

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	26,892	147,107	368,180	1,238,140	125,104
Total Daytime Population	16,480	169,568	484,827	1,750,526	137,677

TOTAL HOUSEHOLD INCOME

Total Households	14,232	69,403	160,328	501,023	59,328
Median Household Income	\$76,891	\$91,760	\$96,171	\$100,888	\$89,191
Average Household Income	\$103,967	\$124,674	\$126,047	\$132,283	\$117,562
Under \$15,000	5.70%	5.80%	5.70%	5.40%	6.20%
\$15,000 — \$34,999	12.70%	10.70%	10.50%	10.30%	10.80%
\$35,000 — \$49,999	19.20%	12.00%	11.00%	9.90%	12.40%
\$50,000 — \$74,999	22.70%	19.00%	17.50%	15.40%	19.40%
\$75,000 — \$99,999	12.90%	14.30%	13.70%	13.50%	14.40%
\$100,000 — \$124,999	7.70%	10.10%	10.00%	10.50%	10.20%
\$125,000 — \$149,999	5.40%	7.60%	8.00%	8.10%	7.60%
\$150,000+	13.80%	20.50%	23.80%	27.00%	19.10%

BUSINESSES

Total Businesses	454	6,078	15,239	49,334	4,714
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RACE/ETHNICITY

White/Caucasian	43.10%	50.10%	48.80%	48.30%	48.70%
Black/African American	24.70%	15.40%	11.90%	11.10%	16.20%
Asian/Pacific Islander	6.90%	8.60%	11.50%	14.30%	8.10%
Hispanic/Latino	21.70%	22.60%	24.70%	23.20%	23.80%
Other	3.70%	3.30%	3.10%	3.10%	3.20%

Source: Creditintell, 2024