

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	32,418	194,357	500,555	1,943,207	3,854,201
Total Daytime Population	83,265	279,332	559,725	2,232,759	4,580,907

### TOTAL HOUSEHOLD INCOME

Total Households	16,062	78,118	188,707	702,594	1,334,369
Median Household Income	\$94,399	\$115,562	\$112,356	\$90,846	\$89,098
Average Household Income	\$125,166	\$163,014	\$151,972	\$120,186	\$117,988
Under \$15,000	14.3%	8.0%	7.0%	9.9%	9.2%
\$15,000 — \$34,999	9.5%	9.3%	10.2%	13.5%	13.2%
\$35,000 — \$49,999	6.7%	6.5%	6.9%	9.1%	9.4%
\$50,000 — \$74,999	11.0%	11.9%	12.3%	14.2%	14.8%
\$75,000 — \$99,999	11.1%	11.1%	11.6%	12.0%	12.6%
\$100,000 — \$124,999	9.4%	9.5%	10.4%	9.8%	9.9%
\$125,000 — \$149,999	6.7%	7.4%	7.8%	7.2%	7.4%
\$150,000+	31.2%	36.2%	33.8%	24.4%	23.5%

### BUSINESSES

Total Businesses	6,102	15,189	28,589	120,825	244,663
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### RACE/ETHNICITY

White/Caucasian	35.4%	34.8%	29.9%	24.3%	22.9%
Black/African American	6.8%	7.0%	4.8%	3.4%	5.2%
Asian/Pacific Islander	21.8%	18.9%	25.3%	24.7%	17.8%
Hispanic/Latino	31.4%	34.0%	35.4%	44.2%	50.7%
Other	4.6%	5.3%	4.7%	3.5%	3.3%

Source: Advan, 2024.