

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	31,455	355,182	1,013,988	2,266,529	1,054,382
Total Daytime Population	26,888	382,758	1,332,271	2,472,178	1,375,952
TOTAL HOUSEHOLD INCOME					
Total Households	14,042	146,312	433,438	909,025	449,492
Median Household Income	\$46,776	\$51,215	\$64,912	\$71,542	\$65,140
Average Household Income	\$60,639	\$68,727	\$86,336	\$93,555	\$86,603
Under \$15,000	20.0%	20.0%	15.6%	12.6%	15.5%
\$15,000 - \$34,999	23.9%	22.3%	17.6%	16.2%	17.6%
\$35,000 - \$49,999	11.4%	11.4%	10.5%	10.8%	10.6%
\$50,000 - \$74,999	13.7%	14.8%	14.9%	15.2%	14.9%
\$75,000 - \$99,999	10.5%	10.4%	11.5%	11.9%	11.5%
\$100,000 - \$124,999	7.5%	6.7%	7.9%	8.9%	7.9%
\$125,000 - \$149,999	3.6%	4.0%	5.3%	6.0%	5.3%
\$150,000+	N/A	N/A	N/A	N/A	N/A
BUSINESSES					
Total Businesses	542	7,090	27,298	54,936	28,061
RACE/ETHNICITY					
White/Caucasian	17.5%	20.2%	30.3%	40.4%	30.1%
Black/African American	71.4%	53.5%	44.1%	33.8%	44.5%
Asian/Pacific Islander	1.7%	3.4%	6.1%	7.3%	6.1%
Hispanic/Latino	4.8%	19.2%	15.5%	14.3%	15.3%
Other	4.6%	3.6%	4.0%	4.2%	4.1%