



Full Year 2024	1-mile Radius	3-mile Radius	5-mile Radius	10-mile Radius	70% True Trade Area
TOTAL POPULATION					
Total Population	27,877	122,019	300,595	1,483,769	611,379
Total Daytime Population	21,760	124,802	329,182	1,469,730	665,150
TOTAL HOUSEHOLD INCOME					
Total Households	12,066	51,746	117,960	534,126	226,357
Median Household Income	\$105,705	\$85,876	\$80,509	\$79,223	\$76,735
Average Household Income	\$131,916	\$105,816	\$102,755	\$103,541	\$99,237
Under \$15,000	6.8%	8.1%	8.4%	7.7%	8.4%
\$15,000 — \$34,999	11.2%	13.9%	15.2%	15.1%	16.4%
\$35,000 — \$49,999	11.2%	12.5%	12.6%	12.0%	12.6%
\$50,000 — \$74,999	16.3%	17.2%	17.3%	17.3%	17.9%
\$75,000 — \$99,999	12.6%	12.0%	12.4%	12.7%	12.3%
\$100,000 — \$124,999	7.6%	8.4%	8.3%	9.4%	8.5%
\$125,000 — \$149,999	6.8%	6.7%	6.0%	6.8%	5.9%
\$150,000+	27.4%	21.2%	19.8%	19.0%	18.0%
BUSINESSES					
Total Businesses	432	3,669	10,000	45,285	17,999
RACE/ETHNICITY					
White/Caucasian	36.4%	35.1%	28.0%	25.6%	24.8%
Black/African American	18.7%	26.2%	24.0%	18.0%	21.2%
Asian/Pacific Islander	20.0%	12.3%	16.0%	13.9%	15.1%
Hispanic/Latino	20.7%	22.3%	28.6%	39.1%	35.6%
Other	4.2%	4.1%	3.4%	3.4%	3.3%

Source: Advan, 2024.