

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	218,643	1,103,207	2,603,979	7,606,167	865,550
Total Daytime Population	581,664	2,739,871	4,429,226	8,866,270	1,545,067

TOTAL HOUSEHOLD INCOME

Total Households	107,623	537,274	1,193,570	2,992,317	353,903
Median Household Income	\$124,667	\$128,596	\$117,339	\$90,967	\$102,683
Average Household Income	\$212,550	\$191,342	\$175,021	\$126,328	\$152,109
Under \$15,000	9.46%	7.94%	8.30%	10.46%	9.11%
\$15,000 — \$34,999	9.70%	8.55%	9.67%	13%	12.30%
\$35,000 — \$49,999	5.51%	5.13%	6.11%	8.35%	7.62%
\$50,000 — \$74,999	8.71%	8.46%	10.15%	13.15%	12.09%
\$75,000 — \$99,999	8.31%	8%	9.23%	10.83%	10.06%
\$100,000 — \$124,999	7.44%	7.99%	8.47%	8.99%	8.67%
\$125,000 — \$149,999	6.70%	7.20%	7.12%	6.96%	6.92%
\$150,000+	44.18%	46.73%	40.96%	28.27%	33.22%

BUSINESSES

Total Businesses	18,548	100,598	154,919	269,901	53,161
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RACE/ETHNICITY

White/Caucasian	54.88%	55.17%	47.28%	32.92%	33.90%
Black/African American	4.40%	6.17%	11.57%	17.34%	14.09%
Asian/Pacific Islander	24.88%	17.97%	14.20%	15.63%	20.30%
Hispanic/Latino	11.30%	15.58%	22.13%	29.46%	26.99%
Other	4.53%	5.11%	4.82%	4.65%	4.71%

Source: Creditintell, 2024