

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	72,349	368,105	785,425	3,323,063	798,305
Total Daytime Population	51,355	382,699	761,338	4,845,666	769,337
TOTAL HOUSEHOLD INCOME					
Total Households	25,659	136,082	287,954	1,349,302	292,713
Median Household Income	\$69,872	\$67,453	\$76,980	\$103,971	\$77,089
Average Household Income	\$85,244	\$83,627	\$97,314	\$146,034	\$97,234
Under \$15,000	11.2%	12.8%	12.0%	8.7%	11.9%
\$15,000 - \$34,999	17.0%	17.3%	15.5%	11.4%	15.5%
\$35,000 - \$49,999	11.5%	11.1%	10.7%	7.8%	10.6%
\$50,000 - \$74,999	18.9%	17.7%	16.5%	12.6%	16.5%
\$75,000 - \$99,999	13.7%	12.6%	12.5%	10.6%	12.5%
\$100,000 - \$124,999	8.0%	9.4%	9.3%	8.9%	9.4%
\$125,000 - \$149,999	6.3%	6.1%	6.3%	7.1%	6.4%
\$150,000+	N/A	N/A	N/A	N/A	N/A
BUSINESSES					
Total Businesses	1,224	8,416	17,279	158,575	17,458
RACE/ETHNICITY					
White/Caucasian	17.8%	17.1%	19.3%	37.1%	19.3%
Black/African American	11.4%	27.4%	38.2%	17.1%	38.3%
Asian/Pacific Islander	5.2%	4.5%	6.1%	11.6%	6.2%
Hispanic/Latino	60.3%	44.4%	30.9%	29.8%	30.7%
Other	5.4%	6.5%	5.5%	4.4%	5.4%