

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	17,219	77,305	154,351	415,651	481,013
Total Daytime Population	13,456	75,889	137,658	424,145	530,399

### TOTAL HOUSEHOLD INCOME

Total Households	7,117	30,561	59,454	159,282	183,523
Median Household Income	\$120,527	\$134,363	\$139,903	\$137,109	\$135,441
Average Household Income	\$149,954	\$181,323	\$188,566	\$182,123	\$179,573
Under \$15,000	5.9%	4.1%	4.2%	4.5%	4.5%
\$15,000 — \$34,999	8.4%	8.1%	7.0%	7.1%	7.2%
\$35,000 — \$49,999	4.2%	4.9%	5.2%	5.4%	5.6%
\$50,000 — \$74,999	11.7%	10.0%	9.4%	9.7%	9.9%
\$75,000 — \$99,999	11.3%	9.5%	9.0%	9.7%	10.0%
\$100,000 — \$124,999	14.3%	11.4%	11.3%	10.5%	10.4%
\$125,000 — \$149,999	10.3%	9.2%	9.4%	8.7%	8.7%
\$150,000+	33.9%	42.8%	44.6%	44.4%	43.6%

### BUSINESSES

Total Businesses	655	3,595	6,554	18,213	21,614
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### RACE/ETHNICITY

White/Caucasian	67.3%	65.0%	66.1%	64.6%	63.1%
Black/African American	0.9%	0.8%	0.9%	1.2%	1.2%
Asian/Pacific Islander	4.3%	4.1%	5.6%	9.9%	10.6%
Hispanic/Latino	23.2%	25.2%	22.3%	18.4%	19.3%
Other	4.3%	4.8%	5.1%	5.9%	5.8%

Source: Advan, 2024.