

Full Year 2024	1-mile Radius	3-mile Radius	5-mile Radius	10-mile Radius	70% True Trade Area
----------------	---------------	---------------	---------------	----------------	---------------------

### TOTAL POPULATION

Total Population	12,135	84,739	196,234	552,343	678,177
Total Daytime Population	8,473	74,562	204,086	552,576	679,047

### TOTAL HOUSEHOLD INCOME

Total Households	4,576	30,318	73,259	201,583	245,307
Median Household Income	\$87,906	\$91,529	\$90,775	\$106,892	\$109,305
Average Household Income	\$103,219	\$105,338	\$106,169	\$127,313	\$131,324
Under \$15,000	6.2%	6.1%	6.0%	5.2%	5.1%
\$15,000 — \$34,999	10.9%	10.4%	11.0%	9.3%	9.3%
\$35,000 — \$49,999	11.6%	9.4%	9.7%	8.1%	8.0%
\$50,000 — \$74,999	12.6%	15.9%	16.1%	14.1%	13.9%
\$75,000 — \$99,999	14.9%	15.4%	14.6%	12.6%	12.4%
\$100,000 — \$124,999	12.0%	13.8%	13.7%	12.2%	11.8%
\$125,000 — \$149,999	13.7%	9.2%	8.5%	9.5%	9.5%
\$150,000+	18.1%	19.8%	20.4%	29.0%	30.0%

### BUSINESSES

Total Businesses	235	2,188	6,143	16,796	19,208
------------------	-----	-------	-------	--------	--------

### RACE/ETHNICITY

White/Caucasian	58.0%	55.0%	57.6%	64.4%	63.8%
Black/African American	20.3%	21.2%	18.8%	14.1%	14.3%
Asian/Pacific Islander	6.3%	4.3%	4.9%	4.6%	4.6%
Hispanic/Latino	9.0%	14.0%	13.6%	11.7%	12.2%
Other	6.4%	5.5%	5.2%	5.2%	5.2%

Source: Advan, 2024.