

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	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
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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%