

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	11,968	128,038	311,818	671,286	730,133
Total Daytime Population	49,286	147,430	317,670	744,839	836,153

TOTAL HOUSEHOLD INCOME

Total Households	4,629	44,694	114,594	253,071	273,705
Median Household Income	\$105,035	\$135,107	\$133,750	\$139,171	\$138,424
Average Household Income	\$139,034	\$171,215	\$169,702	\$180,900	\$180,713
Under \$15,000	2.6%	4.9%	4.5%	4.8%	5.1%
\$15,000 — \$34,999	9.8%	6.3%	7.2%	6.7%	6.8%
\$35,000 — \$49,999	9.7%	5.1%	5.7%	5.4%	5.4%
\$50,000 — \$74,999	16.5%	9.7%	10.3%	9.6%	9.3%
\$75,000 — \$99,999	10.0%	9.9%	10.1%	9.6%	9.4%
\$100,000 — \$124,999	9.2%	10.2%	10.4%	10.4%	10.4%
\$125,000 — \$149,999	8.3%	9.3%	9.0%	8.8%	8.8%
\$150,000+	33.9%	44.6%	42.9%	44.9%	44.7%

BUSINESSES

Total Businesses	1,644	5,249	12,503	31,557	33,408
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RACE/ETHNICITY

White/Caucasian	58.6%	60.1%	59.1%	58.4%	57.4%
Black/African American	3.2%	1.3%	1.3%	1.3%	1.4%
Asian/Pacific Islander	11.9%	12.6%	12.6%	16.2%	17.5%
Hispanic/Latino	19.4%	19.3%	21.0%	18.1%	17.7%
Other	6.7%	6.7%	6.0%	5.9%	6.0%

Source: Advan, 2024.