

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	7,082	55,615	205,362	1,348,988	1,816,271
Total Daytime Population	9,144	59,381	199,405	1,464,194	1,936,640

TOTAL HOUSEHOLD INCOME

Total Households	2,213	17,769	65,680	417,935	557,393
Median Household Income	\$131,158	\$109,010	\$115,794	\$106,011	\$103,422
Average Household Income	\$174,664	\$139,264	\$142,837	\$128,952	\$125,062
Under \$15,000	3.1%	5.3%	5.7%	6.0%	6.0%
\$15,000 — \$34,999	8.7%	9.6%	8.8%	9.3%	9.8%
\$35,000 — \$49,999	4.5%	7.1%	6.9%	7.9%	8.2%
\$50,000 — \$74,999	12.3%	13.1%	12.7%	13.9%	14.3%
\$75,000 — \$99,999	7.6%	11.7%	11.9%	12.7%	12.8%
\$100,000 — \$124,999	12.0%	10.5%	10.0%	11.1%	11.1%
\$125,000 — \$149,999	10.7%	9.5%	9.3%	9.1%	9.2%
\$150,000+	41.2%	33.3%	34.7%	30.0%	28.8%

BUSINESSES

Total Businesses	276	3,712	10,308	58,289	75,877
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RACE/ETHNICITY

White/Caucasian	11.5%	11.8%	16.0%	21.8%	21.7%
Black/African American	1.2%	2.0%	2.3%	2.6%	2.6%
Asian/Pacific Islander	69.9%	64.6%	51.5%	24.1%	22.0%
Hispanic/Latino	14.6%	18.5%	26.8%	48.1%	50.4%
Other	2.8%	3.1%	3.4%	3.3%	3.3%

Source: Advan, 2024.