

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	47,162	494,826	1,234,264	3,420,937	1,524,653
Total Daytime Population	32,177	449,068	1,501,085	4,047,875	1,809,884

TOTAL HOUSEHOLD INCOME

Total Households	17,553	200,512	512,089	1,296,441	614,749
Median Household Income	\$80,609	\$80,235	\$82,088	\$86,890	\$83,427
Average Household Income	\$114,728	\$113,628	\$116,053	\$121,527	\$118,175
Under \$15,000	8.4%	10.8%	11.7%	10.5%	11.5%
\$15,000 — \$34,999	16.0%	15.7%	14.9%	13.9%	14.7%
\$35,000 — \$49,999	12.3%	11.2%	10.1%	9.5%	9.9%
\$50,000 — \$74,999	14.5%	15.3%	14.8%	14.3%	14.6%
\$75,000 — \$99,999	10.8%	11.6%	11.7%	11.8%	11.6%
\$100,000 — \$124,999	7.9%	8.9%	8.9%	9.1%	8.9%
\$125,000 — \$149,999	6.5%	6.1%	6.3%	6.8%	6.5%
\$150,000+	23.6%	20.4%	21.5%	24.0%	22.3%

BUSINESSES

Total Businesses	1,809	31,992	99,976	237,295	116,231
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RACE/ETHNICITY

White/Caucasian	16.3%	21.0%	26.2%	27.6%	25.7%
Black/African American	16.7%	14.5%	12.8%	11.1%	13.6%
Asian/Pacific Islander	15.0%	17.3%	13.9%	10.4%	13.3%
Hispanic/Latino	47.5%	42.8%	42.6%	46.7%	42.9%
Other	4.5%	4.4%	4.5%	4.2%	4.5%

Source: Advan, 2024.