

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	19,864	130,389	295,256	907,813	236,477
Total Daytime Population	15,158	125,939	385,009	1,145,539	329,325

TOTAL HOUSEHOLD INCOME

Total Households	8,991	56,615	126,066	357,587	102,040
Median Household Income	\$66,616	\$74,314	\$74,950	\$73,040	\$76,008
Average Household Income	\$78,509	\$94,157	\$97,458	\$96,171	\$98,379
Under \$15,000	8.70%	8.70%	9.60%	9.50%	8.90%
\$15,000 — \$34,999	21.50%	18.50%	17.70%	17.60%	17.10%
\$35,000 — \$49,999	16.70%	13.80%	13.10%	13.50%	12.80%
\$50,000 — \$74,999	18.00%	18.30%	18.00%	18.20%	17.90%
\$75,000 — \$99,999	13.80%	12.50%	12.20%	13.30%	12.60%
\$100,000 — \$124,999	8.50%	8.30%	8.80%	9.10%	9.20%
\$125,000 — \$149,999	5.40%	5.70%	5.40%	5.60%	5.60%
\$150,000+	7.60%	14.20%	15.20%	13.30%	16.00%

BUSINESSES

Total Businesses	492	3,730	10,496	31,516	8,999
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RACE/ETHNICITY

White/Caucasian	46.30%	48.30%	45.60%	41.30%	48.20%
Black/African American	10.50%	7.30%	12.60%	19.70%	9.90%
Asian/Pacific Islander	2.70%	2.60%	3.40%	4.20%	3.40%
Hispanic/Latino	37.60%	38.70%	35.40%	31.50%	35.60%
Other	2.90%	3.10%	2.90%	3.40%	3.00%