

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	5,376	42,230	99,428	345,559	589,848
Total Daytime Population	9,794	46,799	98,727	345,409	724,341

TOTAL HOUSEHOLD INCOME

Total Households	2,522	18,291	40,326	139,185	240,250
Median Household Income	\$66,643	\$84,457	\$93,524	\$90,860	\$76,134
Average Household Income	\$81,504	\$101,882	\$114,675	\$112,978	\$96,411
Under \$15,000	7.0%	5.7%	5.1%	7.1%	9.2%
\$15,000 — \$34,999	15.0%	14.4%	11.6%	12.0%	14.5%
\$35,000 — \$49,999	14.1%	11.4%	9.6%	9.9%	10.8%
\$50,000 — \$74,999	21.0%	19.1%	16.0%	15.2%	15.9%
\$75,000 — \$99,999	15.8%	12.0%	12.7%	11.4%	11.5%
\$100,000 — \$124,999	10.4%	11.6%	11.3%	10.1%	8.9%
\$125,000 — \$149,999	5.7%	7.2%	8.2%	8.5%	7.3%
\$150,000+	11.0%	18.7%	25.6%	25.7%	21.8%

BUSINESSES

Total Businesses	642	2,189	3,665	11,585	21,300
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RACE/ETHNICITY

White/Caucasian	62.7%	59.1%	68.3%	65.5%	56.6%
Black/African American	22.7%	23.3%	16.5%	21.5%	32.3%
Asian/Pacific Islander	3.5%	5.1%	4.8%	3.6%	2.7%
Hispanic/Latino	5.7%	8.8%	7.1%	6.0%	5.2%
Other	5.3%	3.7%	3.3%	3.4%	3.2%

Source: Advan, 2024.