

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	100,001	821,216	1,758,918	7,486,887	1,734,269
Total Daytime Population	92,438	695,578	1,506,800	8,645,959	1,571,627

### TOTAL HOUSEHOLD INCOME

Total Households	36,874	284,920	626,099	2,908,738	617,559
Median Household Income	\$59,043	\$81,755	\$85,064	\$91,522	\$85,805
Average Household Income	\$78,737	\$104,204	\$107,120	\$125,861	\$107,902
Under \$15,000	12.6%	8.2%	7.8%	10.7%	7.8%
\$15,000 — \$34,999	22.7%	14.4%	13.2%	13.0%	13.2%
\$35,000 — \$49,999	9.6%	9.7%	9.5%	8.4%	9.4%
\$50,000 — \$74,999	16.0%	16.4%	15.9%	13.2%	15.9%
\$75,000 — \$99,999	12.1%	13.2%	12.9%	10.9%	12.9%
\$100,000 — \$124,999	7.4%	10.2%	10.6%	9.0%	10.5%
\$125,000 — \$149,999	6.3%	7.6%	7.8%	6.9%	7.8%
\$150,000+	13.3%	20.2%	22.3%	27.7%	22.3%

### BUSINESSES

Total Businesses	4,585	20,006	41,654	254,658	41,364
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### RACE/ETHNICITY

White/Caucasian	6.2%	19.8%	24.5%	27.4%	24.6%
Black/African American	3.3%	4.1%	7.5%	21.7%	7.1%
Asian/Pacific Islander	72.4%	37.8%	30.5%	14.7%	30.8%
Hispanic/Latino	16.6%	35.4%	32.9%	31.4%	32.9%
Other	1.6%	3.0%	4.7%	4.9%	4.6%

Source: Advan, 2024.