

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	26,822	97,757	232,335	823,924	1,158,883
Total Daytime Population	27,759	282,869	464,404	1,209,811	1,665,885

TOTAL HOUSEHOLD INCOME

Total Households	12,068	36,273	89,127	332,197	452,503
Median Household Income	\$102,065	\$111,381	\$122,371	\$120,241	\$115,595
Average Household Income	\$123,332	\$137,492	\$156,955	\$153,216	\$147,344
Under \$15,000	11.8%	8.9%	6.1%	5.4%	5.7%
\$15,000 — \$34,999	6.2%	7.8%	7.5%	8.0%	9.1%
\$35,000 — \$49,999	6.7%	6.8%	6.5%	6.4%	6.7%
\$50,000 — \$74,999	12.3%	12.4%	11.7%	12.1%	12.3%
\$75,000 — \$99,999	11.7%	11.5%	11.1%	11.8%	11.5%
\$100,000 — \$124,999	10.0%	9.9%	9.9%	10.9%	10.8%
\$125,000 — \$149,999	9.3%	8.8%	9.1%	9.0%	8.8%
\$150,000+	32.0%	33.9%	38.2%	36.5%	35.1%

BUSINESSES

Total Businesses	870	8,657	16,727	46,435	59,150
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RACE/ETHNICITY

White/Caucasian	43.8%	49.6%	51.9%	52.5%	49.8%
Black/African American	1.8%	2.0%	2.1%	3.4%	4.3%
Asian/Pacific Islander	36.1%	25.2%	23.1%	19.2%	18.1%
Hispanic/Latino	12.7%	16.9%	16.2%	18.0%	21.1%
Other	5.6%	6.2%	6.6%	6.9%	6.7%

Source: Advan, 2024.