

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	113,010	991,549	2,455,302	6,232,698	1,398,522
Total Daytime Population	94,548	804,555	2,081,845	7,448,633	1,134,311

TOTAL HOUSEHOLD INCOME

Total Households	38,625	360,785	881,095	2,430,734	509,012
Median Household Income	\$72,394	\$77,176	\$86,221	\$95,710	\$80,793
Average Household Income	\$91,749	\$100,180	\$114,242	\$132,034	\$106,238
Under \$15,000	10.9%	12.8%	10.8%	9.2%	12.2%
\$15,000 — \$34,999	14.8%	15.0%	13.7%	12.1%	14.6%
\$35,000 — \$49,999	11.0%	9.8%	9.4%	8.0%	9.5%
\$50,000 — \$74,999	16.8%	14.7%	13.9%	12.9%	14.3%
\$75,000 — \$99,999	12.8%	12.1%	11.7%	10.9%	11.7%
\$100,000 — \$124,999	8.5%	9.6%	9.4%	9.3%	9.5%
\$125,000 — \$149,999	8.0%	7.0%	7.2%	7.3%	7.2%
\$150,000+	17.2%	19.1%	24.0%	30.3%	21.1%

BUSINESSES

Total Businesses	2,445	19,095	57,249	234,845	27,634
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RACE/ETHNICITY

White/Caucasian	2.5%	16.4%	32.4%	35.0%	22.4%
Black/African American	81.9%	58.0%	29.5%	19.6%	47.1%
Asian/Pacific Islander	1.3%	4.4%	11.6%	18.2%	6.7%
Hispanic/Latino	7.9%	15.3%	21.1%	21.9%	17.9%
Other	6.4%	5.9%	5.4%	5.3%	5.8%

Source: Advan, 2024.