

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	5,446	33,542	74,632	173,400	8,773,248
Total Daytime Population	6,247	26,032	51,660	138,982	8,826,607

### TOTAL HOUSEHOLD INCOME

Total Households	1,864	12,685	27,295	63,284	3,432,469
Median Household Income	\$76,945	\$73,990	\$74,615	\$81,981	\$72,472
Average Household Income	\$88,199	\$86,353	\$88,257	\$96,579	\$92,104
Under \$15,000	4.8%	6.5%	5.9%	4.9%	7.7%
\$15,000 — \$34,999	13.0%	11.6%	12.9%	10.9%	15.2%
\$35,000 — \$49,999	15.0%	11.3%	11.2%	11.1%	12.0%
\$50,000 — \$74,999	20.5%	22.2%	20.6%	18.6%	18.2%
\$75,000 — \$99,999	17.6%	16.1%	15.6%	15.7%	14.0%
\$100,000 — \$124,999	9.3%	10.0%	11.8%	12.0%	10.0%
\$125,000 — \$149,999	9.8%	8.2%	8.5%	8.8%	7.0%
\$150,000+	9.9%	14.1%	13.6%	17.9%	15.9%

### BUSINESSES

Total Businesses	170	463	1,177	3,395	260,289
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### RACE/ETHNICITY

White/Caucasian	39.1%	48.0%	45.9%	49.2%	56.5%
Black/African American	9.5%	9.1%	9.2%	7.9%	12.2%
Asian/Pacific Islander	1.0%	1.9%	2.1%	2.7%	3.3%
Hispanic/Latino	44.5%	35.8%	37.6%	33.4%	23.5%
Other	5.9%	5.2%	5.1%	6.8%	4.5%

Source: Advan, 2024.