

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	20,543	301,553	538,884	1,896,162	941,211
Total Daytime Population	23,286	332,537	593,794	2,031,568	1,082,936

### TOTAL HOUSEHOLD INCOME

Total Households	6,914	115,168	196,836	615,637	318,590
Median Household Income	\$81,544	\$84,818	\$93,911	\$92,867	\$93,469
Average Household Income	\$103,010	\$104,530	\$114,225	\$112,422	\$113,141
Under \$15,000	8.6%	8.8%	7.9%	7.3%	7.6%
\$15,000 — \$34,999	14.6%	13.2%	12.0%	11.8%	12.3%
\$35,000 — \$49,999	9.3%	10.1%	9.1%	9.4%	9.5%
\$50,000 — \$74,999	16.0%	16.3%	15.0%	15.2%	15.0%
\$75,000 — \$99,999	14.7%	12.9%	13.2%	13.0%	13.1%
\$100,000 — \$124,999	10.3%	10.5%	10.9%	11.2%	11.0%
\$125,000 — \$149,999	6.4%	7.7%	8.3%	8.3%	8.2%
\$150,000+	20.2%	20.4%	23.7%	24.0%	23.4%

### BUSINESSES

Total Businesses	1,416	14,561	23,492	77,794	38,234
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### RACE/ETHNICITY

White/Caucasian	14.1%	26.0%	28.2%	20.3%	22.4%
Black/African American	12.7%	11.8%	11.1%	9.7%	11.2%
Asian/Pacific Islander	23.0%	13.7%	13.4%	16.2%	15.0%
Hispanic/Latino	46.1%	43.1%	41.8%	49.5%	46.6%
Other	4.1%	5.4%	5.5%	4.4%	4.9%

Source: Advan, 2024.