

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	5,420	15,108	39,940	145,762	204,754
Total Daytime Population	4,683	13,406	40,865	199,821	251,450

TOTAL HOUSEHOLD INCOME

Total Households	2,066	5,687	16,119	58,111	80,821
Median Household Income	\$114,716	\$123,170	\$101,411	\$95,492	\$96,423
Average Household Income	\$130,783	\$140,560	\$124,090	\$124,807	\$129,615
Under \$15,000	7.5%	4.2%	4.5%	8.3%	7.2%
\$15,000 — \$34,999	3.7%	3.8%	9.3%	10.8%	10.7%
\$35,000 — \$49,999	5.0%	5.7%	8.2%	8.6%	8.6%
\$50,000 — \$74,999	8.2%	13.1%	15.0%	15.5%	15.2%
\$75,000 — \$99,999	14.4%	12.5%	12.6%	11.8%	12.7%
\$100,000 — \$124,999	18.3%	13.5%	11.9%	10.1%	10.6%
\$125,000 — \$149,999	8.0%	10.0%	8.7%	8.0%	8.0%
\$150,000+	34.8%	37.1%	29.8%	26.9%	26.9%

BUSINESSES

Total Businesses	212	413	1,585	6,120	7,441
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RACE/ETHNICITY

White/Caucasian	72.5%	73.1%	71.3%	69.1%	72.7%
Black/African American	6.2%	6.8%	10.6%	11.4%	10.2%
Asian/Pacific Islander	9.0%	7.1%	5.5%	7.2%	5.7%
Hispanic/Latino	7.6%	6.9%	7.4%	7.5%	6.5%
Other	4.7%	6.0%	5.2%	4.9%	4.9%

Source: Advan, 2024.