

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	29,672	315,906	776,302	2,809,981	726,208
Total Daytime Population	32,986	264,262	763,704	2,816,975	725,729

TOTAL HOUSEHOLD INCOME

Total Households	8,613	90,564	222,893	842,071	208,145
Median Household Income	\$77,512	\$81,884	\$86,365	\$83,684	\$85,378
Average Household Income	\$97,836	\$97,537	\$103,169	\$100,924	\$102,166
Under \$15,000	8.4%	7.2%	6.8%	8.3%	6.8%
\$15,000 — \$34,999	10.2%	12.8%	12.3%	13.4%	12.2%
\$35,000 — \$49,999	12.5%	10.8%	10.4%	10.3%	10.6%
\$50,000 — \$74,999	18.5%	17.2%	16.6%	16.2%	16.7%
\$75,000 — \$99,999	17.9%	15.4%	14.6%	13.4%	14.9%
\$100,000 — \$124,999	10.2%	10.8%	11.2%	10.8%	11.1%
\$125,000 — \$149,999	7.4%	8.4%	8.4%	7.8%	8.4%
\$150,000+	15.0%	17.4%	19.9%	19.9%	19.4%

BUSINESSES

Total Businesses	1,272	9,327	26,502	101,217	24,933
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RACE/ETHNICITY

White/Caucasian	7.1%	10.1%	11.7%	12.4%	11.2%
Black/African American	9.1%	11.4%	9.5%	9.7%	9.7%
Asian/Pacific Islander	5.0%	8.6%	9.2%	10.9%	9.3%
Hispanic/Latino	75.7%	66.6%	66.4%	63.9%	66.6%
Other	3.1%	3.3%	3.2%	3.1%	3.1%

Source: Advan, 2024.