

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	19,712	154,388	317,230	1,300,253	321,888
Total Daytime Population	19,134	136,112	354,903	1,665,417	363,415

TOTAL HOUSEHOLD INCOME

Total Households	8,339	59,988	117,689	426,069	119,621
Median Household Income	\$124,367	\$123,649	\$120,037	\$108,150	\$119,221
Average Household Income	\$182,696	\$158,054	\$151,866	\$137,933	\$151,022
Under \$15,000	6.8%	4.7%	5.6%	6.5%	5.7%
\$15,000 — \$34,999	11.7%	7.9%	8.4%	9.8%	8.4%
\$35,000 — \$49,999	6.8%	5.9%	6.3%	7.8%	6.4%
\$50,000 — \$74,999	8.9%	11.2%	11.9%	13.0%	12.0%
\$75,000 — \$99,999	8.9%	11.3%	11.9%	12.3%	12.0%
\$100,000 — \$124,999	10.9%	11.7%	10.8%	10.9%	10.7%
\$125,000 — \$149,999	9.0%	9.6%	9.5%	8.8%	9.4%
\$150,000+	37.0%	37.7%	35.7%	30.9%	35.4%

BUSINESSES

Total Businesses	822	6,025	13,013	59,137	13,412
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RACE/ETHNICITY

White/Caucasian	60.0%	57.4%	50.5%	33.2%	50.1%
Black/African American	0.7%	1.0%	1.0%	1.4%	1.0%
Asian/Pacific Islander	16.0%	15.0%	22.3%	22.1%	22.7%
Hispanic/Latino	16.3%	19.7%	20.1%	39.0%	20.0%
Other	7.0%	7.0%	6.2%	4.2%	6.1%

Source: Advan, 2024.