

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	21,692	195,849	433,703	1,401,095	435,021
Total Daytime Population	15,311	263,660	528,037	1,786,787	656,297

TOTAL HOUSEHOLD INCOME

Total Households	7,850	74,242	157,028	455,280	157,396
Median Household Income	\$132,161	\$117,604	\$119,188	\$110,688	\$119,167
Average Household Income	\$158,892	\$146,164	\$154,183	\$142,346	\$154,065
Under \$15,000	2.9%	5.1%	5.0%	6.8%	5.0%
\$15,000 — \$34,999	6.8%	7.9%	8.0%	9.6%	8.0%
\$35,000 — \$49,999	5.4%	6.7%	6.7%	7.5%	6.7%
\$50,000 — \$74,999	9.7%	11.9%	12.3%	12.9%	12.3%
\$75,000 — \$99,999	9.9%	12.5%	12.2%	12.0%	12.2%
\$100,000 — \$124,999	13.3%	11.4%	11.4%	10.8%	11.4%
\$125,000 — \$149,999	10.3%	9.5%	9.6%	8.7%	9.6%
\$150,000+	41.7%	34.8%	34.8%	31.7%	34.8%

BUSINESSES

Total Businesses	466	9,042	20,793	66,654	20,803
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RACE/ETHNICITY

White/Caucasian	62.7%	53.2%	46.4%	32.3%	46.3%
Black/African American	0.6%	1.0%	1.0%	1.3%	1.0%
Asian/Pacific Islander	13.7%	13.6%	17.8%	23.1%	18.0%
Hispanic/Latino	16.5%	25.8%	29.3%	39.0%	29.3%
Other	6.5%	6.4%	5.4%	4.4%	5.4%

Source: Advan, 2024.