

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	12,462	72,921	154,046	330,452	293,472
Total Daytime Population	11,771	157,952	264,562	480,397	455,534

### TOTAL HOUSEHOLD INCOME

Total Households	6,334	31,796	64,691	137,788	122,703
Median Household Income	\$72,327	\$71,238	\$64,915	\$60,603	\$59,187
Average Household Income	\$114,156	\$103,042	\$89,689	\$79,151	\$78,745
Under \$15,000	12.9%	15.4%	14.3%	12.9%	13.3%
\$15,000 — \$34,999	16.8%	17.8%	18.5%	18.8%	19.7%
\$35,000 — \$49,999	7.8%	10.0%	12.1%	14.2%	14.5%
\$50,000 — \$74,999	18.6%	15.1%	16.3%	18.7%	18.1%
\$75,000 — \$99,999	8.6%	10.1%	11.3%	12.0%	11.6%
\$100,000 — \$124,999	8.7%	8.5%	8.2%	8.0%	7.6%
\$125,000 — \$149,999	6.3%	5.9%	5.4%	5.0%	4.8%
\$150,000+	20.3%	17.2%	13.9%	10.4%	10.5%

### BUSINESSES

Total Businesses	390	4,258	7,263	12,200	11,374
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### RACE/ETHNICITY

White/Caucasian	79.0%	68.8%	55.8%	45.7%	44.9%
Black/African American	10.3%	19.5%	31.6%	41.0%	42.1%
Asian/Pacific Islander	3.1%	3.4%	2.7%	2.5%	2.4%
Hispanic/Latino	4.6%	4.5%	5.6%	6.6%	6.5%
Other	2.9%	3.8%	4.2%	4.2%	4.1%

Source: Advan, 2024.