

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	8,595	37,977	85,282	290,153	1,015,756
Total Daytime Population	12,717	60,776	141,065	326,161	943,768

### TOTAL HOUSEHOLD INCOME

Total Households	4,276	19,002	40,900	128,687	424,868
Median Household Income	\$138,562	\$126,163	\$114,205	\$97,248	\$85,720
Average Household Income	\$203,534	\$198,373	\$182,263	\$145,785	\$118,208
Under \$15,000	5.7%	5.7%	5.6%	5.9%	7.0%
\$15,000 — \$34,999	6.9%	8.9%	10.1%	11.3%	12.9%
\$35,000 — \$49,999	9.1%	8.6%	8.1%	9.6%	10.6%
\$50,000 — \$74,999	11.3%	12.1%	14.4%	15.9%	17.2%
\$75,000 — \$99,999	13.5%	11.0%	11.2%	12.5%	13.3%
\$100,000 — \$124,999	5.8%	8.4%	9.3%	10.2%	10.4%
\$125,000 — \$149,999	4.8%	5.5%	6.9%	7.3%	7.3%
\$150,000+	42.8%	39.9%	34.4%	27.2%	21.2%

### BUSINESSES

Total Businesses	958	3,848	8,772	15,456	39,737
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### RACE/ETHNICITY

White/Caucasian	82.1%	83.6%	79.2%	68.2%	62.6%
Black/African American	0.8%	1.1%	2.0%	4.7%	7.5%
Asian/Pacific Islander	1.5%	1.5%	2.3%	1.7%	1.7%
Hispanic/Latino	14.2%	11.7%	14.2%	23.0%	25.0%
Other	1.5%	2.0%	2.4%	2.4%	3.1%

Source: Advan, 2024.