

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	50,180	492,134	1,222,593	3,369,863	548,964
Total Daytime Population	31,726	463,494	1,449,305	4,003,061	519,560

TOTAL HOUSEHOLD INCOME

Total Households	17,427	187,660	483,401	1,226,393	207,928
Median Household Income	\$76,295	\$75,580	\$77,434	\$80,939	\$72,526
Average Household Income	\$103,782	\$106,434	\$108,840	\$112,202	\$103,473
Under \$15,000	9.70%	11.60%	11.90%	10.90%	12.20%
\$15,000 — \$34,999	15.10%	16.80%	16.20%	15.00%	17.10%
\$35,000 — \$49,999	14.00%	12.10%	11.10%	10.40%	12.50%
\$50,000 — \$74,999	15.20%	15.60%	14.90%	14.70%	15.60%
\$75,000 — \$99,999	11.80%	11.60%	11.80%	12.00%	11.60%
\$100,000 — \$124,999	7.50%	8.40%	8.70%	8.90%	8.40%
\$125,000 — \$149,999	6.70%	5.90%	6.00%	6.40%	5.80%
\$150,000+	20.00%	18.00%	19.50%	21.70%	16.70%

BUSINESSES

Total Businesses	784	16,985	49,017	118,423	19,027
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RACE/ETHNICITY

White/Caucasian	12.80%	19.40%	25.10%	26.80%	19.00%
Black/African American	20.80%	16.20%	13.60%	11.80%	15.40%
Asian/Pacific Islander	14.20%	16.90%	13.50%	10.10%	16.80%
Hispanic/Latino	49.00%	44.40%	44.40%	48.20%	45.80%
Other	3.20%	3.10%	3.30%	3.10%	3.10%