

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	17,938	95,153	202,787	313,595	299,033
Total Daytime Population	11,858	89,161	227,836	351,391	335,281

### TOTAL HOUSEHOLD INCOME

Total Households	5,529	33,186	74,677	117,854	111,974
Median Household Income	\$72,697	\$83,778	\$96,824	\$103,163	\$102,549
Average Household Income	\$87,529	\$105,051	\$118,770	\$127,371	\$126,375
Under \$15,000	10.4%	7.0%	6.7%	6.2%	6.2%
\$15,000 — \$34,999	16.4%	11.4%	9.4%	9.2%	9.2%
\$35,000 — \$49,999	8.6%	9.8%	8.9%	8.8%	8.7%
\$50,000 — \$74,999	19.9%	18.1%	15.7%	14.3%	14.4%
\$75,000 — \$99,999	12.9%	14.3%	13.7%	13.1%	13.1%
\$100,000 — \$124,999	12.1%	11.5%	11.9%	11.4%	11.6%
\$125,000 — \$149,999	4.5%	7.4%	8.4%	8.7%	8.8%
\$150,000+	15.3%	20.4%	25.3%	28.4%	27.9%

### BUSINESSES

Total Businesses	518	4,742	8,808	13,583	12,857
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### RACE/ETHNICITY

White/Caucasian	24.0%	41.9%	50.4%	56.0%	55.4%
Black/African American	2.2%	1.9%	2.1%	1.8%	1.8%
Asian/Pacific Islander	4.9%	5.6%	5.8%	5.5%	5.6%
Hispanic/Latino	65.0%	44.8%	35.8%	30.7%	31.1%
Other	3.9%	5.8%	6.0%	6.1%	6.1%

Source: Advan, 2024.