

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	16,191	79,996	153,490	414,098	217,810
Total Daytime Population	10,642	77,149	133,836	423,601	231,548

TOTAL HOUSEHOLD INCOME

Total Households	6,607	31,268	58,607	158,066	82,128
Median Household Income	\$110,545	\$126,274	\$129,559	\$129,319	\$130,776
Average Household Income	\$140,696	\$167,441	\$172,101	\$168,803	\$173,261
Under \$15,000	3.90%	4.80%	4.70%	4.70%	4.60%
\$15,000 — \$34,999	9.80%	8.90%	7.90%	7.70%	7.40%
\$35,000 — \$49,999	6.00%	5.50%	5.80%	5.70%	5.50%
\$50,000 — \$74,999	12.00%	10.20%	9.90%	10.50%	9.70%
\$75,000 — \$99,999	11.60%	11.00%	10.90%	10.70%	10.60%
\$100,000 — \$124,999	16.30%	11.70%	11.30%	10.50%	10.80%
\$125,000 — \$149,999	10.60%	8.60%	9.10%	8.90%	9.00%
\$150,000+	29.80%	39.30%	40.60%	41.30%	42.30%

BUSINESSES

Total Businesses	318	2,980	4,937	14,193	8,043
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RACE/ETHNICITY

White/Caucasian	70.00%	67.50%	68.90%	67.80%	69.20%
Black/African American	1.20%	1.00%	0.90%	1.30%	1.20%
Asian/Pacific Islander	4.10%	4.10%	5.40%	9.00%	6.40%
Hispanic/Latino	20.80%	24.00%	21.00%	17.50%	19.00%
Other	3.90%	3.50%	3.80%	4.50%	4.30%