

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	14,905	108,870	330,218	950,385	443,293
Total Daytime Population	13,398	90,181	286,398	999,239	401,782

TOTAL HOUSEHOLD INCOME

Total Households	5,391	40,488	129,517	385,520	174,786
Median Household Income	\$95,454	\$95,742	\$89,311	\$83,689	\$86,899
Average Household Income	\$116,085	\$120,538	\$116,617	\$112,128	\$112,933
Under \$15,000	2.3%	4.6%	6.7%	7.9%	7.5%
\$15,000 — \$34,999	11.9%	10.8%	13.4%	14.6%	14.2%
\$35,000 — \$49,999	8.0%	9.5%	10.4%	11.1%	10.6%
\$50,000 — \$74,999	19.6%	17.1%	16.6%	16.8%	16.6%
\$75,000 — \$99,999	12.4%	13.4%	12.8%	12.5%	12.2%
\$100,000 — \$124,999	11.7%	11.1%	9.6%	9.7%	9.4%
\$125,000 — \$149,999	6.7%	7.8%	7.0%	6.7%	6.9%
\$150,000+	27.4%	25.7%	23.4%	20.7%	22.6%

BUSINESSES

Total Businesses	659	3,116	11,309	41,033	15,585
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RACE/ETHNICITY

White/Caucasian	48.9%	49.7%	50.3%	46.7%	48.8%
Black/African American	12.2%	11.4%	13.8%	20.7%	15.6%
Asian/Pacific Islander	7.2%	4.5%	4.4%	3.5%	4.2%
Hispanic/Latino	22.0%	23.4%	23.1%	22.8%	23.5%
Other	9.6%	11.0%	8.5%	6.2%	7.9%

Source: Advan, 2024.