

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	23,192	208,348	680,511	2,375,062	1,019,400
Total Daytime Population	24,191	207,792	709,760	2,466,266	1,096,377

TOTAL HOUSEHOLD INCOME

Total Households	8,787	65,509	221,412	744,455	325,921
Median Household Income	\$93,979	\$85,389	\$85,810	\$87,524	\$87,666
Average Household Income	\$122,847	\$103,072	\$102,997	\$106,379	\$105,056
Under \$15,000	9.9%	7.7%	8.4%	7.7%	8.0%
\$15,000 — \$34,999	9.3%	13.2%	13.0%	12.8%	12.5%
\$35,000 — \$49,999	9.8%	10.2%	10.2%	10.0%	9.7%
\$50,000 — \$74,999	16.5%	14.9%	16.0%	15.9%	15.8%
\$75,000 — \$99,999	10.2%	14.6%	13.7%	13.2%	13.6%
\$100,000 — \$124,999	9.3%	10.4%	10.9%	10.8%	11.2%
\$125,000 — \$149,999	5.9%	8.5%	7.8%	7.9%	8.2%
\$150,000+	29.1%	20.4%	20.0%	21.7%	21.0%

BUSINESSES

Total Businesses	1,646	10,029	27,300	90,978	41,356
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RACE/ETHNICITY

White/Caucasian	30.4%	14.2%	16.8%	15.6%	16.7%
Black/African American	14.8%	15.2%	14.7%	10.9%	13.3%
Asian/Pacific Islander	14.5%	16.7%	12.5%	13.4%	12.4%
Hispanic/Latino	34.6%	48.7%	51.2%	56.3%	53.2%
Other	5.7%	5.2%	4.8%	3.8%	4.5%

Source: Advan, 2024.