Full Year 2024	1-mile Radius	3-mile Radius	5-mile Radius	10-mile Radius	70% True Trade Area
TOTAL POPULATION					
Total Population	8,032	36,432	68,529	127,132	134,105
Total Daytime Population	18,187	27,114	53,886	94,809	98,839
TOTAL HOUSEHOLD INCOME					
Total Households	2,669	12,088	23,965	45,047	47,974
Median Household Income	$102,654	$96,500	$102,560	$112,521	$108,552
Average Household Income	$115,095	$110,956	$118,770	$138,147	$135,014
Under $15,000	2.40%	2.30%	3.20%	3.30%	3.40%
$15,000 — $34,999	6.00%	7.70%	7.70%	7.20%	7.60%
$35,000 — $49,999	8.50%	9.80%	10.40%	9.30%	9.70%
$50,000 — $74,999	15.80%	15.80%	14.30%	13.90%	14.00%
$75,000 — $99,999	14.10%	16.00%	17.40%	15.00%	14.60%
$100,000 — $124,999	13.30%	13.40%	13.50%	12.10%	11.90%
$125,000 — $149,999	9.50%	9.40%	9.20%	9.10%	9.10%
$150,000+	30.50%	25.60%	24.40%	30.10%	29.70%
BUSINESSES					
Total Businesses	335	292	750	1,599	1,703
RACE/ETHNICITY					
White/Caucasian	88.30%	86.40%	85.10%	85.30%	84.90%
Black/African American	4.00%	3.70%	4.90%	4.90%	5.30%
Asian/Pacific Islander	0.80%	0.80%	1.30%	1.70%	1.70%
Hispanic/Latino	5.20%	6.80%	5.80%	5.40%	5.40%
Other	1.70%	2.30%	2.90%	2.70%	2.70%