

Full Year 2024	1-mile Radius	3-mile Radius	5-mile Radius	10-mile Radius	70% True Trade Area
----------------	---------------	---------------	---------------	----------------	---------------------

TOTAL POPULATION

Total Population	37,285	232,513	497,333	1,395,697	476,258
Total Daytime Population	31,675	206,911	434,385	1,494,278	420,376

TOTAL HOUSEHOLD INCOME

Total Households	7,725	55,148	129,116	461,850	122,790
Median Household Income	\$67,275	\$78,489	\$79,059	\$87,972	\$79,579
Average Household Income	\$84,111	\$94,251	\$96,233	\$112,614	\$96,630
Under \$15,000	8.60%	7.80%	8.90%	8.90%	8.60%
\$15,000 — \$34,999	19.60%	15.70%	15.30%	13.40%	15.20%
\$35,000 — \$49,999	12.70%	10.80%	11.20%	9.90%	11.00%
\$50,000 — \$74,999	16.20%	15.20%	15.80%	14.90%	15.80%
\$75,000 — \$99,999	12.90%	14.10%	13.50%	12.60%	13.60%
\$100,000 — \$124,999	8.40%	10.90%	10.70%	10.20%	10.80%
\$125,000 — \$149,999	7.60%	7.90%	6.90%	7.40%	7.10%
\$150,000+	14.00%	17.70%	17.80%	22.60%	18.00%

BUSINESSES

Total Businesses	570	3,350	8,916	42,111	8,527
------------------	-----	-------	-------	--------	-------

RACE/ETHNICITY

White/Caucasian	1.80%	7.80%	15.20%	34.70%	15.00%
Black/African American	2.50%	3.00%	3.10%	3.80%	3.00%
Asian/Pacific Islander	1.10%	6.30%	8.70%	9.80%	8.60%
Hispanic/Latino	93.80%	81.70%	71.30%	48.50%	71.70%
Other	0.80%	1.30%	1.70%	3.20%	1.70%