Full Year 2024	1-mile Radius	3-mile Radius	5-mile Radius	10-mile Radius	70% True Trade Area
TOTAL POPULATION					
Total Population	8,854	45,745	90,561	246,186	204,611
Total Daytime Population	6,526	37,226	91,396	231,176	199,710
TOTAL HOUSEHOLD INCOME					
Total Households	3,654	19,127	36,416	98,074	81,385
Median Household Income	$84,171	$72,692	$71,553	$56,668	$59,571
Average Household Income	$96,725	$87,553	$86,178	$71,261	$75,424
Under $15,000	2.2%	5.8%	6.7%	12.1%	11.4%
$15,000 — $34,999	12.5%	14.7%	15.7%	19.3%	18.2%
$35,000 — $49,999	11.8%	12.5%	12.3%	12.6%	12.9%
$50,000 — $74,999	19.5%	19.8%	19.3%	17.6%	17.3%
$75,000 — $99,999	16.3%	14.9%	14.7%	13.5%	13.8%
$100,000 — $124,999	15.5%	11.5%	10.4%	7.9%	8.6%
$125,000 — $149,999	9.0%	6.7%	7.1%	5.4%	5.6%
$150,000+	13.2%	14.0%	13.9%	11.6%	12.2%
BUSINESSES					
Total Businesses	76	721	2,131	5,530	4,680
RACE/ETHNICITY					
White/Caucasian	55.7%	51.3%	51.4%	43.5%	45.2%
Black/African American	23.5%	27.7%	29.7%	41.8%	39.2%
Asian/Pacific Islander	7.3%	5.5%	4.3%	2.4%	2.8%
Hispanic/Latino	7.7%	9.3%	8.9%	7.1%	7.4%
Other	5.9%	6.1%	5.8%	5.2%	5.4%

Source: Advan, 2024.