

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	219,384	1,102,426	2,601,744	7,610,159	736,892
Total Daytime Population	581,700	2,700,000	4,400,000	8,900,000	2,000,000

**TOTAL HOUSEHOLD INCOME**

Total Households	107,935	536,952	1,192,801	2,993,848	299,643
Median Household Income	\$125,050	\$128,562	\$117,396	\$90,993	\$103,082
Average Household Income	\$213,829	\$191,306	\$175,101	\$126,373	\$148,587
Under \$15,000	9.5%	7.9%	8.3%	10.5%	9.2%
\$15,000 — \$34,999	9.7%	8.6%	9.6%	13.0%	11.3%
\$35,000 — \$49,999	5.5%	5.1%	6.1%	8.3%	7.5%
\$50,000 — \$74,999	8.7%	8.5%	10.1%	13.1%	12.0%
\$75,000 — \$99,999	8.3%	8.0%	9.2%	10.8%	10.2%
\$100,000 — \$124,999	7.4%	8.0%	8.5%	9.0%	8.9%
\$125,000 — \$149,999	6.7%	7.2%	7.1%	7.0%	6.9%
\$150,000+	44.2%	46.7%	41.0%	28.3%	34.0%

**BUSINESSES**

Total Businesses	18,903	100,516	154,869	270,033	53,269
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**RACE/ETHNICITY**

White/Caucasian	54.9%	55.2%	47.3%	32.9%	35.9%
Black/African American	4.4%	6.2%	11.6%	17.3%	14.3%
Asian/Pacific Islander	24.9%	18.0%	14.2%	15.6%	19.8%
Hispanic/Latino	11.3%	15.6%	22.1%	29.4%	25.3%
Other	4.5%	5.1%	4.8%	4.6%	4.6%

Source: Advan, 2024.