

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	19,354	149,475	317,806	1,038,205	201,545
Total Daytime Population	15,370	136,769	313,415	1,128,544	186,589

TOTAL HOUSEHOLD INCOME

Total Households	7,499	54,243	111,440	374,578	71,989
Median Household Income	\$135,203	\$96,351	\$100,317	\$100,632	\$93,731
Average Household Income	\$160,124	\$126,482	\$132,010	\$129,116	\$124,666
Under \$15,000	4.6%	8.3%	7.1%	7.0%	8.2%
\$15,000 — \$34,999	6.9%	12.1%	11.3%	11.0%	12.8%
\$35,000 — \$49,999	4.8%	9.3%	8.6%	8.6%	9.6%
\$50,000 — \$74,999	10.2%	14.6%	13.5%	14.3%	14.1%
\$75,000 — \$99,999	10.4%	10.9%	11.0%	12.1%	10.8%
\$100,000 — \$124,999	10.6%	9.4%	10.5%	10.7%	9.7%
\$125,000 — \$149,999	10.3%	7.2%	7.9%	8.0%	7.0%
\$150,000+	42.1%	28.3%	30.2%	28.2%	27.8%

BUSINESSES

Total Businesses	665	5,534	14,444	53,947	8,170
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RACE/ETHNICITY

White/Caucasian	44.4%	31.1%	27.5%	26.2%	29.4%
Black/African American	3.1%	5.8%	5.0%	9.5%	5.2%
Asian/Pacific Islander	17.7%	10.4%	18.6%	19.5%	11.6%
Hispanic/Latino	29.4%	47.6%	43.7%	39.2%	48.9%
Other	5.3%	5.2%	5.1%	5.6%	5.0%

Source: Advan, 2024.