

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

TOTAL POPULATION

Total Population	32,104	289,163	581,794	2,249,337	1,965,774
Total Daytime Population	35,050	332,089	752,271	2,354,497	2,041,552

TOTAL HOUSEHOLD INCOME

Total Households	10,551	102,444	208,480	743,591	656,297
Median Household Income	\$106,822	\$117,688	\$105,276	\$90,484	\$92,800
Average Household Income	\$122,559	\$155,811	\$136,742	\$118,090	\$120,408
Under \$15,000	3.7%	5.1%	6.6%	8.3%	8.2%
\$15,000 — \$34,999	8.7%	9.9%	10.7%	12.7%	12.3%
\$35,000 — \$49,999	9.5%	7.9%	8.6%	9.3%	9.2%
\$50,000 — \$74,999	15.8%	13.2%	13.8%	14.8%	14.6%
\$75,000 — \$99,999	12.4%	12.6%	12.6%	12.2%	12.2%
\$100,000 — \$124,999	12.3%	10.6%	10.4%	10.1%	10.0%
\$125,000 — \$149,999	8.4%	8.2%	8.0%	7.4%	7.6%
\$150,000+	29.2%	32.6%	29.3%	25.2%	25.9%

BUSINESSES

Total Businesses	1,644	13,849	32,519	92,013	82,688
------------------	-------	--------	--------	--------	--------

RACE/ETHNICITY

White/Caucasian	22.0%	30.1%	24.7%	17.7%	18.3%
Black/African American	7.3%	11.0%	15.3%	16.9%	17.5%
Asian/Pacific Islander	12.7%	14.5%	15.1%	10.2%	10.8%
Hispanic/Latino	53.0%	38.5%	39.3%	50.9%	48.9%
Other	5.1%	5.9%	5.5%	4.4%	4.5%

Source: Advan, 2024.