

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	41,557	416,222	870,739	2,183,890	669,508
Total Daytime Population	27,792	326,142	759,264	2,383,037	549,789

TOTAL HOUSEHOLD INCOME

Total Households	13,946	147,742	331,920	881,229	249,845
Median Household Income	\$53,069	\$49,669	\$55,666	\$71,764	\$53,005
Average Household Income	\$64,347	\$62,687	\$70,873	\$93,389	\$67,153
Under \$15,000	14.4%	16.1%	15.6%	12.6%	16.4%
\$15,000 — \$34,999	22.1%	23.0%	20.6%	16.1%	21.4%
\$35,000 — \$49,999	12.8%	14.1%	12.3%	10.6%	13.0%
\$50,000 — \$74,999	15.5%	17.5%	16.4%	15.2%	16.7%
\$75,000 — \$99,999	14.7%	11.2%	11.5%	11.8%	11.4%
\$100,000 — \$124,999	7.9%	6.7%	8.0%	8.9%	7.8%
\$125,000 — \$149,999	5.9%	3.8%	4.8%	6.1%	4.5%
\$150,000+	6.8%	7.5%	10.7%	18.5%	8.9%

BUSINESSES

Total Businesses	491	6,034	14,484	54,493	10,797
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RACE/ETHNICITY

White/Caucasian	10.1%	19.1%	27.4%	42.1%	24.2%
Black/African American	38.7%	35.5%	39.0%	30.9%	38.1%
Asian/Pacific Islander	9.2%	8.7%	6.8%	7.6%	7.0%
Hispanic/Latino	37.5%	32.6%	22.7%	15.1%	26.4%
Other	4.6%	4.1%	4.1%	4.3%	4.2%

Source: Advan, 2024.