

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
TOTAL POPULATION					
Total Population	41,557	416,222	870,739	2,183,890	669,508
Total Daytime Population	27,792	326,142	759,264	2,383,037	549,789
TOTAL HOUSEHOLD INCOME					
Total Households	13,946	147,742	331,920	881,229	249,845
Median Household Income	\$53,069	\$49,669	\$55,666	\$71,764	\$53,005
Average Household Income	\$64,347	\$62,687	\$70,873	\$93,389	\$67,153
Under \$15,000	14.4%	16.1%	15.6%	12.6%	16.4%
\$15,000 - \$34,999	22.1%	23.0%	20.6%	16.1%	21.4%
\$35,000 - \$49,999	12.8%	14.1%	12.3%	10.6%	13.0%
\$50,000 - \$74,999	15.5%	17.5%	16.4%	15.2%	16.7%
\$75,000 - \$99,999	14.7%	11.2%	11.5%	11.8%	11.4%
\$100,000 - \$124,999	7.9%	6.7%	8.0%	8.9%	7.8%
\$125,000 - \$149,999	5.9%	3.8%	4.8%	6.1%	4.5%
\$150,000+	N/A	N/A	N/A	N/A	N/A
BUSINESSES					
Total Businesses	491	6,034	14,484	54,493	10,797
RACE/ETHNICITY					
White/Caucasian	10.1%	19.1%	27.4%	42.1%	24.2%
Black/African American	38.7%	35.5%	39.0%	30.9%	38.1%
Asian/Pacific Islander	9.2%	8.7%	6.8%	7.6%	7.0%
Hispanic/Latino	37.5%	32.6%	22.7%	15.1%	26.4%
Other	4.6%	4.1%	4.1%	4.3%	4.2%