

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	10,496	92,764	245,574	805,642	445,519
Total Daytime Population	24,770	126,614	292,965	977,628	511,524

TOTAL HOUSEHOLD INCOME

Total Households	3,796	33,948	84,288	273,682	149,514
Median Household Income	\$114,374	\$118,722	\$126,498	\$105,229	\$112,756
Average Household Income	\$143,885	\$143,419	\$154,007	\$126,724	\$137,401
Under \$15,000	3.00%	3.50%	3.60%	4.60%	4.50%
\$15,000 — \$34,999	6.90%	7.50%	7.30%	9.10%	8.30%
\$35,000 — \$49,999	6.50%	6.60%	6.80%	8.20%	8.00%
\$50,000 — \$74,999	15.90%	13.70%	12.40%	14.70%	14.30%
\$75,000 — \$99,999	13.50%	13.30%	11.40%	13.20%	12.30%
\$100,000 — \$124,999	11.40%	11.70%	10.90%	11.60%	10.70%
\$125,000 — \$149,999	9.10%	9.20%	9.30%	9.50%	9.40%
\$150,000+	33.80%	34.70%	38.20%	29.10%	32.70%

BUSINESSES

Total Businesses	726	3,697	7,346	22,208	12,299
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RACE/ETHNICITY

White/Caucasian	50.70%	60.30%	59.50%	58.50%	53.80%
Black/African American	8.70%	8.20%	6.60%	7.70%	7.60%
Asian/Pacific Islander	27.80%	18.20%	15.80%	9.50%	12.90%
Hispanic/Latino	10.10%	10.30%	15.40%	21.80%	23.10%
Other	2.60%	3.00%	2.80%	2.60%	2.60%