

FULL YEAR 2024	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS	10 MILE RADIUS	70% TRUE TRADE AREA
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+	N/A	N/A	N/A	N/A	N/A
BUSINESSES					
Total Businesses	531	4,106	14,217	30,046	11,522
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%