

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	3,609	83,005	262,709	968,777	3,265,861
Total Daytime Population	31,307	126,549	340,866	1,095,965	3,634,442

TOTAL HOUSEHOLD INCOME

Total Households	1,595	34,375	103,813	364,735	1,206,687
Median Household Income	\$113,261	\$98,085	\$105,176	\$101,483	\$104,691
Average Household Income	\$133,175	\$113,033	\$124,533	\$121,818	\$135,033
Under \$15,000	0.7%	4.5%	4.3%	5.1%	5.8%
\$15,000 — \$34,999	5.7%	10.0%	9.5%	9.7%	10.3%
\$35,000 — \$49,999	2.1%	9.1%	8.2%	8.5%	8.4%
\$50,000 — \$74,999	16.1%	16.0%	14.5%	14.9%	14.0%
\$75,000 — \$99,999	10.5%	16.0%	14.5%	14.0%	12.9%
\$100,000 — \$124,999	26.3%	12.7%	12.2%	11.6%	10.8%
\$125,000 — \$149,999	15.4%	8.2%	9.4%	9.2%	8.5%
\$150,000+	23.4%	23.4%	27.4%	26.9%	29.2%

BUSINESSES

Total Businesses	1,327	4,332	10,061	31,534	102,151
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RACE/ETHNICITY

White/Caucasian	41.0%	56.0%	63.0%	57.8%	56.1%
Black/African American	5.1%	3.6%	2.9%	3.4%	6.6%
Asian/Pacific Islander	42.5%	21.6%	16.6%	15.9%	11.0%
Hispanic/Latino	7.9%	15.4%	14.3%	20.0%	23.2%
Other	3.5%	3.3%	3.1%	3.0%	3.2%

Source: Advan, 2024.