

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	16,333	99,820	217,646	550,842	314,887
Total Daytime Population	12,673	85,175	166,060	552,658	251,098

TOTAL HOUSEHOLD INCOME

Total Households	5,650	34,247	71,187	199,064	108,675
Median Household Income	\$96,802	\$104,687	\$98,595	\$107,630	\$108,029
Average Household Income	\$116,302	\$123,081	\$117,562	\$140,711	\$132,535
Under \$15,000	4.7%	6.0%	7.0%	7.6%	6.6%
\$15,000 — \$34,999	8.3%	7.6%	8.8%	9.6%	9.1%
\$35,000 — \$49,999	9.4%	8.4%	8.8%	8.0%	8.2%
\$50,000 — \$74,999	13.3%	13.6%	14.0%	12.8%	12.8%
\$75,000 — \$99,999	13.0%	13.1%	13.3%	11.6%	12.6%
\$100,000 — \$124,999	13.7%	12.0%	11.4%	10.1%	11.3%
\$125,000 — \$149,999	12.0%	9.0%	9.1%	8.0%	8.4%
\$150,000+	25.6%	30.3%	27.7%	32.4%	31.0%

BUSINESSES

Total Businesses	413	2,109	4,171	17,807	7,253
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RACE/ETHNICITY

White/Caucasian	28.0%	21.1%	19.0%	34.2%	25.8%
Black/African American	14.7%	15.3%	14.1%	11.9%	13.1%
Asian/Pacific Islander	23.8%	26.4%	20.5%	19.0%	20.0%
Hispanic/Latino	26.9%	29.8%	39.7%	27.4%	34.0%
Other	6.6%	7.4%	6.7%	7.5%	7.1%

Source: Advan, 2024.