

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	17,899	145,963	383,587	1,459,491	908,239
Total Daytime Population	16,370	148,543	366,353	1,460,372	859,969

TOTAL HOUSEHOLD INCOME

Total Households	7,091	57,124	142,819	530,955	328,406
Median Household Income	\$98,405	\$86,483	\$82,785	\$65,892	\$68,969
Average Household Income	\$112,980	\$100,589	\$99,053	\$81,719	\$84,021
Under \$15,000	5.2%	8.3%	8.2%	11.7%	10.1%
\$15,000 — \$34,999	12.1%	12.7%	13.9%	18.0%	17.7%
\$35,000 — \$49,999	12.0%	10.6%	10.7%	11.6%	11.4%
\$50,000 — \$74,999	15.5%	16.2%	16.1%	16.2%	16.5%
\$75,000 — \$99,999	10.8%	13.3%	14.3%	12.7%	12.9%
\$100,000 — \$124,999	9.3%	11.4%	10.8%	9.3%	9.7%
\$125,000 — \$149,999	10.6%	8.9%	8.3%	7.0%	7.6%
\$150,000+	24.5%	18.6%	17.7%	13.6%	14.0%

BUSINESSES

Total Businesses	456	4,552	10,345	29,220	17,908
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RACE/ETHNICITY

White/Caucasian	68.0%	66.0%	48.8%	28.3%	33.1%
Black/African American	7.2%	9.6%	23.6%	37.8%	34.2%
Asian/Pacific Islander	3.3%	2.0%	1.7%	2.0%	1.4%
Hispanic/Latino	17.6%	19.0%	23.0%	29.8%	29.0%
Other	4.0%	3.4%	2.9%	2.2%	2.3%

Source: Advan, 2024.