

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	3,666	6,453	33,132	159,931	7,965,222
Total Daytime Population	4,181	6,292	28,668	156,764	7,571,436

TOTAL HOUSEHOLD INCOME

Total Households	1,336	2,816	12,538	59,736	2,989,846
Median Household Income	\$66,647	\$61,292	\$62,668	\$69,662	\$69,644
Average Household Income	\$74,060	\$78,829	\$80,001	\$86,017	\$88,671
Under \$15,000	2.20%	4.20%	6.80%	5.40%	8.00%
\$15,000 — \$34,999	17.00%	17.60%	13.70%	12.50%	15.30%
\$35,000 — \$49,999	12.90%	17.90%	14.00%	13.50%	12.40%
\$50,000 — \$74,999	27.10%	21.20%	23.70%	20.60%	18.40%
\$75,000 — \$99,999	19.20%	17.50%	16.20%	13.90%	13.90%
\$100,000 — \$124,999	10.00%	7.90%	9.30%	11.70%	10.00%
\$125,000 — \$149,999	6.90%	8.10%	5.90%	7.00%	6.70%
\$150,000+	4.90%	5.60%	10.50%	15.40%	15.30%

BUSINESSES

Total Businesses	28	94	437	2,016	167,318
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RACE/ETHNICITY

White/Caucasian	56.40%	65.80%	54.80%	54.90%	55.90%
Black/African American	6.20%	6.00%	7.80%	7.00%	14.40%
Asian/Pacific Islander	0.80%	0.60%	1.90%	2.60%	3.40%
Hispanic/Latino	32.10%	24.60%	32.50%	31.50%	23.10%
Other	4.60%	2.90%	3.00%	4.10%	3.20%

Source: Creditintell, 2024