

| Full Year 2024 | 1-mile Radius | 3-mile Radius | 5-mile Radius | 10-mile Radius | 70% True Trade Area |
|--------------------------|------------------|------------------|------------------|-------------------|------------------------|
| 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 |
| 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: Creditntell, 2024