

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	3,991	55,680	149,580	324,690	388,757
Total Daytime Population	4,382	46,363	159,985	350,026	404,655

TOTAL HOUSEHOLD INCOME

Total Households	1,857	22,305	62,861	142,566	169,265
Median Household Income	\$92,163	\$88,632	\$94,978	\$97,310	\$96,509
Average Household Income	\$128,800	\$116,514	\$128,863	\$143,050	\$140,792
Under \$15,000	8.1%	5.3%	6.2%	5.8%	5.6%
\$15,000 — \$34,999	11.8%	11.5%	11.2%	11.0%	11.2%
\$35,000 — \$49,999	7.4%	10.2%	10.4%	9.5%	9.5%
\$50,000 — \$74,999	17.9%	17.4%	15.6%	16.0%	16.0%
\$75,000 — \$99,999	13.6%	13.9%	13.0%	12.6%	12.6%
\$100,000 — \$124,999	6.9%	10.3%	11.1%	10.5%	10.7%
\$125,000 — \$149,999	8.0%	8.0%	7.1%	7.4%	7.5%
\$150,000+	26.2%	23.4%	25.5%	27.2%	26.8%

BUSINESSES

Total Businesses	273	1,767	7,735	16,155	17,830
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RACE/ETHNICITY

White/Caucasian	80.7%	52.7%	63.4%	68.1%	67.2%
Black/African American	1.5%	6.9%	5.1%	4.5%	4.7%
Asian/Pacific Islander	3.3%	1.8%	2.1%	1.7%	1.6%
Hispanic/Latino	12.8%	36.2%	27.0%	23.4%	24.2%
Other	1.6%	2.4%	2.4%	2.3%	2.4%

Source: Advan, 2024.