| Full Year 2024 | 1-mile Radius | 3-mile Radius | 5-mile Radius | 10-mile Radius | 70% True Trade Area |
|---|---|---|---|---|---|
| **TOTAL POPULATION** | | | | | |
| Total Population | 17,643 | 141,739 | 376,977 | 1,452,490 | 549,406 |
| Total Daytime Population | 20,249 | 158,976 | 434,354 | 1,523,304 | 591,728 |
| **TOTAL HOUSEHOLD INCOME** | | | | | |
| Total Households | 7,058 | 55,163 | 137,763 | 502,432 | 194,826 |
| Median Household Income | $94,698 | $83,425 | $78,297 | $61,563 | $71,694 |
| Average Household Income | $108,390 | $95,285 | $93,413 | $76,022 | $86,177 |
| Under $15,000 | 5.40% | 8.20% | 8.90% | 12.40% | 10.10% |
| $15,000 — $34,999 | 12.20% | 13.60% | 14.50% | 18.90% | 16.00% |
| $35,000 — $49,999 | 11.10% | 11.80% | 11.70% | 12.50% | 12.00% |
| $50,000 — $74,999 | 16.50% | 16.30% | 16.60% | 16.40% | 16.90% |
| $75,000 — $99,999 | 10.50% | 13.30% | 13.90% | 12.40% | 13.50% |
| $100,000 — $124,999 | 10.50% | 12.00% | 11.50% | 9.40% | 10.80% |
| $125,000 — $149,999 | 10.60% | 8.30% | 7.40% | 6.20% | 7.00% |
| $150,000+ | 23.10% | 16.60% | 15.50% | 11.80% | 13.80% |
| **BUSINESSES** | | | | | |
| Total Businesses | 586 | 3,812 | 9,321 | 27,008 | 12,117 |
| **RACE/ETHNICITY** | | | | | |
| White/Caucasian | 72.60% | 71.90% | 52.90% | 30.30% | 43.60% |
| Black/African American | 6.20% | 8.50% | 23.90% | 40.20% | 32.50% |
| Asian/Pacific Islander | 3.20% | 2.00% | 1.70% | 1.70% | 1.40% |
| Hispanic/Latino | 15.50% | 15.50% | 19.50% | 26.40% | 20.60% |
| Other | 2.50% | 2.30% | 2.10% | 1.50% | 1.90% |

*Source: Creditntell, 2024*