

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	21,756	124,770	313,132	860,934	503,020
Total Daytime Population	22,819	153,878	352,322	1,013,161	599,078

TOTAL HOUSEHOLD INCOME

Total Households	7,909	44,442	117,794	313,269	187,709
Median Household Income	\$132,864	\$129,182	\$133,859	\$136,827	\$134,058
Average Household Income	\$150,282	\$154,192	\$162,527	\$176,627	\$164,663
Under \$15,000	4.9%	4.8%	5.7%	5.7%	5.2%
\$15,000 — \$34,999	5.5%	6.0%	6.8%	6.8%	7.1%
\$35,000 — \$49,999	7.7%	6.9%	6.1%	5.3%	5.7%
\$50,000 — \$74,999	9.8%	10.1%	9.9%	9.7%	10.0%
\$75,000 — \$99,999	13.6%	11.2%	10.0%	9.4%	9.9%
\$100,000 — \$124,999	8.7%	11.0%	10.1%	10.3%	10.6%
\$125,000 — \$149,999	10.4%	9.6%	8.9%	8.6%	8.8%
\$150,000+	39.4%	40.4%	42.4%	44.0%	42.8%

BUSINESSES

Total Businesses	777	7,669	15,272	38,178	22,874
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RACE/ETHNICITY

White/Caucasian	55.5%	49.0%	50.4%	48.7%	50.6%
Black/African American	2.2%	1.6%	1.4%	1.6%	1.6%
Asian/Pacific Islander	15.1%	20.3%	24.7%	26.2%	24.8%
Hispanic/Latino	22.1%	23.5%	17.7%	17.3%	16.9%
Other	5.1%	5.6%	5.8%	6.2%	6.2%

Source: Advan, 2024.