

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	15,054	105,585	202,680	544,528	512,442
Total Daytime Population	24,983	114,499	280,786	620,876	588,935

TOTAL HOUSEHOLD INCOME

Total Households	6,996	44,961	85,538	210,197	197,999
Median Household Income	\$71,652	\$98,672	\$90,076	\$90,005	\$89,671
Average Household Income	\$97,105	\$119,094	\$111,110	\$110,105	\$109,904
Under \$15,000	7.9%	5.0%	6.6%	6.2%	6.3%
\$15,000 — \$34,999	13.2%	11.6%	12.1%	11.0%	11.1%
\$35,000 — \$49,999	18.4%	10.1%	10.2%	10.3%	10.4%
\$50,000 — \$74,999	15.4%	14.1%	15.9%	17.0%	17.0%
\$75,000 — \$99,999	11.0%	13.1%	13.0%	13.8%	13.8%
\$100,000 — \$124,999	10.1%	11.5%	11.4%	11.6%	11.5%
\$125,000 — \$149,999	7.9%	8.0%	8.2%	8.0%	8.0%
\$150,000+	16.1%	26.7%	22.6%	22.1%	21.9%

BUSINESSES

Total Businesses	487	3,353	8,767	18,036	16,508
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RACE/ETHNICITY

White/Caucasian	69.1%	69.5%	64.3%	55.9%	56.0%
Black/African American	9.4%	6.7%	8.3%	9.6%	9.5%
Asian/Pacific Islander	5.3%	5.3%	6.6%	8.8%	8.8%
Hispanic/Latino	6.9%	8.0%	9.6%	13.3%	13.3%
Other	9.3%	10.5%	11.2%	12.4%	12.4%

Source: Advan, 2024.