

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	8,031	116,975	327,491	1,275,686	2,067,324
Total Daytime Population	58,570	251,713	538,301	1,751,521	2,474,547

### TOTAL HOUSEHOLD INCOME

Total Households	3,375	44,608	136,365	492,842	756,960
Median Household Income	\$85,040	\$100,893	\$106,392	\$105,601	\$106,261
Average Household Income	\$105,457	\$119,928	\$127,897	\$132,329	\$132,678
Under \$15,000	9.0%	6.0%	5.9%	6.2%	6.0%
\$15,000 — \$34,999	17.9%	8.4%	8.5%	10.5%	10.3%
\$35,000 — \$49,999	9.1%	7.9%	7.4%	7.5%	7.8%
\$50,000 — \$74,999	15.8%	14.2%	13.5%	13.6%	13.6%
\$75,000 — \$99,999	6.2%	12.3%	13.8%	12.4%	12.3%
\$100,000 — \$124,999	7.3%	11.6%	12.0%	11.0%	11.0%
\$125,000 — \$149,999	10.1%	10.5%	9.7%	8.7%	8.6%
\$150,000+	24.6%	29.1%	29.3%	30.2%	30.4%

### BUSINESSES

Total Businesses	3,382	8,371	22,082	60,743	83,997
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### RACE/ETHNICITY

White/Caucasian	37.1%	46.6%	52.0%	45.6%	43.5%
Black/African American	9.7%	5.8%	4.9%	5.9%	5.4%
Asian/Pacific Islander	20.4%	16.0%	12.6%	15.1%	14.6%
Hispanic/Latino	28.1%	23.9%	23.5%	27.0%	30.4%
Other	4.6%	7.7%	7.0%	6.4%	6.2%

Source: Advan, 2024.