Perform Properties

HANOVER CENTER
3501 Oleander Drive, Wilmington, NC 28403
Generated on November 1, 2026

FULL YEAR 2026	1-MILE RADIUS	3-MILE RADIUS	5-MILE RADIUS	10-MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	8,245	77,677	143,475	204,820	317,514
Total Daytime Population	13,158	132,272	190,437	239,968	326,584
TOTAL HOUSEHOLD INCOME					
Total Households	4,006	35,379	64,247	89,608	136,728
Median Household Income	$82,166	$73,642	$82,165	$87,360	$91,151
Average Household Income	$106,602	$94,767	$106,618	$112,576	$116,809
Under $15,000	8.7%	8.7%	7.2%	6.5%	5.9%
$15,000 - $34,999	10.5%	16.3%	14.1%	12.4%	11.3%
$35,000 - $49,999	12.2%	11.8%	10.5%	9.8%	9.1%
$50,000 - $74,999	16.9%	18.5%	16.6%	16.6%	16.5%
$75,000 - $99,999	16.2%	13.9%	13.6%	13.4%	13.6%
$100,000 - $124,999	8.3%	8.7%	10.1%	10.5%	11.0%
$125,000 - $149,999	9.3%	6.8%	7.7%	8.1%	8.3%
$150,000+	17.8%	15.3%	20.2%	22.6%	24.4%
BUSINESSES					
Total Businesses	941	5,353	7,698	9,245	11,541
RACE/ETHNICITY					
White/Caucasian	70.9%	62.2%	69.0%	71.5%	74.4%
Black/African American	12.4%	22.5%	15.1%	13.3%	11.3%
Asian/Pacific Islander	2.4%	1.5%	1.5%	1.5%	1.3%
Hispanic/Latino	9.2%	8.7%	9.0%	8.5%	8.0%
Other	5.2%	5.1%	5.4%	5.3%	5.1%

Source: Advan, 2025.