

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	28,353	192,077	411,926	1,468,884	527,383
Total Daytime Population	25,243	192,728	492,569	1,890,651	590,412

TOTAL HOUSEHOLD INCOME

Total Households	11,540	73,453	145,817	481,788	180,933
Median Household Income	\$112,589	\$121,025	\$112,708	\$106,967	\$109,655
Average Household Income	\$138,751	\$153,612	\$141,807	\$136,062	\$137,855
Under \$15,000	5.9%	4.9%	6.2%	6.8%	6.1%
\$15,000 — \$34,999	10.3%	8.0%	9.3%	9.9%	9.8%
\$35,000 — \$49,999	7.1%	6.0%	7.0%	7.9%	7.4%
\$50,000 — \$74,999	12.6%	11.9%	12.4%	13.2%	12.5%
\$75,000 — \$99,999	9.8%	11.7%	12.2%	12.4%	12.4%
\$100,000 — \$124,999	13.5%	11.3%	10.6%	10.9%	10.8%
\$125,000 — \$149,999	8.6%	9.5%	9.4%	8.7%	9.1%
\$150,000+	32.3%	36.7%	33.0%	30.3%	31.9%

BUSINESSES

Total Businesses	1,473	7,399	17,178	67,454	20,642
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RACE/ETHNICITY

White/Caucasian	52.9%	54.8%	42.9%	32.0%	38.8%
Black/African American	1.0%	1.0%	1.0%	1.6%	1.0%
Asian/Pacific Islander	16.9%	18.4%	26.6%	22.3%	27.2%
Hispanic/Latino	21.8%	19.0%	24.0%	39.9%	28.0%
Other	7.4%	6.7%	5.6%	4.2%	5.0%

Source: Advan, 2024.