

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	31,339	231,025	561,795	1,918,569	291,647
Total Daytime Population	29,401	280,499	673,280	2,225,518	386,736

TOTAL HOUSEHOLD INCOME

Total Households	7,959	78,249	199,969	707,719	101,518
Median Household Income	\$57,240	\$75,672	\$82,282	\$90,832	\$76,915
Average Household Income	\$74,201	\$96,647	\$108,267	\$125,274	\$100,251
Under \$15,000	10.40%	11.10%	10.10%	9.40%	11.10%
\$15,000 — \$34,999	15.90%	14.10%	13.80%	13.50%	14.10%
\$35,000 — \$49,999	16.30%	10.90%	10.30%	9.50%	10.60%
\$50,000 — \$74,999	17.10%	15.60%	14.80%	14.60%	15.40%
\$75,000 — \$99,999	14.50%	14.10%	13.20%	12.30%	13.60%
\$100,000 — \$124,999	9.10%	9.40%	9.70%	9.80%	9.40%
\$125,000 — \$149,999	5.00%	6.50%	6.90%	7.00%	6.80%
\$150,000+	11.70%	18.10%	21.20%	24.10%	19.00%

BUSINESSES

Total Businesses	748	6,606	18,048	70,676	8,857
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RACE/ETHNICITY

White/Caucasian	12.90%	34.70%	40.20%	41.20%	38.10%
Black/African American	2.00%	3.70%	3.50%	3.40%	3.70%
Asian/Pacific Islander	3.90%	7.60%	8.20%	11.30%	8.00%
Hispanic/Latino	79.50%	51.00%	44.70%	40.70%	46.90%
Other	1.80%	3.00%	3.40%	3.40%	3.30%

Source: Creditintell, 2025