

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	17,358	128,778	315,884	605,755	283,109
Total Daytime Population	11,502	113,827	332,023	644,202	311,127

TOTAL HOUSEHOLD INCOME

Total Households	7,464	56,378	146,574	282,462	130,814
Median Household Income	\$68,287	\$64,874	\$70,634	\$74,348	\$68,252
Average Household Income	\$77,730	\$79,717	\$91,994	\$97,364	\$88,155
Under \$15,000	8.4%	9.0%	8.8%	8.5%	9.0%
\$15,000 — \$34,999	17.3%	17.4%	16.7%	15.0%	17.2%
\$35,000 — \$49,999	13.6%	13.6%	12.6%	12.6%	12.9%
\$50,000 — \$74,999	18.9%	19.0%	17.7%	18.0%	18.1%
\$75,000 — \$99,999	15.1%	13.6%	13.2%	13.6%	13.1%
\$100,000 — \$124,999	8.9%	10.0%	9.7%	9.6%	9.5%
\$125,000 — \$149,999	8.1%	6.5%	6.3%	6.5%	6.2%
\$150,000+	9.6%	10.9%	14.9%	16.3%	13.9%

BUSINESSES

Total Businesses	337	4,999	12,070	22,703	10,858
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RACE/ETHNICITY

White/Caucasian	67.1%	66.5%	66.5%	69.0%	66.2%
Black/African American	6.1%	9.6%	13.6%	12.4%	13.5%
Asian/Pacific Islander	5.7%	6.8%	5.1%	4.1%	5.1%
Hispanic/Latino	15.3%	12.1%	10.0%	9.9%	10.3%
Other	5.8%	5.0%	4.8%	4.6%	4.9%

Source: Advan, 2024.