

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	30,136	151,424	370,855	1,238,668	720,222
Total Daytime Population	18,385	166,273	491,875	1,701,560	1,077,748

TOTAL HOUSEHOLD INCOME

Total Households	15,467	70,813	163,735	504,064	301,134
Median Household Income	\$77,802	\$95,288	\$100,399	\$105,523	\$104,191
Average Household Income	\$100,315	\$130,540	\$131,510	\$137,992	\$137,120
Under \$15,000	7.8%	6.2%	5.9%	5.4%	5.5%
\$15,000 — \$34,999	10.7%	10.1%	9.7%	9.7%	9.2%
\$35,000 — \$49,999	18.1%	10.4%	9.4%	8.9%	8.8%
\$50,000 — \$74,999	18.6%	17.9%	17.0%	15.2%	15.8%
\$75,000 — \$99,999	15.1%	13.8%	13.4%	13.3%	13.4%
\$100,000 — \$124,999	8.7%	11.1%	10.7%	10.6%	10.8%
\$125,000 — \$149,999	5.7%	7.0%	7.7%	7.9%	8.1%
\$150,000+	15.4%	23.5%	26.2%	29.0%	28.2%

BUSINESSES

Total Businesses	494	6,219	16,780	52,137	32,259
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RACE/ETHNICITY

White/Caucasian	37.2%	44.4%	44.4%	43.5%	46.1%
Black/African American	28.1%	16.8%	13.1%	12.1%	11.3%
Asian/Pacific Islander	7.4%	9.4%	12.9%	16.6%	14.7%
Hispanic/Latino	22.8%	25.0%	25.3%	23.5%	23.6%
Other	4.6%	4.5%	4.3%	4.3%	4.4%

Source: Advan, 2024.