

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	27,877	122,019	300,595	1,483,769	611,379
Total Daytime Population	21,760	124,802	329,182	1,469,730	665,150

### TOTAL HOUSEHOLD INCOME

Total Households	12,066	51,746	117,960	534,126	226,357
Median Household Income	\$105,705	\$85,876	\$80,509	\$79,223	\$76,735
Average Household Income	\$131,916	\$105,816	\$102,755	\$103,541	\$99,237
Under \$15,000	6.8%	8.1%	8.4%	7.7%	8.4%
\$15,000 — \$34,999	11.2%	13.9%	15.2%	15.1%	16.4%
\$35,000 — \$49,999	11.2%	12.5%	12.6%	12.0%	12.6%
\$50,000 — \$74,999	16.3%	17.2%	17.3%	17.3%	17.9%
\$75,000 — \$99,999	12.6%	12.0%	12.4%	12.7%	12.3%
\$100,000 — \$124,999	7.6%	8.4%	8.3%	9.4%	8.5%
\$125,000 — \$149,999	6.8%	6.7%	6.0%	6.8%	5.9%
\$150,000+	27.4%	21.2%	19.8%	19.0%	18.0%

### BUSINESSES

Total Businesses	432	3,669	10,000	45,285	17,999
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### RACE/ETHNICITY

White/Caucasian	36.4%	35.1%	28.0%	25.6%	24.8%
Black/African American	18.7%	26.2%	24.0%	18.0%	21.2%
Asian/Pacific Islander	20.0%	12.3%	16.0%	13.9%	15.1%
Hispanic/Latino	20.7%	22.3%	28.6%	39.1%	35.6%
Other	4.2%	4.1%	3.4%	3.4%	3.3%

Source: Advan, 2024.