

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	1,832	21,583	68,354	254,012	230,211
Total Daytime Population	1,024	29,614	74,140	258,695	248,548

TOTAL HOUSEHOLD INCOME

Total Households	650	7,456	24,007	85,574	77,846
Median Household Income	\$101,364	\$84,165	\$82,236	\$85,905	\$84,511
Average Household Income	\$128,872	\$104,992	\$100,123	\$111,481	\$110,385
Under \$15,000	6.6%	5.1%	4.9%	6.2%	6.0%
\$15,000 — \$34,999	8.6%	12.2%	11.1%	11.5%	12.0%
\$35,000 — \$49,999	3.5%	9.8%	10.7%	9.9%	9.9%
\$50,000 — \$74,999	20.6%	19.3%	19.1%	17.0%	17.4%
\$75,000 — \$99,999	10.0%	13.4%	15.2%	13.3%	13.4%
\$100,000 — \$124,999	12.9%	11.4%	11.4%	10.5%	10.2%
\$125,000 — \$149,999	10.9%	8.7%	8.5%	8.3%	8.3%
\$150,000+	26.8%	20.1%	19.1%	23.2%	22.8%

BUSINESSES

Total Businesses	15	433	1,130	6,160	5,685
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RACE/ETHNICITY

White/Caucasian	66.3%	60.1%	60.4%	57.0%	56.7%
Black/African American	7.0%	6.3%	6.3%	9.4%	9.3%
Asian/Pacific Islander	2.9%	2.0%	2.6%	4.0%	3.7%
Hispanic/Latino	22.5%	28.7%	27.3%	25.9%	26.6%
Other	1.3%	2.9%	3.5%	3.7%	3.7%

Source: Advan, 2024.