

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	32,514	199,465	447,259	1,056,852	1,814,304
Total Daytime Population	26,576	216,785	455,036	1,184,366	1,928,104

TOTAL HOUSEHOLD INCOME

Total Households	9,216	59,066	136,811	333,258	546,657
Median Household Income	\$83,819	\$80,008	\$87,732	\$97,810	\$100,502
Average Household Income	\$98,937	\$94,593	\$103,927	\$117,083	\$119,818
Under \$15,000	7.0%	7.5%	6.8%	6.1%	5.6%
\$15,000 — \$34,999	15.8%	14.0%	12.1%	10.4%	9.9%
\$35,000 — \$49,999	8.6%	10.3%	9.3%	8.3%	8.0%
\$50,000 — \$74,999	16.3%	17.0%	16.5%	15.4%	14.7%
\$75,000 — \$99,999	13.4%	13.7%	14.1%	13.3%	13.1%
\$100,000 — \$124,999	11.3%	10.6%	11.4%	11.3%	11.5%
\$125,000 — \$149,999	7.9%	8.2%	8.2%	8.7%	9.2%
\$150,000+	19.9%	18.7%	21.7%	26.6%	28.1%

BUSINESSES

Total Businesses	623	9,237	18,076	49,458	76,934
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RACE/ETHNICITY

White/Caucasian	15.6%	17.6%	20.5%	23.4%	21.1%
Black/African American	6.0%	5.2%	4.5%	5.0%	4.7%
Asian/Pacific Islander	9.5%	9.3%	10.0%	17.2%	19.2%
Hispanic/Latino	65.8%	64.3%	61.5%	50.5%	51.4%
Other	3.1%	3.6%	3.4%	3.9%	3.6%

Source: Advan, 2024.