

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	12,993	73,549	150,537	391,841	962,249
Total Daytime Population	11,607	48,517	112,448	304,005	896,127

TOTAL HOUSEHOLD INCOME

Total Households	4,337	25,143	50,673	131,332	307,768
Median Household Income	\$117,672	\$112,780	\$117,869	\$95,200	\$72,527
Average Household Income	\$133,507	\$134,103	\$143,500	\$114,726	\$88,417
Under \$15,000	2.1%	3.0%	3.1%	5.6%	7.9%
\$15,000 — \$34,999	5.1%	7.2%	7.0%	10.3%	15.1%
\$35,000 — \$49,999	2.9%	4.6%	5.0%	8.3%	11.6%
\$50,000 — \$74,999	17.6%	15.5%	13.7%	16.7%	17.6%
\$75,000 — \$99,999	13.7%	12.2%	13.6%	13.8%	13.2%
\$100,000 — \$124,999	17.2%	10.8%	10.7%	10.9%	9.8%
\$125,000 — \$149,999	8.9%	11.6%	11.0%	9.2%	7.2%
\$150,000+	32.4%	35.2%	35.9%	25.3%	17.6%

BUSINESSES

Total Businesses	301	1,045	2,100	6,836	15,206
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RACE/ETHNICITY

White/Caucasian	53.9%	50.0%	48.2%	41.2%	27.6%
Black/African American	17.1%	17.0%	17.3%	18.8%	19.5%
Asian/Pacific Islander	2.6%	3.3%	3.2%	2.9%	2.1%
Hispanic/Latino	22.5%	25.4%	26.8%	33.1%	47.7%
Other	3.8%	4.3%	4.5%	4.0%	3.0%

Source: Advan, 2024.