Full Year 2024	1-mile Radius	3-mile Radius	5-mile Radius	10-mile Radius	70% True Trade Area
TOTAL POPULATION					
Total Population	35,148	159,310	464,197	1,464,489	286,206
Total Daytime Population	21,710	126,399	383,532	1,413,253	243,804
TOTAL HOUSEHOLD INCOME					
Total Households	12,428	49,739	151,146	487,234	91,054
Median Household Income	$58,892	$67,363	$62,359	$64,735	$64,926
Average Household Income	$70,928	$80,937	$74,613	$80,188	$77,950
Under $15,000	12.30%	8.70%	11.60%	11.30%	9.50%
$15,000 — $34,999	19.00%	15.40%	16.10%	17.30%	15.40%
$35,000 — $49,999	12.70%	12.10%	13.50%	13.10%	12.60%
$50,000 — $74,999	21.10%	19.60%	18.50%	17.80%	19.10%
$75,000 — $99,999	13.00%	14.60%	14.00%	12.90%	14.60%
$100,000 — $124,999	7.90%	10.20%	9.60%	8.80%	10.60%
$125,000 — $149,999	4.20%	6.40%	5.80%	5.80%	6.60%
$150,000+	9.90%	13.00%	11.00%	13.00%	11.70%
BUSINESSES					
Total Businesses	573	3,322	9,841	47,739	6,434
RACE/ETHNICITY					
White/Caucasian	6.50%	7.60%	8.10%	15.20%	7.20%
Black/African American	10.20%	17.10%	25.80%	28.00%	23.70%
Asian/Pacific Islander	1.30%	2.00%	2.20%	2.40%	2.00%
Hispanic/Latino	80.70%	72.40%	62.40%	52.50%	65.90%
Other	1.40%	1.00%	1.40%	1.90%	1.20%

Source: Creditntell, 2024