

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

### TOTAL POPULATION

Total Population	6,041	46,794	150,389	662,649	646,963
Total Daytime Population	3,753	35,745	156,549	669,766	668,701

### TOTAL HOUSEHOLD INCOME

Total Households	2,107	16,495	54,409	248,530	241,712
Median Household Income	\$111,583	\$128,246	\$103,534	\$97,063	\$96,426
Average Household Income	\$136,863	\$154,889	\$125,955	\$116,559	\$115,796
Under \$15,000	4.9%	3.2%	5.2%	5.3%	5.4%
\$15,000 — \$34,999	5.5%	5.1%	10.0%	10.0%	10.1%
\$35,000 — \$49,999	9.6%	7.1%	8.4%	9.4%	9.5%
\$50,000 — \$74,999	8.5%	8.9%	13.8%	16.7%	16.7%
\$75,000 — \$99,999	15.1%	12.3%	12.8%	13.7%	13.7%
\$100,000 — \$124,999	9.6%	11.9%	11.3%	11.3%	11.4%
\$125,000 — \$149,999	14.6%	11.3%	9.2%	9.5%	9.5%
\$150,000+	32.0%	40.2%	29.2%	24.0%	23.7%

### BUSINESSES

Total Businesses	125	977	4,686	19,608	19,082
------------------	-----	-----	-------	--------	--------

### RACE/ETHNICITY

White/Caucasian	68.0%	66.5%	49.7%	48.7%	48.6%
Black/African American	16.7%	18.2%	25.7%	26.6%	26.7%
Asian/Pacific Islander	3.8%	3.7%	3.8%	4.7%	4.5%
Hispanic/Latino	4.6%	6.7%	15.7%	14.6%	14.8%
Other	6.9%	4.9%	5.1%	5.4%	5.4%

Source: Advan, 2024.