \$99,999	12.7%	13.2%	13.1%	13.3%	13.5%
\$100,000 — \$124,999	10.7%	10.8%	11.5%	11.2%	11.7%
\$125,000 — \$149,999	11.5%	9.2%	9.4%	9.2%	9.3%
\$150,000+	24.9%	26.5%	27.3%	25.1%	26.7%

BUSINESSES

Total Businesses	1,513	5,700	11,527	45,623	20,055
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RACE/ETHNICITY

White/Caucasian	38.8%	27.9%	25.4%	16.8%	21.8%
Black/African American	3.0%	3.0%	2.9%	3.1%	3.1%
Asian/Pacific Islander	11.2%	12.4%	14.0%	21.9%	17.8%
Hispanic/Latino	42.7%	53.0%	53.9%	55.2%	54.0%
Other	4.3%	3.8%	3.7%	3.1%	3.4%

Source: Advan, 2024.