Full Year 2024	1-mile Radius	3-mile Radius	5-mile Radius	10-mile Radius	70% True Trade Area
TOTAL POPULATION					
Total Population	213,048	1,103,318	2,587,159	7,566,919	3,557,662
Total Daytime Population	631,100	2,700,000	4,400,000	8,800,000	6,300,000
TOTAL HOUSEHOLD INCOME					
Total Households	103,613	534,524	1,183,298	2,979,304	1,403,133
Median Household Income	$122,150	$128,744	$117,109	$91,191	$94,342
Average Household Income	$210,054	$191,300	$174,299	$126,634	$131,611
Under $15,000	9.8%	8.0%	8.3%	10.4%	10.0%
$15,000 — $34,999	10.3%	8.6%	9.6%	13.0%	12.5%
$35,000 — $49,999	5.5%	5.1%	6.1%	8.3%	8.1%
$50,000 — $74,999	8.9%	8.5%	10.1%	13.1%	13.1%
$75,000 — $99,999	8.3%	8.0%	9.2%	10.8%	10.7%
$100,000 — $124,999	7.3%	8.0%	8.5%	9.0%	9.1%
$125,000 — $149,999	6.4%	7.2%	7.1%	7.0%	7.1%
$150,000+	43.4%	46.7%	40.9%	28.3%	29.5%
BUSINESSES					
Total Businesses	19,320	99,924	154,600	269,502	156,960
RACE/ETHNICITY					
White/Caucasian	52.9%	55.3%	47.1%	33.2%	33.7%
Black/African American	4.5%	6.4%	11.9%	17.3%	16.3%
Asian/Pacific Islander	26.0%	17.8%	14.3%	15.6%	18.0%
Hispanic/Latino	12.1%	15.4%	22.0%	29.2%	27.1%
Other	4.6%	5.1%	4.9%	4.7%	4.8%

Source: Advan, 2024.