

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	9,821	54,027	113,820	282,242	285,533
Total Daytime Population	6,252	44,261	101,096	265,269	274,718

TOTAL HOUSEHOLD INCOME

Total Households	3,551	21,206	43,274	104,590	105,677
Median Household Income	\$79,946	\$83,590	\$79,019	\$78,078	\$78,237
Average Household Income	\$104,149	\$95,759	\$93,025	\$92,028	\$92,169
Under \$15,000	1.2%	3.6%	3.8%	5.2%	5.1%
\$15,000 — \$34,999	10.0%	9.5%	10.0%	11.1%	11.0%
\$35,000 — \$49,999	8.0%	12.0%	11.7%	12.2%	12.3%
\$50,000 — \$74,999	25.1%	20.8%	19.7%	19.0%	19.0%
\$75,000 — \$99,999	13.9%	16.0%	15.4%	15.3%	15.4%
\$100,000 — \$124,999	16.8%	12.5%	11.8%	11.4%	11.5%
\$125,000 — \$149,999	6.2%	10.8%	9.4%	8.7%	8.8%
\$150,000+	18.9%	14.7%	18.1%	16.9%	17.0%

BUSINESSES

Total Businesses	62	1,438	3,301	5,771	5,783
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RACE/ETHNICITY

White/Caucasian	70.5%	63.6%	68.5%	67.8%	68.0%
Black/African American	12.0%	16.5%	14.8%	14.7%	14.6%
Asian/Pacific Islander	5.8%	6.0%	4.1%	4.0%	3.9%
Hispanic/Latino	4.8%	7.4%	6.9%	8.4%	8.3%
Other	7.0%	6.4%	5.6%	5.2%	5.2%

Source: Advan, 2024.