

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	25,568	194,743	454,587	1,661,945	372,358
Total Daytime Population	26,504	207,264	471,767	2,026,034	405,227

TOTAL HOUSEHOLD INCOME

Total Households	9,045	70,199	154,778	545,349	129,245
Median Household Income	\$111,078	\$115,444	\$109,698	\$104,963	\$110,662
Average Household Income	\$132,009	\$146,408	\$137,499	\$130,309	\$138,614
Under \$15,000	4.3%	6.5%	6.5%	6.6%	6.3%
\$15,000 — \$34,999	10.1%	9.5%	10.1%	9.9%	9.8%
\$35,000 — \$49,999	4.4%	6.5%	7.4%	8.0%	7.2%
\$50,000 — \$74,999	15.3%	12.0%	12.7%	13.6%	12.5%
\$75,000 — \$99,999	11.6%	10.9%	12.0%	12.5%	12.0%
\$100,000 — \$124,999	13.0%	10.8%	10.6%	11.3%	10.5%
\$125,000 — \$149,999	10.2%	9.6%	8.8%	9.0%	8.9%
\$150,000+	31.0%	34.3%	31.9%	29.1%	32.6%

BUSINESSES

Total Businesses	1,286	8,005	16,895	71,743	14,194
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RACE/ETHNICITY

White/Caucasian	46.1%	44.7%	38.4%	30.8%	40.1%
Black/African American	1.4%	1.1%	1.0%	2.1%	1.0%
Asian/Pacific Islander	10.7%	26.8%	32.2%	21.5%	31.5%
Hispanic/Latino	36.0%	21.7%	23.4%	41.4%	22.1%
Other	5.8%	5.8%	5.1%	4.2%	5.4%

Source: Advan, 2024.