

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	20,556	295,316	526,248	1,858,736	454,391
Total Daytime Population	22,874	324,685	588,441	2,040,584	510,516

TOTAL HOUSEHOLD INCOME

Total Households	6,513	107,525	186,878	588,440	163,772
Median Household Income	\$74,162	\$77,524	\$85,771	\$85,179	\$86,813
Average Household Income	\$90,460	\$96,000	\$104,795	\$103,126	\$105,698
Under \$15,000	8.00%	9.20%	8.20%	7.70%	8.60%
\$15,000 — \$34,999	18.30%	14.70%	13.30%	12.90%	13.10%
\$35,000 — \$49,999	9.60%	11.40%	10.30%	10.30%	10.40%
\$50,000 — \$74,999	19.40%	17.60%	16.00%	15.80%	16.30%
\$75,000 — \$99,999	10.70%	13.50%	13.70%	13.80%	13.70%
\$100,000 — \$124,999	10.30%	9.50%	10.30%	10.70%	10.20%
\$125,000 — \$149,999	6.90%	7.10%	7.70%	7.90%	7.70%
\$150,000+	16.70%	17.00%	20.50%	21.10%	20.20%

BUSINESSES

Total Businesses	756	7,131	11,954	45,082	9,666
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RACE/ETHNICITY

White/Caucasian	17.00%	27.00%	30.40%	22.50%	30.50%
Black/African American	12.70%	12.30%	11.40%	10.00%	11.70%
Asian/Pacific Islander	24.20%	14.10%	13.30%	15.50%	13.60%
Hispanic/Latino	42.70%	42.50%	40.40%	48.40%	40.00%
Other	3.40%	4.10%	4.40%	3.60%	4.30%