

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	6,488	47,457	63,971	134,614	169,499
Total Daytime Population	6,050	36,089	47,666	98,960	137,232

TOTAL HOUSEHOLD INCOME

Total Households	2,328	15,507	22,115	48,175	61,876
Median Household Income	\$84,314	\$108,944	\$108,418	\$111,486	\$108,227
Average Household Income	\$96,090	\$121,835	\$123,039	\$133,838	\$131,667
Under \$15,000	6.7%	3.2%	2.8%	2.9%	3.4%
\$15,000 — \$34,999	20.7%	7.5%	7.1%	7.7%	7.9%
\$35,000 — \$49,999	4.0%	7.0%	8.0%	7.6%	8.3%
\$50,000 — \$74,999	21.5%	13.6%	13.3%	12.9%	12.7%
\$75,000 — \$99,999	10.6%	14.5%	15.3%	13.6%	13.7%
\$100,000 — \$124,999	8.7%	15.5%	15.1%	12.0%	11.8%
\$125,000 — \$149,999	2.4%	9.4%	9.0%	9.1%	9.1%
\$150,000+	25.4%	29.3%	29.4%	34.1%	33.1%

BUSINESSES

Total Businesses	269	762	1,113	2,451	4,303
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RACE/ETHNICITY

White/Caucasian	85.7%	81.8%	80.6%	82.0%	81.5%
Black/African American	3.3%	4.8%	5.1%	4.9%	5.1%
Asian/Pacific Islander	2.1%	1.8%	2.1%	2.4%	2.8%
Hispanic/Latino	6.8%	7.7%	7.6%	6.7%	6.5%
Other	2.1%	3.9%	4.6%	4.1%	4.1%

Source: Advan, 2024.