

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	29,069	171,595	344,800	1,289,751	831,573
Total Daytime Population	21,126	155,176	384,370	1,728,817	1,267,196

### TOTAL HOUSEHOLD INCOME

Total Households	9,775	59,639	122,624	430,756	278,181
Median Household Income	\$156,178	\$141,676	\$134,376	\$123,226	\$122,308
Average Household Income	\$195,213	\$175,695	\$171,644	\$156,519	\$154,703
Under \$15,000	6.8%	5.6%	6.7%	6.2%	6.7%
\$15,000 — \$34,999	4.8%	5.7%	6.6%	8.0%	8.0%
\$35,000 — \$49,999	3.2%	4.6%	5.4%	6.6%	6.6%
\$50,000 — \$74,999	8.5%	9.2%	10.1%	11.6%	11.8%
\$75,000 — \$99,999	8.4%	8.8%	9.3%	11.0%	10.9%
\$100,000 — \$124,999	8.1%	10.4%	10.4%	10.8%	10.7%
\$125,000 — \$149,999	8.5%	9.0%	8.1%	8.7%	8.5%
\$150,000+	51.6%	46.8%	43.4%	37.1%	36.8%

### BUSINESSES

Total Businesses	583	4,569	14,508	64,846	45,737
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### RACE/ETHNICITY

White/Caucasian	31.3%	31.7%	34.3%	35.7%	33.1%
Black/African American	0.8%	1.4%	1.6%	1.5%	1.6%
Asian/Pacific Islander	54.8%	49.7%	40.3%	21.9%	25.2%
Hispanic/Latino	8.3%	11.2%	17.7%	36.2%	35.1%
Other	4.8%	6.0%	6.1%	4.8%	4.9%

Source: Advan, 2024.