

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	6,621	44,918	93,267	201,396	167,138
Total Daytime Population	5,981	36,454	72,776	175,870	155,329

TOTAL HOUSEHOLD INCOME

Total Households	2,686	16,451	36,423	82,390	68,166
Median Household Income	\$88,525	\$76,993	\$67,837	\$62,638	\$62,695
Average Household Income	\$83,947	\$85,659	\$80,019	\$76,313	\$76,286
Under \$15,000	7.0%	8.7%	8.8%	9.2%	9.2%
\$15,000 — \$34,999	11.2%	11.9%	14.8%	16.9%	16.4%
\$35,000 — \$49,999	18.7%	11.8%	13.5%	14.2%	14.6%
\$50,000 — \$74,999	16.0%	16.6%	19.0%	20.5%	21.0%
\$75,000 — \$99,999	14.4%	18.4%	16.5%	14.8%	14.6%
\$100,000 — \$124,999	10.9%	11.8%	10.5%	9.1%	9.2%
\$125,000 — \$149,999	7.9%	9.6%	7.1%	5.9%	6.0%
\$150,000+	13.9%	11.2%	9.9%	9.4%	9.0%

BUSINESSES

Total Businesses	131	626	1,595	4,483	3,575
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RACE/ETHNICITY

White/Caucasian	72.6%	69.5%	70.4%	74.3%	73.8%
Black/African American	8.7%	5.7%	4.9%	4.4%	4.5%
Asian/Pacific Islander	2.2%	2.2%	1.9%	1.4%	1.4%
Hispanic/Latino	13.3%	18.4%	18.3%	15.5%	15.9%
Other	3.2%	4.2%	4.5%	4.3%	4.4%

Source: Advan, 2024.