

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	27,455	190,646	495,062	1,954,390	1,641,052
Total Daytime Population	69,839	270,816	548,614	2,239,825	2,021,565

TOTAL HOUSEHOLD INCOME

Total Households	13,365	73,813	179,255	668,982	568,780
Median Household Income	\$87,553	\$108,742	\$105,144	\$86,075	\$91,713
Average Household Income	\$113,541	\$148,343	\$139,772	\$112,155	\$120,948
Under \$15,000	14.30%	8.30%	7.40%	10.00%	9.30%
\$15,000 — \$34,999	10.50%	9.80%	10.60%	14.60%	13.40%
\$35,000 — \$49,999	7.10%	7.00%	7.80%	10.00%	9.20%
\$50,000 — \$74,999	12.40%	12.80%	13.40%	14.90%	14.60%
\$75,000 — \$99,999	13.00%	11.80%	12.20%	12.20%	12.20%
\$100,000 — \$124,999	9.70%	9.30%	10.10%	9.60%	9.90%
\$125,000 — \$149,999	8.10%	8.20%	8.00%	6.90%	7.30%
\$150,000+	24.90%	32.80%	30.50%	22.00%	24.10%

BUSINESSES

Total Businesses	2,506	7,596	14,319	63,492	53,903
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RACE/ETHNICITY

White/Caucasian	36.80%	34.90%	29.40%	23.80%	26.80%
Black/African American	7.70%	8.20%	5.40%	3.40%	3.30%
Asian/Pacific Islander	19.30%	17.30%	24.40%	23.80%	25.00%
Hispanic/Latino	32.50%	35.60%	37.20%	46.30%	42.00%
Other	3.70%	4.10%	3.60%	2.70%	3.00%

Source: Creditintell, 2024