

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	28,539	233,899	572,141	1,954,210	805,351
Total Daytime Population	26,140	218,750	581,502	2,167,347	862,967

### TOTAL HOUSEHOLD INCOME

Total Households	7,828	83,848	211,009	742,379	286,978
Median Household Income	\$63,350	\$81,667	\$88,448	\$95,819	\$88,240
Average Household Income	\$80,581	\$103,849	\$116,634	\$132,645	\$117,109
Under \$15,000	9.4%	9.9%	9.5%	9.2%	9.2%
\$15,000 — \$34,999	15.3%	13.4%	12.9%	12.3%	13.1%
\$35,000 — \$49,999	14.3%	9.8%	9.4%	8.7%	9.6%
\$50,000 — \$74,999	16.5%	14.9%	14.4%	14.0%	14.5%
\$75,000 — \$99,999	14.3%	13.4%	12.6%	12.2%	12.4%
\$100,000 — \$124,999	11.7%	10.6%	10.2%	9.8%	10.1%
\$125,000 — \$149,999	6.0%	7.8%	7.5%	7.5%	7.5%
\$150,000+	12.4%	20.2%	23.5%	26.4%	23.5%

### BUSINESSES

Total Businesses	1,179	12,603	35,280	148,717	54,728
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### RACE/ETHNICITY

White/Caucasian	14.7%	36.3%	40.6%	40.9%	37.3%
Black/African American	2.3%	4.2%	3.9%	3.6%	3.8%
Asian/Pacific Islander	4.2%	7.9%	8.5%	11.6%	8.4%
Hispanic/Latino	76.2%	47.8%	42.9%	39.6%	46.6%
Other	2.6%	3.9%	4.2%	4.3%	3.9%

Source: Advan, 2024.