

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	31,455	355,182	1,013,988	2,266,529	1,054,382
Total Daytime Population	26,888	382,758	1,332,271	2,472,178	1,375,952

TOTAL HOUSEHOLD INCOME

Total Households	14,042	146,312	433,438	909,025	449,492
Median Household Income	\$46,776	\$51,215	\$64,912	\$71,542	\$65,140
Average Household Income	\$60,639	\$68,727	\$86,336	\$93,555	\$86,603
Under \$15,000	20.0%	20.0%	15.6%	12.6%	15.5%
\$15,000 — \$34,999	23.9%	22.3%	17.6%	16.2%	17.6%
\$35,000 — \$49,999	11.4%	11.4%	10.5%	10.8%	10.6%
\$50,000 — \$74,999	13.7%	14.8%	14.9%	15.2%	14.9%
\$75,000 — \$99,999	10.5%	10.4%	11.5%	11.9%	11.5%
\$100,000 — \$124,999	7.5%	6.7%	7.9%	8.9%	7.9%
\$125,000 — \$149,999	3.6%	4.0%	5.3%	6.0%	5.3%
\$150,000+	9.3%	10.4%	16.9%	18.4%	16.8%

BUSINESSES

Total Businesses	542	7,090	27,298	54,936	28,061
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RACE/ETHNICITY

White/Caucasian	17.5%	20.2%	30.3%	40.4%	30.1%
Black/African American	71.4%	53.5%	44.1%	33.8%	44.5%
Asian/Pacific Islander	1.7%	3.4%	6.1%	7.3%	6.1%
Hispanic/Latino	4.8%	19.2%	15.5%	14.3%	15.3%
Other	4.6%	3.6%	4.0%	4.2%	4.1%

Source: Advan, 2024.