

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	26,363	112,425	259,868	861,014	269,586
Total Daytime Population	19,627	116,118	289,963	1,418,882	325,336

TOTAL HOUSEHOLD INCOME

Total Households	10,872	46,775	103,655	381,950	107,497
Median Household Income	\$114,318	\$107,999	\$107,451	\$115,968	\$107,378
Average Household Income	\$135,942	\$133,874	\$137,281	\$157,463	\$138,354
Under \$15,000	4.2%	6.2%	6.2%	6.1%	6.2%
\$15,000 — \$34,999	9.0%	9.3%	9.4%	9.2%	9.3%
\$35,000 — \$49,999	6.5%	7.8%	7.7%	7.0%	8.0%
\$50,000 — \$74,999	13.8%	12.9%	13.0%	12.6%	12.9%
\$75,000 — \$99,999	12.1%	12.2%	11.5%	10.8%	11.5%
\$100,000 — \$124,999	10.3%	9.9%	10.0%	10.0%	10.0%
\$125,000 — \$149,999	9.6%	9.2%	9.1%	8.1%	9.0%
\$150,000+	34.6%	32.5%	33.0%	36.1%	33.1%

BUSINESSES

Total Businesses	605	3,607	9,775	46,103	9,979
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RACE/ETHNICITY

White/Caucasian	54.1%	53.3%	47.8%	52.0%	47.4%
Black/African American	8.3%	8.9%	11.5%	9.0%	11.8%
Asian/Pacific Islander	12.9%	13.3%	18.5%	19.6%	18.7%
Hispanic/Latino	14.1%	15.9%	13.8%	11.0%	13.6%
Other	10.5%	8.6%	8.5%	8.4%	8.5%

Source: Advan, 2024.