

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	2,200	16,599	41,091	205,856	1,923,377
Total Daytime Population	869	11,147	31,053	176,143	1,957,253

TOTAL HOUSEHOLD INCOME

Total Households	566	5,187	13,341	62,061	591,134
Median Household Income	\$165,200	\$127,017	\$118,166	\$114,080	\$109,972
Average Household Income	\$169,100	\$136,643	\$132,112	\$136,803	\$132,197
Under \$15,000	6.4%	4.8%	5.7%	4.5%	5.1%
\$15,000 — \$34,999	4.1%	7.7%	7.4%	9.0%	8.6%
\$35,000 — \$49,999	1.2%	6.9%	6.2%	7.6%	7.4%
\$50,000 — \$74,999	5.5%	11.3%	11.4%	12.0%	13.5%
\$75,000 — \$99,999	9.7%	9.6%	11.2%	11.9%	12.7%
\$100,000 — \$124,999	8.5%	12.0%	13.1%	11.3%	11.7%
\$125,000 — \$149,999	3.9%	11.5%	11.8%	10.3%	9.4%
\$150,000+	60.8%	36.2%	33.3%	33.5%	31.6%

BUSINESSES

Total Businesses	9	258	766	5,291	63,690
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RACE/ETHNICITY

White/Caucasian	0.0%	40.0%	42.2%	36.6%	33.1%
Black/African American	0.0%	9.7%	7.2%	5.1%	5.9%
Asian/Pacific Islander	0.0%	11.5%	9.2%	9.6%	12.4%
Hispanic/Latino	0.0%	34.7%	37.0%	44.0%	43.7%
Other	0.0%	4.2%	4.4%	4.7%	4.8%

Source: Advan, 2024.