

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	8,854	45,745	90,561	246,186	204,611
Total Daytime Population	6,526	37,226	91,396	231,176	199,710

TOTAL HOUSEHOLD INCOME

Total Households	3,654	19,127	36,416	98,074	81,385
Median Household Income	\$84,171	\$72,692	\$71,553	\$56,668	\$59,571
Average Household Income	\$96,725	\$87,553	\$86,178	\$71,261	\$75,424
Under \$15,000	2.2%	5.8%	6.7%	12.1%	11.4%
\$15,000 — \$34,999	12.5%	14.7%	15.7%	19.3%	18.2%
\$35,000 — \$49,999	11.8%	12.5%	12.3%	12.6%	12.9%
\$50,000 — \$74,999	19.5%	19.8%	19.3%	17.6%	17.3%
\$75,000 — \$99,999	16.3%	14.9%	14.7%	13.5%	13.8%
\$100,000 — \$124,999	15.5%	11.5%	10.4%	7.9%	8.6%
\$125,000 — \$149,999	9.0%	6.7%	7.1%	5.4%	5.6%
\$150,000+	13.2%	14.0%	13.9%	11.6%	12.2%

BUSINESSES

Total Businesses	76	721	2,131	5,530	4,680
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RACE/ETHNICITY

White/Caucasian	55.7%	51.3%	51.4%	43.5%	45.2%
Black/African American	23.5%	27.7%	29.7%	41.8%	39.2%
Asian/Pacific Islander	7.3%	5.5%	4.3%	2.4%	2.8%
Hispanic/Latino	7.7%	9.3%	8.9%	7.1%	7.4%
Other	5.9%	6.1%	5.8%	5.2%	5.4%

Source: Advan, 2024.