

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	9,611	81,375	197,769	723,266	872,490
Total Daytime Population	12,285	70,463	153,198	614,603	834,804

TOTAL HOUSEHOLD INCOME

Total Households	3,247	26,342	66,593	283,240	336,475
Median Household Income	\$138,976	\$108,455	\$101,388	\$80,435	\$79,395
Average Household Income	\$155,735	\$132,520	\$124,940	\$103,124	\$102,263
Under \$15,000	1.0%	3.6%	4.7%	7.7%	8.2%
\$15,000 — \$34,999	2.5%	8.3%	10.3%	14.8%	15.6%
\$35,000 — \$49,999	4.5%	6.3%	7.4%	11.6%	11.6%
\$50,000 — \$74,999	9.6%	12.6%	15.0%	17.6%	17.3%
\$75,000 — \$99,999	11.9%	12.8%	13.0%	12.9%	12.9%
\$100,000 — \$124,999	15.6%	9.5%	10.5%	9.9%	9.7%
\$125,000 — \$149,999	10.1%	8.0%	7.8%	6.7%	6.4%
\$150,000+	44.9%	38.9%	31.3%	18.8%	18.3%

BUSINESSES

Total Businesses	417	2,936	5,707	23,275	29,574
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RACE/ETHNICITY

White/Caucasian	48.4%	45.2%	41.9%	40.3%	38.1%
Black/African American	16.7%	18.0%	19.9%	23.7%	27.6%
Asian/Pacific Islander	7.6%	6.8%	5.9%	4.1%	3.8%
Hispanic/Latino	20.8%	23.8%	25.7%	25.3%	24.4%
Other	6.6%	6.2%	6.6%	6.6%	6.2%

Source: Advan, 2024.