Full Year 2024	1-mile Radius	3-mile Radius	5-mile Radius	10-mile Radius	70% True Trade Area
TOTAL POPULATION					
Total Population	206,670	1,089,279	2,601,191	7,615,561	726,811
Total Daytime Population	588,630	2,730,416	4,427,779	8,871,732	1,431,740
TOTAL HOUSEHOLD INCOME					
Total Households	103,825	535,502	1,195,362	2,995,960	318,298
Median Household Income	$133,224	$128,249	$117,659	$90,943	$112,299
Average Household Income	$226,303	$191,433	$175,625	$126,302	$166,313
Under $15,000	8.38%	7.89%	8.29%	10.45%	8.51%
$15,000 — $34,999	8.27%	8.56%	9.65%	13%	10.54%
$35,000 — $49,999	5.01%	5.23%	6.08%	8.35%	6.78%
$50,000 — $74,999	8.18%	8.38%	10.13%	13.16%	11.06%
$75,000 — $99,999	8.17%	8.07%	9.21%	10.84%	9.95%
$100,000 — $124,999	7.38%	8.06%	8.44%	9%	8.75%
$125,000 — $149,999	6.96%	7.19%	7.12%	6.96%	6.88%
$150,000+	47.65%	46.61%	41.08%	28.25%	37.52%
BUSINESSES					
Total Businesses	19,338	100,452	155,194	270,081	52,451
RACE/ETHNICITY					
White/Caucasian	59.86%	54.41%	47.47%	32.86%	40.52%
Black/African American	3.57%	6.02%	11.19%	17.36%	13.52%
Asian/Pacific Islander	21.75%	18.42%	14.29%	15.56%	17.22%
Hispanic/Latino	10.08%	16.10%	22.23%	29.60%	23.87%
Other	4.74%	5.05%	4.82%	4.62%	4.87%

Source: Creditntell, 2024