



Full Year 2024	1-mile Radius	3-mile Radius	5-mile Radius	10-mile Radius	70% True Trade Area
TOTAL POPULATION					
Total Population	20,556	295,316	526,248	1,858,736	454,391
Total Daytime Population	22,874	324,685	588,441	2,040,584	510,516
TOTAL HOUSEHOLD INCOME					
Total Households	6,513	107,525	186,878	588,440	163,772
Median Household Income	\$74,162	\$77,524	\$85,771	\$85,179	\$86,813
Average Household Income	\$90,460	\$96,000	\$104,795	\$103,126	\$105,698
Under \$15,000	8.00%	9.20%	8.20%	7.70%	8.60%
\$15,000 — \$34,999	18.30%	14.70%	13.30%	12.90%	13.10%
\$35,000 — \$49,999	9.60%	11.40%	10.30%	10.30%	10.40%
\$50,000 — \$74,999	19.40%	17.60%	16.00%	15.80%	16.30%
\$75,000 — \$99,999	10.70%	13.50%	13.70%	13.80%	13.70%
\$100,000 — \$124,999	10.30%	9.50%	10.30%	10.70%	10.20%
\$125,000 — \$149,999	6.90%	7.10%	7.70%	7.90%	7.70%
\$150,000+	16.70%	17.00%	20.50%	21.10%	20.20%
BUSINESSES					
Total Businesses	756	7,131	11,954	45,082	9,666
RACE/ETHNICITY					
White/Caucasian	17.00%	27.00%	30.40%	22.50%	30.50%
Black/African American	12.70%	12.30%	11.40%	10.00%	11.70%
Asian/Pacific Islander	24.20%	14.10%	13.30%	15.50%	13.60%
Hispanic/Latino	42.70%	42.50%	40.40%	48.40%	40.00%
Other	3.40%	4.10%	4.40%	3.60%	4.30%

Source: Creditntell, 2024