Full Year 2024	1-mile Radius	3-mile Radius	5-mile Radius	10-mile Radius	70% True Trade Area
TOTAL POPULATION					
Total Population	3,991	55,680	149,580	324,690	388,757
Total Daytime Population	4,382	46,363	159,985	350,026	404,655
TOTAL HOUSEHOLD INCOME					
Total Households	1,857	22,305	62,861	142,566	169,265
Median Household Income	$92,163	$88,632	$94,978	$97,310	$96,509
Average Household Income	$128,800	$116,514	$128,863	$143,050	$140,792
Under $15,000	8.1%	5.3%	6.2%	5.8%	5.6%
$15,000 — $34,999	11.8%	11.5%	11.2%	11.0%	11.2%
$35,000 — $49,999	7.4%	10.2%	10.4%	9.5%	9.5%
$50,000 — $74,999	17.9%	17.4%	15.6%	16.0%	16.0%
$75,000 — $99,999	13.6%	13.9%	13.0%	12.6%	12.6%
$100,000 — $124,999	6.9%	10.3%	11.1%	10.5%	10.7%
$125,000 — $149,999	8.0%	8.0%	7.1%	7.4%	7.5%
$150,000+	26.2%	23.4%	25.5%	27.2%	26.8%
BUSINESSES					
Total Businesses	273	1,767	7,735	16,155	17,830
RACE/ETHNICITY					
White/Caucasian	80.7%	52.7%	63.4%	68.1%	67.2%
Black/African American	1.5%	6.9%	5.1%	4.5%	4.7%
Asian/Pacific Islander	3.3%	1.8%	2.1%	1.7%	1.6%
Hispanic/Latino	12.8%	36.2%	27.0%	23.4%	24.2%
Other	1.6%	2.4%	2.4%	2.3%	2.4%

Source: Advan, 2024.