

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	233,271	1,123,033	2,668,578	7,626,213	884,193
Total Daytime Population	597,000	2,800,000	4,500,000	8,900,000	2,300,000

TOTAL HOUSEHOLD INCOME

Total Households	113,529	545,255	1,218,335	2,998,461	372,095
Median Household Income	\$118,151	\$129,182	\$116,754	\$90,982	\$100,165
Average Household Income	\$198,956	\$191,776	\$173,601	\$126,355	\$147,890
Under \$15,000	10.4%	7.9%	8.3%	10.4%	9.9%
\$15,000 — \$34,999	10.8%	8.6%	9.7%	13.0%	11.6%
\$35,000 — \$49,999	5.8%	5.2%	6.2%	8.3%	7.4%
\$50,000 — \$74,999	9.1%	8.4%	10.2%	13.2%	11.6%
\$75,000 — \$99,999	8.3%	8.0%	9.3%	10.8%	9.9%
\$100,000 — \$124,999	7.5%	8.0%	8.5%	9.0%	8.7%
\$125,000 — \$149,999	6.5%	7.2%	7.2%	7.0%	6.6%
\$150,000+	41.6%	46.8%	40.6%	28.2%	34.3%

BUSINESSES

Total Businesses	18,751	100,808	156,405	269,631	59,181
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RACE/ETHNICITY

White/Caucasian	52.0%	55.7%	46.9%	32.9%	35.5%
Black/African American	4.9%	6.5%	12.0%	17.3%	16.5%
Asian/Pacific Islander	25.0%	17.6%	14.1%	15.7%	18.2%
Hispanic/Latino	13.7%	15.2%	22.2%	29.4%	25.3%
Other	4.5%	5.1%	4.8%	4.7%	4.6%

Source: Advan, 2024.