

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	72,349	368,105	785,425	3,323,063	798,305
Total Daytime Population	51,355	382,699	761,338	4,845,666	769,337

### TOTAL HOUSEHOLD INCOME

Total Households	25,659	136,082	287,954	1,349,302	292,713
Median Household Income	\$69,872	\$67,453	\$76,980	\$103,971	\$77,089
Average Household Income	\$85,244	\$83,627	\$97,314	\$146,034	\$97,234
Under \$15,000	11.2%	12.8%	12.0%	8.7%	11.9%
\$15,000 — \$34,999	17.0%	17.3%	15.5%	11.4%	15.5%
\$35,000 — \$49,999	11.5%	11.1%	10.7%	7.8%	10.6%
\$50,000 — \$74,999	18.9%	17.7%	16.5%	12.6%	16.5%
\$75,000 — \$99,999	13.7%	12.6%	12.5%	10.6%	12.5%
\$100,000 — \$124,999	8.0%	9.4%	9.3%	8.9%	9.4%
\$125,000 — \$149,999	6.3%	6.1%	6.3%	7.1%	6.4%
\$150,000+	13.5%	13.1%	17.2%	32.8%	17.3%

### BUSINESSES

Total Businesses	1,224	8,416	17,279	158,575	17,458
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### RACE/ETHNICITY

White/Caucasian	17.8%	17.1%	19.3%	37.1%	19.3%
Black/African American	11.4%	27.4%	38.2%	17.1%	38.3%
Asian/Pacific Islander	5.2%	4.5%	6.1%	11.6%	6.2%
Hispanic/Latino	60.3%	44.4%	30.9%	29.8%	30.7%
Other	5.4%	6.5%	5.5%	4.4%	5.4%

Source: Advan, 2024.