| Full Year 2024 | 1-mile Radius | 3-mile Radius | 5-mile Radius | 10-mile Radius | 70% True Trade Area |
|---|---|---|---|---|---|
| **TOTAL POPULATION** | | | | | |
| Total Population | 17,488 | 127,854 | 317,658 | 604,104 | 192,370 |
| Total Daytime Population | 11,674 | 119,719 | 352,091 | 680,733 | 217,121 |
| **TOTAL HOUSEHOLD INCOME** | | | | | |
| Total Households | 7,342 | 54,208 | 143,389 | 275,178 | 82,045 |
| Median Household Income | $64,282 | $61,571 | $65,580 | $68,979 | $62,715 |
| Average Household Income | $72,046 | $74,959 | $85,375 | $89,868 | $79,276 |
| Under $15,000 | 9.30% | 9.60% | 9.20% | 9.00% | 9.40% |
| $15,000 — $34,999 | 19.00% | 18.00% | 18.10% | 16.60% | 18.10% |
| $35,000 — $49,999 | 12.80% | 15.10% | 13.70% | 13.60% | 14.50% |
| $50,000 — $74,999 | 18.70% | 19.10% | 17.70% | 18.10% | 18.60% |
| $75,000 — $99,999 | 16.90% | 14.00% | 13.60% | 13.60% | 14.30% |
| $100,000 — $124,999 | 10.90% | 9.70% | 9.20% | 9.30% | 9.50% |
| $125,000 — $149,999 | 5.30% | 5.90% | 5.80% | 5.90% | 5.60% |
| $150,000+ | 7.30% | 8.60% | 12.80% | 13.90% | 10.00% |
| **BUSINESSES** | | | | | |
| Total Businesses | 249 | 4,079 | 9,507 | 18,389 | 6,049 |
| **RACE/ETHNICITY** | | | | | |
| White/Caucasian | 72.00% | 70.90% | 69.40% | 71.70% | 69.70% |
| Black/African American | 5.20% | 9.50% | 14.60% | 13.10% | 12.00% |
| Asian/Pacific Islander | 6.60% | 5.90% | 4.40% | 3.70% | 5.30% |
| Hispanic/Latino | 12.50% | 10.30% | 8.40% | 8.50% | 9.70% |
| Other | 3.70% | 3.40% | 3.20% | 3.10% | 3.30% |

*Source: Creditntell, 2024*