

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	59,981	310,106	660,548	2,045,626	582,202
Total Daytime Population	58,167	386,748	864,593	2,595,624	756,300

TOTAL HOUSEHOLD INCOME

Total Households	13,985	79,039	190,149	655,055	163,919
Median Household Income	\$70,306	\$91,874	\$101,773	\$111,258	\$99,154
Average Household Income	\$88,073	\$109,761	\$122,372	\$140,262	\$119,001
Under \$15,000	9.3%	6.6%	6.4%	6.7%	6.2%
\$15,000 — \$34,999	16.6%	10.6%	9.9%	9.3%	10.2%
\$35,000 — \$49,999	13.4%	9.4%	8.3%	7.3%	8.7%
\$50,000 — \$74,999	18.7%	16.9%	14.6%	12.8%	15.2%
\$75,000 — \$99,999	12.5%	14.5%	13.6%	12.0%	13.9%
\$100,000 — \$124,999	9.0%	11.2%	11.3%	10.8%	11.2%
\$125,000 — \$149,999	7.2%	8.5%	9.2%	8.7%	9.0%
\$150,000+	13.4%	22.2%	26.7%	32.2%	25.6%

BUSINESSES

Total Businesses	2,003	12,981	32,956	92,407	28,081
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RACE/ETHNICITY

White/Caucasian	5.7%	12.2%	19.4%	30.6%	17.8%
Black/African American	0.7%	1.2%	1.3%	1.5%	1.3%
Asian/Pacific Islander	3.5%	8.3%	18.2%	23.8%	15.9%
Hispanic/Latino	88.9%	76.3%	58.0%	39.7%	62.2%
Other	1.2%	2.0%	3.2%	4.3%	2.8%

Source: Advan, 2024.