

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	103,523	945,717	2,331,407	5,907,060	599,915
Total Daytime Population	86,010	741,121	1,955,328	7,155,671	491,453

TOTAL HOUSEHOLD INCOME

Total Households	35,826	339,511	831,767	2,304,869	213,295
Median Household Income	\$70,884	\$73,504	\$82,566	\$90,004	\$68,211
Average Household Income	\$87,626	\$95,914	\$108,587	\$122,925	\$85,527
Under \$15,000	10.90%	13.30%	11.00%	9.40%	14.50%
\$15,000 — \$34,999	16.70%	16.20%	15.00%	13.00%	17.30%
\$35,000 — \$49,999	11.40%	10.20%	9.70%	8.50%	11.00%
\$50,000 — \$74,999	17.40%	15.00%	14.40%	13.10%	15.70%
\$75,000 — \$99,999	12.20%	11.90%	11.70%	11.10%	11.60%
\$100,000 — \$124,999	9.50%	9.50%	9.50%	9.40%	9.40%
\$125,000 — \$149,999	6.20%	6.40%	6.80%	7.10%	6.10%
\$150,000+	15.70%	17.50%	22.00%	28.50%	14.50%

BUSINESSES

Total Businesses	1,546	12,778	45,674	194,311	8,145
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RACE/ETHNICITY

White/Caucasian	2.90%	15.20%	32.10%	36.30%	9.30%
Black/African American	85.30%	63.20%	32.80%	21.20%	73.10%
Asian/Pacific Islander	1.40%	3.50%	9.80%	16.40%	2.00%
Hispanic/Latino	7.50%	14.90%	22.00%	22.40%	12.30%
Other	2.90%	3.30%	3.30%	3.70%	3.30%