

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	21,532	145,528	359,993	800,566	306,248
Total Daytime Population	16,127	118,541	367,866	775,965	280,956

TOTAL HOUSEHOLD INCOME

Total Households	7,158	50,258	137,816	308,515	116,176
Median Household Income	\$57,093	\$63,116	\$66,584	\$77,048	\$63,723
Average Household Income	\$69,803	\$77,618	\$87,712	\$101,805	\$81,613
Under \$15,000	8.4%	10.1%	9.9%	8.1%	10.3%
\$15,000 — \$34,999	20.6%	17.7%	17.5%	15.6%	18.1%
\$35,000 — \$49,999	13.6%	13.0%	12.9%	11.3%	13.7%
\$50,000 — \$74,999	24.2%	21.3%	19.7%	18.2%	20.0%
\$75,000 — \$99,999	16.2%	14.1%	13.5%	13.5%	13.3%
\$100,000 — \$124,999	4.4%	9.8%	8.9%	10.0%	8.7%
\$125,000 — \$149,999	6.0%	5.6%	5.8%	6.9%	5.9%
\$150,000+	6.5%	8.4%	11.8%	16.4%	9.9%

BUSINESSES

Total Businesses	531	4,106	14,217	30,046	11,522
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RACE/ETHNICITY

White/Caucasian	21.0%	22.6%	30.5%	38.8%	28.6%
Black/African American	18.2%	18.3%	20.6%	23.9%	19.1%
Asian/Pacific Islander	1.9%	2.3%	2.4%	2.9%	2.3%
Hispanic/Latino	56.4%	54.1%	43.6%	30.7%	47.1%
Other	2.5%	2.7%	3.0%	3.5%	2.9%

Source: Advan, 2024.