Full Year 2024	1-mile Radius	3-mile Radius	5-mile Radius	10-mile Radius	70% True Trade Area
TOTAL POPULATION					
Total Population	36,767	235,615	497,239	1,439,039	1,109,671
Total Daytime Population	32,435	189,160	428,372	1,419,578	1,231,216
TOTAL HOUSEHOLD INCOME					
Total Households	8,261	59,212	135,453	488,374	359,055
Median Household Income	$76,007	$83,712	$82,591	$93,061	$88,147
Average Household Income	$90,639	$99,821	$100,046	$119,465	$110,254
Under $15,000	8.6%	7.7%	8.4%	8.4%	8.6%
$15,000 — $34,999	17.3%	14.4%	14.5%	12.5%	13.1%
$35,000 — $49,999	10.5%	9.9%	10.3%	9.1%	9.5%
$50,000 — $74,999	16.4%	15.4%	15.7%	14.4%	14.9%
$75,000 — $99,999	14.3%	13.3%	12.8%	12.3%	12.5%
$100,000 — $124,999	8.1%	11.2%	10.9%	10.3%	10.4%
$125,000 — $149,999	8.4%	8.0%	7.6%	7.9%	7.9%
$150,000+	16.5%	19.9%	19.9%	25.1%	23.0%
BUSINESSES					
Total Businesses	1,079	6,001	16,635	88,057	50,239
RACE/ETHNICITY					
White/Caucasian	2.3%	7.8%	15.1%	33.8%	29.0%
Black/African American	2.0%	2.7%	3.0%	3.9%	3.9%
Asian/Pacific Islander	1.4%	6.8%	9.1%	10.4%	10.0%
Hispanic/Latino	93.2%	81.1%	70.6%	47.9%	53.7%
Other	1.0%	1.6%	2.2%	3.9%	3.4%

Source: Advan, 2024.