

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	22,735	143,576	275,111	469,038	1,152,208
Total Daytime Population	23,752	194,171	326,254	501,625	1,201,081

### TOTAL HOUSEHOLD INCOME

Total Households	10,247	57,694	109,223	177,974	426,328
Median Household Income	\$120,966	\$127,831	\$130,308	\$135,718	\$124,936
Average Household Income	\$146,828	\$158,467	\$168,697	\$188,650	\$169,837
Under \$15,000	4.8%	6.4%	5.6%	5.1%	6.2%
\$15,000 — \$34,999	7.1%	6.4%	6.4%	6.4%	7.8%
\$35,000 — \$49,999	6.2%	6.2%	6.6%	6.1%	6.4%
\$50,000 — \$74,999	13.6%	11.1%	10.7%	10.1%	11.0%
\$75,000 — \$99,999	9.6%	10.0%	10.1%	9.8%	10.2%
\$100,000 — \$124,999	8.8%	9.9%	10.0%	9.8%	9.7%
\$125,000 — \$149,999	10.0%	8.4%	8.8%	8.4%	8.1%
\$150,000+	39.9%	41.7%	41.9%	44.3%	40.6%

### BUSINESSES

Total Businesses	1,316	8,353	13,810	19,819	43,920
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### RACE/ETHNICITY

White/Caucasian	52.3%	51.7%	54.4%	53.9%	42.1%
Black/African American	4.2%	3.1%	3.0%	3.5%	9.7%
Asian/Pacific Islander	20.8%	15.9%	15.0%	14.8%	18.5%
Hispanic/Latino	15.9%	22.2%	20.3%	20.7%	22.4%
Other	6.8%	7.0%	7.4%	7.1%	7.3%

Source: Advan, 2024.