

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	20,208	203,726	419,961	1,224,432	542,616
Total Daytime Population	22,001	169,931	472,679	1,573,311	566,261

### TOTAL HOUSEHOLD INCOME

Total Households	7,194	65,584	135,200	491,195	179,138
Median Household Income	\$127,749	\$126,603	\$126,883	\$139,082	\$132,040
Average Household Income	\$155,208	\$154,349	\$165,528	\$197,358	\$175,706
Under \$15,000	3.5%	4.8%	5.2%	6.6%	5.3%
\$15,000 — \$34,999	6.3%	7.6%	7.7%	8.2%	7.6%
\$35,000 — \$49,999	5.2%	6.1%	6.0%	5.2%	5.5%
\$50,000 — \$74,999	11.3%	10.4%	10.5%	8.7%	10.1%
\$75,000 — \$99,999	10.8%	11.3%	11.1%	9.1%	10.6%
\$100,000 — \$124,999	12.3%	10.4%	9.6%	7.9%	9.0%
\$125,000 — \$149,999	9.2%	8.5%	8.1%	7.2%	8.1%
\$150,000+	41.4%	41.0%	41.8%	47.1%	43.7%

### BUSINESSES

Total Businesses	799	4,476	10,732	72,476	15,164
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### RACE/ETHNICITY

White/Caucasian	22.3%	17.8%	20.0%	35.6%	23.5%
Black/African American	1.4%	2.1%	3.1%	4.1%	3.6%
Asian/Pacific Islander	48.2%	48.8%	46.8%	35.8%	44.4%
Hispanic/Latino	22.2%	25.4%	24.2%	17.9%	22.4%
Other	5.9%	5.8%	5.9%	6.6%	6.0%

Source: Advan, 2024.