

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	21,268	128,607	307,739	950,913	693,004
Total Daytime Population	13,781	136,734	443,546	1,296,878	972,326

TOTAL HOUSEHOLD INCOME

Total Households	9,390	55,090	127,735	363,785	274,128
Median Household Income	\$72,066	\$78,526	\$77,534	\$74,684	\$75,675
Average Household Income	\$82,968	\$99,561	\$100,475	\$94,682	\$97,507
Under \$15,000	9.1%	8.4%	8.2%	8.8%	8.9%
\$15,000 — \$34,999	16.0%	15.8%	15.6%	16.3%	16.1%
\$35,000 — \$49,999	16.2%	13.0%	12.2%	12.4%	12.4%
\$50,000 — \$74,999	16.7%	19.3%	18.6%	18.3%	18.3%
\$75,000 — \$99,999	12.3%	12.0%	12.3%	13.5%	13.4%
\$100,000 — \$124,999	9.8%	9.0%	9.6%	9.6%	9.4%
\$125,000 — \$149,999	9.1%	6.4%	6.5%	6.4%	6.1%
\$150,000+	10.7%	16.1%	17.0%	14.8%	15.4%

BUSINESSES

Total Businesses	347	4,574	15,084	40,438	31,131
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RACE/ETHNICITY

White/Caucasian	41.7%	43.6%	40.4%	36.8%	36.8%
Black/African American	9.9%	7.4%	12.1%	19.6%	18.3%
Asian/Pacific Islander	3.5%	2.7%	3.7%	4.4%	4.2%
Hispanic/Latino	41.1%	42.2%	39.8%	34.3%	36.2%
Other	3.7%	4.1%	3.9%	4.9%	4.5%

Source: Advan, 2024.