| Full Year 2024 | 1-mile Radius | 3-mile Radius | 5-mile Radius | 10-mile Radius | 70% True Trade Area |
|---|---|---|---|---|---|
| **TOTAL POPULATION** | | | | | |
| Total Population | 6,726 | 55,322 | 114,311 | 346,375 | 308,353 |
| Total Daytime Population | 12,063 | 60,873 | 105,181 | 254,739 | 234,292 |
| **TOTAL HOUSEHOLD INCOME** | | | | | |
| Total Households | 2,395 | 19,804 | 40,274 | 121,649 | 109,007 |
| Median Household Income | $108,930 | $77,975 | $78,892 | $82,719 | $81,979 |
| Average Household Income | $111,206 | $89,058 | $89,505 | $97,264 | $96,467 |
| Under $15,000 | 5.1% | 6.7% | 5.9% | 5.2% | 4.9% |
| $15,000 — $34,999 | 6.3% | 13.5% | 12.3% | 10.9% | 11.0% |
| $35,000 — $49,999 | 7.7% | 12.3% | 12.3% | 11.2% | 11.6% |
| $50,000 — $74,999 | 6.8% | 17.5% | 17.2% | 18.0% | 18.4% |
| $75,000 — $99,999 | 16.5% | 17.1% | 17.9% | 16.3% | 16.5% |
| $100,000 — $124,999 | 21.7% | 11.1% | 13.1% | 12.1% | 12.2% |
| $125,000 — $149,999 | 23.0% | 8.7% | 8.6% | 8.1% | 8.1% |
| $150,000+ | 12.9% | 13.1% | 12.7% | 18.3% | 17.3% |
| **BUSINESSES** | | | | | |
| Total Businesses | 451 | 1,295 | 2,098 | 4,574 | 4,101 |
| **RACE/ETHNICITY** | | | | | |
| White/Caucasian | 62.8% | 57.7% | 54.5% | 55.2% | 54.6% |
| Black/African American | 15.4% | 17.2% | 19.1% | 20.7% | 21.6% |
| Asian/Pacific Islander | 4.3% | 4.3% | 4.7% | 4.7% | 4.6% |
| Hispanic/Latino | 11.8% | 15.5% | 17.2% | 14.7% | 14.4% |
| Other | 5.7% | 5.2% | 4.5% | 4.7% | 4.8% |

*Source: Advan, 2024.*