

Full Year 2024	1-mile Radius	3-mile Radius	5-mile Radius	10-mile Radius	70% True Trade Area
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TOTAL POPULATION

Total Population	4,665	37,140	76,101	202,727	574,030
Total Daytime Population	8,516	46,151	77,479	183,969	544,558

TOTAL HOUSEHOLD INCOME

Total Households	2,131	15,227	30,192	79,825	222,920
Median Household Income	\$109,339	\$96,988	\$100,939	\$107,298	\$88,858
Average Household Income	\$138,326	\$123,412	\$129,045	\$143,090	\$112,950
Under \$15,000	3.3%	5.0%	4.8%	4.8%	5.7%
\$15,000 — \$34,999	8.9%	10.0%	10.1%	9.6%	11.5%
\$35,000 — \$49,999	11.1%	9.6%	8.6%	8.7%	10.2%
\$50,000 — \$74,999	12.8%	16.9%	15.8%	14.6%	16.4%
\$75,000 — \$99,999	10.6%	13.3%	14.0%	12.4%	13.9%
\$100,000 — \$124,999	9.0%	10.0%	10.1%	10.0%	10.5%
\$125,000 — \$149,999	16.4%	8.9%	8.7%	8.5%	7.9%
\$150,000+	27.9%	26.3%	27.9%	31.4%	24.0%

BUSINESSES

Total Businesses	673	2,145	3,031	6,572	15,020
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RACE/ETHNICITY

White/Caucasian	82.7%	75.1%	76.9%	80.6%	69.0%
Black/African American	2.3%	7.7%	8.4%	6.6%	14.6%
Asian/Pacific Islander	3.8%	6.3%	4.3%	2.8%	3.9%
Hispanic/Latino	8.9%	6.9%	6.3%	5.9%	8.4%
Other	2.3%	4.0%	4.2%	4.1%	4.1%

Source: Advan, 2024.