

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	19,460	86,467	243,605	664,687	607,811
Total Daytime Population	71,489	178,743	316,668	736,393	678,783

TOTAL HOUSEHOLD INCOME

Total Households	10,123	37,356	97,362	255,463	234,645
Median Household Income	\$71,622	\$89,785	\$90,384	\$90,331	\$89,597
Average Household Income	\$90,318	\$107,583	\$108,448	\$108,919	\$108,207
Under \$15,000	12.8%	8.5%	7.3%	6.6%	6.3%
\$15,000 — \$34,999	15.5%	14.7%	13.4%	12.9%	11.1%
\$35,000 — \$49,999	11.7%	10.8%	11.6%	12.0%	10.2%
\$50,000 — \$74,999	19.9%	16.8%	18.1%	18.8%	16.6%
\$75,000 — \$99,999	12.4%	15.3%	15.9%	16.2%	14.2%
\$100,000 — \$124,999	9.3%	10.3%	11.0%	11.5%	11.7%
\$125,000 — \$149,999	8.1%	9.4%	9.2%	8.6%	8.4%
\$150,000+	10.3%	14.3%	13.6%	13.4%	21.5%

BUSINESSES

Total Businesses	2,160	5,635	9,248	21,783	19,824
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RACE/ETHNICITY

White/Caucasian	65.7%	65.1%	57.8%	55.6%	55.6%
Black/African American	8.9%	7.7%	9.1%	9.3%	9.3%
Asian/Pacific Islander	4.5%	5.3%	8.7%	9.4%	9.3%
Hispanic/Latino	9.4%	10.3%	12.1%	13.5%	13.6%
Other	11.4%	11.6%	12.4%	12.2%	12.2%

Source: Advan, 2024.