

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	24,401	201,228	534,359	2,286,975	302,749
Total Daytime Population	25,297	220,765	661,590	2,400,764	320,765

### TOTAL HOUSEHOLD INCOME

Total Households	7,679	65,781	174,778	729,521	100,138
Median Household Income	\$136,334	\$120,727	\$110,663	\$96,943	\$117,599
Average Household Income	\$156,803	\$143,372	\$133,042	\$117,018	\$138,792
Under \$15,000	3.4%	5.1%	5.9%	7.0%	5.6%
\$15,000 — \$34,999	6.6%	7.8%	9.5%	11.1%	8.5%
\$35,000 — \$49,999	6.1%	7.1%	7.9%	8.9%	7.2%
\$50,000 — \$74,999	11.2%	11.7%	12.5%	14.7%	11.8%
\$75,000 — \$99,999	9.1%	11.4%	11.8%	13.2%	11.4%
\$100,000 — \$124,999	11.6%	11.6%	11.7%	11.2%	11.7%
\$125,000 — \$149,999	13.0%	9.4%	9.0%	8.8%	9.3%
\$150,000+	39.1%	35.9%	31.9%	25.2%	34.7%

### BUSINESSES

Total Businesses	773	5,667	18,443	85,595	9,054
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### RACE/ETHNICITY

White/Caucasian	29.7%	32.8%	31.0%	22.4%	33.9%
Black/African American	3.5%	3.9%	3.9%	5.2%	3.8%
Asian/Pacific Islander	30.5%	28.8%	27.7%	21.4%	28.1%
Hispanic/Latino	31.3%	29.2%	32.3%	47.0%	28.8%
Other	5.1%	5.3%	5.1%	4.0%	5.4%

Source: Advan, 2024.