

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	207,775	1,088,498	2,600,381	7,612,840	665,736
Total Daytime Population	588,600	2,700,000	4,400,000	8,900,000	2,000,000

TOTAL HOUSEHOLD INCOME

Total Households	104,373	535,180	1,195,310	2,994,879	281,595
Median Household Income	\$133,374	\$128,214	\$117,814	\$90,958	\$106,090
Average Household Income	\$225,850	\$191,397	\$175,779	\$126,330	\$157,390
Under \$15,000	8.4%	7.9%	8.3%	10.5%	9.5%
\$15,000 — \$34,999	8.2%	8.6%	9.6%	13.0%	11.3%
\$35,000 — \$49,999	5.1%	5.2%	6.1%	8.3%	6.9%
\$50,000 — \$74,999	8.1%	8.4%	10.1%	13.2%	11.1%
\$75,000 — \$99,999	8.2%	8.1%	9.2%	10.8%	9.7%
\$100,000 — \$124,999	7.4%	8.1%	8.4%	9.0%	8.6%
\$125,000 — \$149,999	6.9%	7.2%	7.1%	7.0%	7.0%
\$150,000+	47.7%	46.6%	41.1%	28.3%	35.9%

BUSINESSES

Total Businesses	19,491	100,370	155,362	270,006	53,358
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RACE/ETHNICITY

White/Caucasian	59.9%	54.4%	47.5%	32.9%	37.0%
Black/African American	3.6%	6.0%	11.2%	17.4%	14.5%
Asian/Pacific Islander	21.7%	18.4%	14.3%	15.6%	17.8%
Hispanic/Latino	10.1%	16.1%	22.2%	29.6%	26.2%
Other	4.8%	5.0%	4.8%	4.6%	4.6%

Source: Advan, 2024.