

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	2,714	29,648	101,746	592,208	289,230
Total Daytime Population	2,417	31,498	106,311	790,233	350,785

TOTAL HOUSEHOLD INCOME

Total Households	1,259	12,204	38,687	245,363	120,134
Median Household Income	\$105,601	\$132,476	\$142,073	\$118,000	\$124,994
Average Household Income	\$132,781	\$185,633	\$180,446	\$154,846	\$162,290
Under \$15,000	0.3%	2.7%	2.1%	5.0%	3.5%
\$15,000 — \$34,999	1.2%	8.3%	5.4%	8.6%	7.8%
\$35,000 — \$49,999	6.8%	6.1%	5.5%	7.3%	7.3%
\$50,000 — \$74,999	11.4%	11.7%	11.3%	14.4%	14.2%
\$75,000 — \$99,999	23.9%	14.0%	11.5%	11.3%	11.5%
\$100,000 — \$124,999	17.8%	7.9%	8.6%	9.8%	9.2%
\$125,000 — \$149,999	9.0%	6.7%	8.4%	7.8%	8.2%
\$150,000+	29.6%	42.6%	47.3%	35.8%	38.4%

BUSINESSES

Total Businesses	71	884	2,808	25,303	11,641
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RACE/ETHNICITY

White/Caucasian	56.0%	61.8%	61.7%	59.3%	62.2%
Black/African American	6.0%	5.0%	3.1%	4.1%	3.7%
Asian/Pacific Islander	9.1%	11.5%	13.8%	11.7%	12.6%
Hispanic/Latino	22.5%	17.1%	16.2%	20.1%	16.4%
Other	6.3%	4.6%	5.2%	4.8%	5.2%

Source: Advan, 2024.