

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	5,937	46,571	115,111	512,576	350,955
Total Daytime Population	4,334	34,428	93,987	441,873	280,494

TOTAL HOUSEHOLD INCOME

Total Households	2,171	15,942	40,261	184,581	124,889
Median Household Income	\$84,149	\$86,620	\$88,211	\$92,754	\$88,165
Average Household Income	\$94,002	\$102,238	\$102,451	\$111,355	\$104,325
Under \$15,000	5.8%	4.0%	4.7%	5.6%	5.6%
\$15,000 — \$34,999	13.8%	10.9%	10.6%	11.1%	10.9%
\$35,000 — \$49,999	9.1%	9.4%	9.7%	9.8%	10.4%
\$50,000 — \$74,999	21.2%	18.4%	19.2%	17.7%	19.0%
\$75,000 — \$99,999	15.6%	18.6%	16.6%	13.9%	14.7%
\$100,000 — \$124,999	9.4%	9.9%	10.5%	10.6%	11.0%
\$125,000 — \$149,999	9.5%	10.1%	10.2%	8.9%	8.5%
\$150,000+	15.5%	18.7%	18.5%	22.3%	20.0%

BUSINESSES

Total Businesses	178	737	2,287	11,247	6,927
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RACE/ETHNICITY

White/Caucasian	36.4%	28.1%	33.2%	42.0%	39.0%
Black/African American	37.5%	52.1%	45.4%	35.4%	37.6%
Asian/Pacific Islander	0.5%	1.8%	1.7%	2.4%	2.1%
Hispanic/Latino	22.8%	14.1%	15.2%	15.6%	16.8%
Other	2.9%	3.9%	4.5%	4.6%	4.6%

Source: Advan, 2024.