

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	10,917	94,715	207,295	630,638	519,840
Total Daytime Population	10,030	158,419	251,146	653,941	582,627

TOTAL HOUSEHOLD INCOME

Total Households	3,981	28,705	69,603	233,626	186,933
Median Household Income	\$67,546	\$80,615	\$84,758	\$85,972	\$86,535
Average Household Income	\$91,005	\$99,570	\$102,573	\$105,992	\$104,802
Under \$15,000	10.0%	7.8%	7.9%	7.2%	7.0%
\$15,000 — \$34,999	20.8%	14.1%	12.7%	13.0%	12.7%
\$35,000 — \$49,999	12.8%	10.7%	10.1%	10.6%	10.3%
\$50,000 — \$74,999	16.0%	16.4%	16.5%	17.0%	16.8%
\$75,000 — \$99,999	9.1%	12.9%	14.4%	14.3%	14.5%
\$100,000 — \$124,999	8.8%	11.2%	10.4%	10.8%	11.0%
\$125,000 — \$149,999	5.7%	8.4%	8.5%	8.1%	8.3%
\$150,000+	16.9%	18.4%	19.5%	18.9%	19.5%

BUSINESSES

Total Businesses	215	1,863	5,095	18,125	13,020
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RACE/ETHNICITY

White/Caucasian	62.7%	54.0%	50.8%	49.0%	49.4%
Black/African American	6.8%	8.6%	8.5%	8.0%	8.0%
Asian/Pacific Islander	6.1%	6.2%	6.0%	5.2%	5.6%
Hispanic/Latino	19.7%	26.7%	30.1%	33.4%	32.5%
Other	4.7%	4.5%	4.6%	4.4%	4.5%

Source: Advan, 2024.