Full Year 2025	1-mile Radius	3-mile Radius	5-mile Radius	10-mile Radius	70% True Trade Area
TOTAL POPULATION					
Total Population	15,600	61,500	154,200	505,000	218,097
Total Daytime Population	13,900	103,600	197,900	508,500	209,273
TOTAL HOUSEHOLD INCOME					
Total Households	5,900	24,100	59,100	191,800	83,516
Median Household Income	$133,300	$125,600	$114,700	$126,200	$67,876
Average Household Income	$163,100	$149,100	$138,500	$166,000	$90,233
Under $15,000	2.5%	5.7%	6.5%	5.5%	9.90%
$15,000 — $34,999	5.0%	6.0%	7.9%	6.8%	16.44%
$35,000 — $49,999	3.9%	6.2%	6.8%	6.7%	11.40%
$50,000 — $74,999	11.0%	9.6%	12.6%	11.1%	16.69%
$75,000 — $99,999	13.2%	11.6%	10.9%	10.6%	12.59%
$100,000 — $124,999	12.1%	10.4%	10.4%	10.3%	8.96%
$125,000 — $149,999	8.7%	8.8%	9.0%	8.9%	7.22%
$150,000+	43.6%	41.6%	35.9%	40.3%	16.80%
BUSINESSES					
Total Businesses	689	3,200	7,400	19,500	6,464
RACE/ETHNICITY					
White/Caucasian	56.7%	57.5%	49.4%	48.2%	3.71%
Black/African American	2.4%	3.2%	3.7%	5.7%	18.04%
Asian/Pacific Islander	12.3%	12.0%	12.8%	16.7%	0.86%
Hispanic/Latino	19.6%	19.3%	26.8%	22.0%	5.85%
Other	9.0%	8.0%	7.2%	7.4%	71.53%

Source: Advan, 2024.