

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	5,003	29,334	51,587	106,506	118,716
Total Daytime Population	8,755	28,966	57,127	110,153	114,838

TOTAL HOUSEHOLD INCOME

Total Households	2,457	13,177	22,262	44,023	48,797
Median Household Income	\$51,297	\$82,389	\$71,659	\$65,106	\$65,738
Average Household Income	\$74,971	\$98,562	\$89,625	\$81,126	\$81,392
Under \$15,000	10.0%	5.6%	9.6%	9.7%	9.5%
\$15,000 — \$34,999	21.2%	11.4%	14.1%	15.9%	16.2%
\$35,000 — \$49,999	9.9%	10.3%	9.6%	11.8%	11.9%
\$50,000 — \$74,999	21.9%	20.7%	18.1%	18.3%	18.0%
\$75,000 — \$99,999	15.9%	14.7%	14.1%	13.9%	13.7%
\$100,000 — \$124,999	6.1%	10.4%	9.4%	9.7%	10.0%
\$125,000 — \$149,999	4.5%	7.0%	6.7%	6.3%	6.5%
\$150,000+	10.5%	19.8%	18.3%	14.4%	14.2%

BUSINESSES

Total Businesses	291	716	1,561	2,219	2,357
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RACE/ETHNICITY

White/Caucasian	64.2%	73.2%	65.5%	63.9%	64.1%
Black/African American	21.7%	16.6%	24.4%	24.8%	24.5%
Asian/Pacific Islander	3.6%	2.7%	1.9%	1.3%	1.2%
Hispanic/Latino	3.8%	3.4%	4.5%	6.1%	6.1%
Other	6.7%	4.2%	3.8%	4.0%	4.0%

Source: Advan, 2024.