

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	6,878	92,875	253,963	799,468	644,482
Total Daytime Population	9,884	112,041	286,208	901,237	725,446

TOTAL HOUSEHOLD INCOME

Total Households	2,649	34,652	88,331	281,026	226,486
Median Household Income	\$129,820	\$121,938	\$131,526	\$110,904	\$111,311
Average Household Income	\$168,108	\$149,510	\$164,261	\$136,069	\$136,793
Under \$15,000	1.8%	4.0%	3.9%	4.4%	4.5%
\$15,000 — \$34,999	5.7%	6.4%	6.3%	8.2%	8.4%
\$35,000 — \$49,999	6.0%	5.8%	6.2%	7.9%	7.9%
\$50,000 — \$74,999	15.9%	13.4%	11.6%	14.3%	14.3%
\$75,000 — \$99,999	9.0%	12.8%	10.8%	12.8%	12.7%
\$100,000 — \$124,999	11.5%	12.5%	10.6%	11.6%	11.1%
\$125,000 — \$149,999	11.7%	10.1%	9.6%	9.5%	9.5%
\$150,000+	38.5%	35.0%	40.9%	31.2%	31.7%

BUSINESSES

Total Businesses	340	3,484	7,591	21,881	17,321
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RACE/ETHNICITY

White/Caucasian	45.6%	52.8%	54.0%	54.9%	52.7%
Black/African American	7.8%	8.9%	7.1%	7.9%	8.3%
Asian/Pacific Islander	29.9%	22.4%	19.5%	11.2%	12.4%
Hispanic/Latino	13.0%	11.8%	15.5%	22.3%	23.0%
Other	3.6%	4.2%	4.0%	3.7%	3.6%

Source: Advan, 2024.