

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	40,598	406,042	841,099	2,141,512	443,427
Total Daytime Population	28,553	359,833	799,685	2,459,635	393,217

TOTAL HOUSEHOLD INCOME

Total Households	13,179	140,134	311,967	840,513	153,925
Median Household Income	\$51,376	\$48,119	\$52,841	\$67,775	\$48,895
Average Household Income	\$63,165	\$62,248	\$68,105	\$88,261	\$63,384
Under \$15,000	15.30%	18.30%	17.20%	13.60%	18.40%
\$15,000 — \$34,999	24.70%	21.70%	20.60%	16.50%	21.50%
\$35,000 — \$49,999	13.60%	14.00%	12.40%	10.80%	13.80%
\$50,000 — \$74,999	18.10%	18.30%	16.90%	15.90%	18.10%
\$75,000 — \$99,999	10.30%	10.90%	11.10%	11.70%	10.80%
\$100,000 — \$124,999	8.60%	6.20%	7.60%	8.60%	6.30%
\$125,000 — \$149,999	4.50%	4.00%	4.60%	6.00%	4.10%
\$150,000+	5.00%	6.70%	9.60%	16.80%	6.90%

BUSINESSES

Total Businesses	344	5,379	12,385	48,398	5,980
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RACE/ETHNICITY

White/Caucasian	13.50%	23.50%	30.10%	43.80%	24.60%
Black/African American	40.40%	36.10%	40.10%	32.80%	36.10%
Asian/Pacific Islander	8.80%	7.70%	5.80%	6.60%	7.40%
Hispanic/Latino	32.90%	29.70%	21.00%	13.70%	29.00%
Other	4.40%	3.10%	3.00%	3.00%	3.00%