

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	39,254	173,317	453,613	1,463,210	390,570
Total Daytime Population	21,965	136,568	383,151	1,306,700	345,034

TOTAL HOUSEHOLD INCOME

Total Households	13,808	56,531	152,718	498,427	131,545
Median Household Income	\$68,140	\$76,374	\$70,807	\$72,956	\$70,681
Average Household Income	\$80,080	\$91,102	\$84,092	\$90,077	\$83,886
Under \$15,000	7.7%	7.1%	10.4%	10.0%	10.2%
\$15,000 — \$34,999	17.6%	14.2%	14.9%	16.6%	14.6%
\$35,000 — \$49,999	13.0%	11.2%	12.0%	11.9%	12.4%
\$50,000 — \$74,999	18.8%	17.6%	18.4%	17.3%	18.2%
\$75,000 — \$99,999	14.5%	15.8%	14.7%	13.6%	15.0%
\$100,000 — \$124,999	8.2%	10.7%	10.1%	9.2%	10.1%
\$125,000 — \$149,999	8.1%	7.8%	6.6%	6.2%	6.7%
\$150,000+	12.1%	15.7%	12.9%	15.1%	12.8%

BUSINESSES

Total Businesses	747	4,968	13,581	53,686	11,877
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RACE/ETHNICITY

White/Caucasian	5.3%	6.4%	6.7%	13.2%	6.7%
Black/African American	8.6%	14.7%	22.7%	26.1%	22.7%
Asian/Pacific Islander	1.2%	2.1%	2.2%	2.5%	2.1%
Hispanic/Latino	82.8%	75.2%	66.5%	55.7%	66.5%
Other	2.0%	1.6%	2.0%	2.5%	2.0%

Source: Advan, 2024.