

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	5,067	66,113	185,974	796,456	751,183
Total Daytime Population	3,389	72,737	253,252	880,136	858,908

TOTAL HOUSEHOLD INCOME

Total Households	1,960	25,946	70,310	312,514	294,790
Median Household Income	\$136,296	\$103,428	\$107,875	\$107,725	\$107,475
Average Household Income	\$143,384	\$117,712	\$128,313	\$135,967	\$134,315
Under \$15,000	1.5%	5.7%	5.7%	5.0%	5.0%
\$15,000 — \$34,999	7.2%	11.1%	10.2%	9.1%	9.3%
\$35,000 — \$49,999	4.0%	8.9%	8.9%	8.5%	8.5%
\$50,000 — \$74,999	11.7%	14.6%	13.9%	15.3%	15.4%
\$75,000 — \$99,999	7.6%	12.8%	11.7%	13.1%	13.1%
\$100,000 — \$124,999	11.7%	10.3%	11.4%	11.3%	11.3%
\$125,000 — \$149,999	11.9%	8.9%	8.0%	8.7%	8.5%
\$150,000+	44.3%	27.7%	30.1%	29.1%	28.8%

BUSINESSES

Total Businesses	92	3,309	8,410	28,473	27,110
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RACE/ETHNICITY

White/Caucasian	64.9%	55.2%	57.9%	56.3%	56.0%
Black/African American	13.3%	17.4%	16.2%	18.7%	18.8%
Asian/Pacific Islander	10.7%	8.2%	7.8%	6.3%	6.4%
Hispanic/Latino	5.1%	12.4%	12.2%	13.3%	13.5%
Other	6.0%	6.8%	5.9%	5.3%	5.3%

Source: Advan, 2024.