

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	13,070	75,348	242,205	1,338,169	698,905
Total Daytime Population	13,085	81,764	317,827	1,407,689	774,345

TOTAL HOUSEHOLD INCOME

Total Households	4,511	24,811	72,446	412,018	214,473
Median Household Income	\$94,967	\$114,848	\$104,622	\$102,221	\$101,386
Average Household Income	\$122,681	\$146,031	\$126,424	\$123,806	\$122,499
Under \$15,000	5.0%	6.7%	6.5%	6.1%	6.3%
\$15,000 — \$34,999	10.8%	9.7%	9.7%	9.7%	10.1%
\$35,000 — \$49,999	7.7%	6.1%	7.8%	8.3%	8.3%
\$50,000 — \$74,999	16.2%	12.4%	14.3%	14.5%	14.6%
\$75,000 — \$99,999	12.6%	11.5%	12.9%	12.8%	12.7%
\$100,000 — \$124,999	8.9%	10.7%	10.6%	10.9%	11.0%
\$125,000 — \$149,999	8.5%	9.7%	9.0%	9.0%	8.7%
\$150,000+	30.4%	33.3%	29.3%	28.8%	28.3%

BUSINESSES

Total Businesses	890	5,093	10,742	56,381	33,658
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RACE/ETHNICITY

White/Caucasian	11.5%	14.5%	12.6%	21.5%	17.8%
Black/African American	3.9%	3.8%	3.6%	3.1%	3.4%
Asian/Pacific Islander	63.1%	56.5%	41.4%	22.5%	28.4%
Hispanic/Latino	16.0%	21.3%	39.4%	49.5%	47.2%
Other	5.5%	3.9%	3.0%	3.4%	3.1%

Source: Advan, 2024.