

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	8,561	77,524	139,777	264,608	350,223
Total Daytime Population	13,399	132,838	188,325	290,350	361,764

TOTAL HOUSEHOLD INCOME

Total Households	4,162	35,277	62,916	114,866	149,512
Median Household Income	\$71,301	\$59,090	\$67,333	\$75,558	\$76,322
Average Household Income	\$89,195	\$77,678	\$87,581	\$96,657	\$97,344
Under \$15,000	11.1%	13.5%	10.7%	8.4%	8.4%
\$15,000 — \$34,999	10.6%	18.4%	16.2%	14.0%	13.6%
\$35,000 — \$49,999	9.8%	13.4%	12.3%	10.9%	10.8%
\$50,000 — \$74,999	23.7%	19.6%	19.0%	18.9%	18.6%
\$75,000 — \$99,999	19.5%	11.8%	12.2%	12.6%	13.1%
\$100,000 — \$124,999	6.6%	7.5%	9.6%	10.5%	10.6%
\$125,000 — \$149,999	9.2%	5.7%	6.5%	7.3%	7.6%
\$150,000+	9.4%	10.0%	13.5%	17.4%	17.3%

BUSINESSES

Total Businesses	850	5,148	7,378	10,202	12,204
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RACE/ETHNICITY

White/Caucasian	74.1%	63.8%	70.3%	74.7%	75.8%
Black/African American	9.2%	22.6%	15.6%	12.3%	11.2%
Asian/Pacific Islander	2.9%	1.5%	1.4%	1.4%	1.2%
Hispanic/Latino	9.8%	7.9%	8.3%	7.0%	7.1%
Other	3.9%	4.2%	4.5%	4.6%	4.7%

Source: Advan, 2024.