

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	9,862	42,733	87,727	283,269	374,492
Total Daytime Population	15,625	74,317	147,808	334,851	415,442

### TOTAL HOUSEHOLD INCOME

Total Households	5,015	21,435	41,981	123,693	163,115
Median Household Income	\$125,981	\$117,203	\$103,733	\$88,977	\$88,507
Average Household Income	\$196,385	\$192,436	\$165,424	\$133,499	\$130,856
Under \$15,000	6.20%	6.50%	6.30%	6.60%	6.30%
\$15,000 — \$34,999	8.50%	9.90%	10.60%	12.60%	12.40%
\$35,000 — \$49,999	6.10%	8.80%	9.50%	10.70%	10.70%
\$50,000 — \$74,999	12.90%	12.60%	14.00%	16.30%	15.90%
\$75,000 — \$99,999	10.60%	10.40%	11.70%	12.70%	13.20%
\$100,000 — \$124,999	6.10%	7.70%	9.30%	10.50%	10.60%
\$125,000 — \$149,999	5.20%	6.40%	6.40%	6.60%	6.80%
\$150,000+	44.20%	37.80%	32.40%	24.00%	24.10%

### BUSINESSES

Total Businesses	827	3,324	6,652	11,883	13,648
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### RACE/ETHNICITY

White/Caucasian	83.10%	84.60%	80.60%	69.60%	69.90%
Black/African American	1.00%	1.20%	2.20%	4.80%	4.50%
Asian/Pacific Islander	1.20%	1.40%	1.90%	1.60%	1.40%
Hispanic/Latino	13.60%	11.50%	13.70%	22.70%	22.90%
Other	1.20%	1.30%	1.60%	1.40%	1.40%