

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	15,238	126,250	317,890	833,943	210,410
Total Daytime Population	15,406	146,854	328,735	952,865	228,575

TOTAL HOUSEHOLD INCOME

Total Households	5,528	47,716	118,974	309,127	79,229
Median Household Income	\$93,380	\$83,454	\$79,327	\$75,476	\$79,736
Average Household Income	\$109,742	\$95,567	\$92,197	\$91,394	\$91,933
Under \$15,000	3.30%	5.70%	6.20%	7.80%	5.80%
\$15,000 — \$34,999	8.80%	12.40%	12.20%	13.50%	12.10%
\$35,000 — \$49,999	6.50%	10.50%	11.10%	11.20%	11.60%
\$50,000 — \$74,999	19.10%	19.40%	19.90%	18.70%	20.40%
\$75,000 — \$99,999	16.50%	16.50%	16.30%	14.30%	16.10%
\$100,000 — \$124,999	15.10%	12.20%	12.60%	11.00%	12.70%
\$125,000 — \$149,999	8.40%	9.20%	7.90%	7.80%	8.20%
\$150,000+	22.20%	14.30%	13.70%	15.80%	13.20%

BUSINESSES

Total Businesses	467	4,183	8,879	23,382	6,150
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RACE/ETHNICITY

White/Caucasian	69.10%	55.40%	51.00%	53.50%	51.60%
Black/African American	12.80%	24.20%	28.50%	29.90%	26.90%
Asian/Pacific Islander	9.30%	7.50%	7.40%	5.00%	7.90%
Hispanic/Latino	4.50%	7.80%	8.00%	7.10%	8.30%
Other	4.40%	5.10%	5.20%	4.50%	5.30%

Source: Advan, 2024.