

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	3,221	78,132	248,290	928,822	2,062,221
Total Daytime Population	61,344	193,356	470,078	1,432,875	2,879,593

TOTAL HOUSEHOLD INCOME

Total Households	1,609	32,969	98,257	345,632	754,643
Median Household Income	\$97,632	\$91,704	\$99,701	\$95,829	\$99,692
Average Household Income	\$120,308	\$109,148	\$118,748	\$115,578	\$123,766
Under \$15,000	2.20%	5.20%	4.80%	5.30%	5.60%
\$15,000 — \$34,999	8.40%	9.70%	9.20%	10.10%	10.50%
\$35,000 — \$49,999	7.20%	10.10%	9.20%	9.50%	9.10%
\$50,000 — \$74,999	15.10%	18.10%	15.70%	15.90%	15.10%
\$75,000 — \$99,999	18.40%	15.70%	14.40%	14.00%	13.40%
\$100,000 — \$124,999	24.20%	11.70%	12.40%	11.90%	11.20%
\$125,000 — \$149,999	8.80%	6.90%	8.50%	8.60%	8.40%
\$150,000+	15.70%	22.60%	25.80%	24.70%	26.70%

BUSINESSES

Total Businesses	1,782	5,648	13,479	40,024	79,791
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RACE/ETHNICITY

White/Caucasian	49.20%	59.80%	67.20%	61.90%	62.40%
Black/African American	5.90%	3.40%	2.90%	3.20%	4.40%
Asian/Pacific Islander	36.30%	18.70%	14.50%	13.90%	11.00%
Hispanic/Latino	5.60%	15.30%	13.10%	18.80%	20.10%
Other	3.10%	2.70%	2.40%	2.20%	2.20%