

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	14,729	126,349	317,577	817,530	294,763
Total Daytime Population	14,478	145,256	320,895	885,956	286,711

TOTAL HOUSEHOLD INCOME

Total Households	5,397	49,344	123,204	321,095	114,575
Median Household Income	\$105,637	\$87,779	\$83,114	\$79,857	\$82,579
Average Household Income	\$122,008	\$101,034	\$96,785	\$97,127	\$95,801
Under \$15,000	2.4%	5.9%	6.2%	7.6%	6.2%
\$15,000 — \$34,999	6.4%	10.7%	11.5%	12.7%	11.2%
\$35,000 — \$49,999	5.3%	9.8%	9.7%	10.5%	9.8%
\$50,000 — \$74,999	20.4%	19.7%	20.7%	18.5%	20.8%
\$75,000 — \$99,999	15.7%	15.5%	15.4%	13.8%	15.5%
\$100,000 — \$124,999	11.8%	12.1%	12.1%	11.0%	12.4%
\$125,000 — \$149,999	10.2%	9.5%	8.5%	8.0%	8.5%
\$150,000+	27.8%	16.8%	15.8%	18.0%	15.6%

BUSINESSES

Total Businesses	437	4,364	9,120	24,204	8,005
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RACE/ETHNICITY

White/Caucasian	64.8%	51.2%	47.6%	50.7%	47.8%
Black/African American	12.5%	23.9%	28.1%	29.1%	27.8%
Asian/Pacific Islander	9.1%	8.3%	8.2%	5.5%	8.2%
Hispanic/Latino	6.2%	9.6%	9.3%	8.3%	9.3%
Other	7.3%	7.0%	6.8%	6.3%	6.8%

Source: Advan, 2024.