

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	6,824	46,296	191,587	865,178	245,284
Total Daytime Population	4,381	35,261	163,308	764,332	199,243

TOTAL HOUSEHOLD INCOME

Total Households	2,321	15,901	65,433	307,702	83,378
Median Household Income	\$112,719	\$97,731	\$81,627	\$77,321	\$80,241
Average Household Income	\$125,927	\$117,855	\$97,639	\$94,190	\$95,639
Under \$15,000	1.1%	7.4%	6.4%	7.0%	6.7%
\$15,000 — \$34,999	12.0%	11.4%	14.2%	15.5%	14.3%
\$35,000 — \$49,999	7.5%	9.8%	12.3%	12.6%	12.2%
\$50,000 — \$74,999	12.9%	12.8%	16.9%	18.1%	17.5%
\$75,000 — \$99,999	10.9%	12.9%	13.9%	13.8%	14.4%
\$100,000 — \$124,999	16.4%	11.3%	11.2%	9.7%	10.7%
\$125,000 — \$149,999	11.8%	10.4%	7.7%	7.3%	7.7%
\$150,000+	27.4%	24.0%	17.4%	16.1%	16.5%

BUSINESSES

Total Businesses	232	1,061	4,387	23,438	5,153
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RACE/ETHNICITY

White/Caucasian	51.8%	41.9%	25.6%	22.3%	23.4%
Black/African American	21.9%	25.3%	39.8%	42.6%	41.5%
Asian/Pacific Islander	13.7%	17.3%	11.8%	10.2%	11.4%
Hispanic/Latino	7.3%	11.3%	18.8%	21.1%	19.6%
Other	5.3%	4.2%	4.1%	3.8%	4.1%

Source: Advan, 2024.