

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	16,971	73,717	118,757	502,099	106,699
Total Daytime Population	15,609	56,788	92,055	504,517	83,755

### TOTAL HOUSEHOLD INCOME

Total Households	5,843	24,750	39,893	175,216	35,708
Median Household Income	\$121,188	\$114,446	\$114,260	\$119,650	\$112,934
Average Household Income	\$150,914	\$136,651	\$142,836	\$151,468	\$139,395
Under \$15,000	3.0%	4.0%	3.9%	5.0%	4.1%
\$15,000 — \$34,999	8.2%	8.8%	8.7%	9.0%	9.1%
\$35,000 — \$49,999	9.7%	7.5%	7.9%	7.2%	7.9%
\$50,000 — \$74,999	9.7%	12.1%	11.4%	11.3%	11.6%
\$75,000 — \$99,999	10.8%	12.1%	12.2%	11.5%	12.3%
\$100,000 — \$124,999	9.7%	11.2%	11.2%	10.0%	11.3%
\$125,000 — \$149,999	11.0%	9.9%	9.6%	8.4%	9.7%
\$150,000+	37.9%	34.2%	35.1%	37.5%	33.9%

### BUSINESSES

Total Businesses	555	2,046	3,232	22,935	2,956
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### RACE/ETHNICITY

White/Caucasian	55.3%	55.2%	54.5%	48.5%	53.7%
Black/African American	0.9%	1.2%	1.2%	3.2%	1.1%
Asian/Pacific Islander	8.4%	10.8%	10.7%	14.6%	10.6%
Hispanic/Latino	28.3%	27.3%	28.2%	28.6%	29.4%
Other	7.1%	5.5%	5.4%	5.1%	5.2%

Source: Advan, 2024.