

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	20,949	201,019	443,929	1,415,314	270,442
Total Daytime Population	15,238	271,341	530,096	1,767,947	351,413

TOTAL HOUSEHOLD INCOME

Total Households	7,674	75,012	157,802	448,120	100,718
Median Household Income	\$120,083	\$108,312	\$111,478	\$102,997	\$111,396
Average Household Income	\$146,095	\$133,658	\$142,113	\$131,233	\$139,851
Under \$15,000	3.60%	5.20%	5.00%	6.90%	4.90%
\$15,000 — \$34,999	8.20%	9.60%	9.20%	10.40%	9.30%
\$35,000 — \$49,999	6.00%	7.80%	7.90%	8.20%	7.80%
\$50,000 — \$74,999	10.20%	12.60%	12.80%	13.70%	12.60%
\$75,000 — \$99,999	11.20%	13.50%	13.00%	12.70%	12.80%
\$100,000 — \$124,999	13.60%	11.00%	11.50%	11.00%	11.20%
\$125,000 — \$149,999	11.10%	9.30%	9.40%	8.60%	9.50%
\$150,000+	36.20%	30.90%	31.30%	28.50%	32.00%

BUSINESSES

Total Businesses	428	7,473	15,689	51,421	10,667
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RACE/ETHNICITY

White/Caucasian	67.70%	56.30%	49.00%	34.70%	56.00%
Black/African American	0.60%	0.90%	1.00%	1.20%	0.90%
Asian/Pacific Islander	12.30%	12.70%	16.80%	21.50%	13.00%
Hispanic/Latino	14.60%	25.40%	29.20%	39.20%	25.60%
Other	4.90%	4.70%	4.10%	3.40%	4.50%