

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	8,100	70,200	171,800	242,800	305,798
Total Daytime Population	13,900	98,100	205,000	269,300	312,637

TOTAL HOUSEHOLD INCOME

Total Households	3,700	29,200	69,900	97,200	116,876
Median Household Income	\$52,600	\$85,100	\$86,100	\$92,800	\$90,847
Average Household Income	\$65,000	\$98,000	\$100,900	\$110,200	\$107,893
Under \$15,000	13.5%	6.9%	6.7%	6.1%	6.15%
\$15,000 — \$34,999	20.7%	12.8%	11.5%	10.4%	10.68%
\$35,000 — \$49,999	15.2%	10.9%	9.5%	8.7%	8.82%
\$50,000 — \$74,999	20.1%	14.9%	17.4%	16.5%	16.61%
\$75,000 — \$99,999	12.8%	14.8%	14.5%	13.7%	14.27%
\$100,000 — \$124,999	6.6%	13.3%	12.8%	13.2%	13.04%
\$125,000 — \$149,999	4.3%	9.7%	9.1%	9.5%	9.15%
\$150,000+	6.9%	16.8%	18.4%	21.8%	21.29%

BUSINESSES

Total Businesses	886	3,800	7,100	8,300	9,067
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RACE/ETHNICITY

White/Caucasian	63.2%	70.2%	67.5%	69.1%	10.48%
Black/African American	4.6%	3.7%	3.9%	3.6%	3.86%
Asian/Pacific Islander	6.1%	6.6%	7.4%	7.0%	6.23%
Hispanic/Latino	16.2%	9.8%	10.6%	10.1%	10.50%
Other	10.0%	9.7%	10.6%	10.3%	68.93%

Source: Advan, 2024.