

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	1,506	15,789	40,521	152,816	169,175
Total Daytime Population	897	11,621	38,677	171,314	195,786

TOTAL HOUSEHOLD INCOME

Total Households	550	6,070	15,741	55,244	60,630
Median Household Income	\$74,670	\$88,996	\$77,383	\$75,415	\$75,740
Average Household Income	\$82,429	\$120,841	\$107,739	\$99,157	\$99,623
Under \$15,000	14.9%	5.4%	7.5%	6.9%	7.1%
\$15,000 — \$34,999	12.2%	9.6%	10.8%	13.1%	13.3%
\$35,000 — \$49,999	7.5%	11.2%	11.1%	12.0%	11.7%
\$50,000 — \$74,999	15.6%	16.6%	19.6%	18.7%	18.4%
\$75,000 — \$99,999	11.3%	15.0%	13.6%	13.8%	13.8%
\$100,000 — \$124,999	14.7%	10.9%	10.0%	9.8%	10.0%
\$125,000 — \$149,999	8.0%	9.1%	7.3%	6.8%	7.1%
\$150,000+	15.8%	22.2%	20.2%	18.9%	18.7%

BUSINESSES

Total Businesses	11	197	679	4,288	4,487
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RACE/ETHNICITY

White/Caucasian	76.3%	78.4%	73.0%	61.6%	62.2%
Black/African American	1.5%	6.3%	5.7%	6.8%	6.4%
Asian/Pacific Islander	0.6%	1.5%	1.6%	1.8%	1.8%
Hispanic/Latino	19.4%	10.4%	15.9%	26.5%	26.3%
Other	2.2%	3.4%	3.8%	3.3%	3.3%

Source: Advan, 2024.