

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	31,672	206,461	475,767	1,026,513	456,726
Total Daytime Population	26,097	205,042	494,367	1,119,669	462,702

TOTAL HOUSEHOLD INCOME

Total Households	9,481	61,519	145,317	316,293	138,864
Median Household Income	\$80,058	\$78,276	\$88,481	\$99,172	\$88,437
Average Household Income	\$95,710	\$92,252	\$104,306	\$116,982	\$103,701
Under \$15,000	7.1%	7.1%	6.6%	6.0%	6.7%
\$15,000 — \$34,999	14.2%	14.4%	12.4%	10.1%	12.5%
\$35,000 — \$49,999	8.4%	10.6%	9.0%	8.0%	8.8%
\$50,000 — \$74,999	19.9%	18.0%	16.8%	15.1%	16.8%
\$75,000 — \$99,999	14.8%	15.1%	13.6%	13.2%	13.6%
\$100,000 — \$124,999	10.3%	11.1%	11.5%	11.5%	11.5%
\$125,000 — \$149,999	9.6%	7.8%	8.3%	8.9%	8.4%
\$150,000+	15.8%	16.0%	21.8%	27.2%	21.7%

BUSINESSES

Total Businesses	871	8,632	20,847	43,479	19,152
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RACE/ETHNICITY

White/Caucasian	16.5%	17.7%	20.6%	23.4%	20.3%
Black/African American	3.4%	4.9%	5.0%	5.9%	5.0%
Asian/Pacific Islander	4.4%	7.7%	9.0%	16.0%	9.0%
Hispanic/Latino	72.7%	66.4%	61.7%	50.9%	62.1%
Other	3.0%	3.3%	3.6%	3.9%	3.6%

Source: Advan, 2024.