

Full Year 2025	1-mile Radius	3-mile Radius	5-mile Radius	10-mile Radius	70% True Trade Area
----------------	---------------	---------------	---------------	----------------	---------------------

TOTAL POPULATION

Total Population	32,124	313,045	795,668	2,188,939	834,397
Total Daytime Population	27,097	359,413	935,602	2,683,909	981,619

TOTAL HOUSEHOLD INCOME

Total Households	7,927	81,986	217,651	698,629	229,199
Median Household Income	\$99,115	\$89,119	\$90,175	\$108,900	\$89,075
Average Household Income	\$106,711	\$106,044	\$108,471	\$135,199	\$107,485
Under \$15,000	5.1%	7.1%	7.7%	6.4%	7.8%
\$15,000 — \$34,999	12.9%	11.9%	11.9%	9.5%	12.0%
\$35,000 — \$49,999	7.0%	9.1%	9.3%	7.6%	9.3%
\$50,000 — \$74,999	14.0%	16.0%	15.5%	13.2%	15.7%
\$75,000 — \$99,999	13.0%	14.2%	13.9%	12.4%	13.8%
\$100,000 — \$124,999	13.8%	10.9%	10.9%	11.0%	10.9%
\$125,000 — \$149,999	9.6%	8.8%	8.6%	9.0%	8.7%
\$150,000+	24.5%	21.8%	22.2%	30.9%	21.8%

BUSINESSES

Total Businesses	894	9,108	28,612	92,532	30,568
------------------	-----	-------	--------	--------	--------

RACE/ETHNICITY

White/Caucasian	10.7%	11.7%	15.0%	29.8%	15.0%
Black/African American	0.5%	1.3%	1.3%	1.7%	1.3%
Asian/Pacific Islander	31.8%	29.6%	25.6%	23.5%	25.1%
Hispanic/Latino	54.6%	55.3%	55.5%	40.8%	55.9%
Other	2.4%	2.2%	2.6%	4.2%	2.6%

Source: Advan, 2024.