

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	12,722	84,348	267,037	1,136,214	750,502
Total Daytime Population	15,329	127,073	418,742	1,375,959	1,067,149

### TOTAL HOUSEHOLD INCOME

Total Households	5,735	37,063	109,643	438,100	296,209
Median Household Income	\$101,097	\$84,118	\$70,626	\$65,153	\$66,144
Average Household Income	\$128,823	\$125,767	\$98,186	\$84,234	\$86,832
Under \$15,000	3.8%	8.7%	10.0%	10.5%	10.7%
\$15,000 — \$34,999	15.5%	16.8%	19.3%	17.5%	17.8%
\$35,000 — \$49,999	6.3%	10.3%	12.3%	12.7%	12.6%
\$50,000 — \$74,999	16.7%	18.9%	18.3%	18.5%	18.8%
\$75,000 — \$99,999	19.0%	12.4%	12.2%	13.1%	13.1%
\$100,000 — \$124,999	7.4%	6.9%	8.1%	8.7%	8.4%
\$125,000 — \$149,999	4.2%	5.5%	5.4%	5.9%	5.8%
\$150,000+	27.3%	20.5%	14.5%	13.0%	13.0%

### BUSINESSES

Total Businesses	624	4,924	11,739	33,922	27,171
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### RACE/ETHNICITY

White/Caucasian	55.6%	44.4%	33.6%	26.7%	28.7%
Black/African American	2.4%	6.6%	7.1%	8.5%	8.9%
Asian/Pacific Islander	2.2%	2.3%	2.1%	3.0%	2.8%
Hispanic/Latino	35.1%	43.2%	53.9%	58.7%	56.5%
Other	4.7%	3.4%	3.3%	3.1%	3.2%

Source: Advan, 2024.