

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	8,567	57,411	123,708	543,298	522,562
Total Daytime Population	9,544	57,602	102,652	512,948	531,683

### TOTAL HOUSEHOLD INCOME

Total Households	3,099	20,722	43,560	194,186	186,787
Median Household Income	\$122,943	\$134,946	\$138,692	\$114,740	\$114,866
Average Household Income	\$134,216	\$154,512	\$160,881	\$134,101	\$134,357
Under \$15,000	1.9%	2.4%	3.2%	4.9%	4.9%
\$15,000 — \$34,999	8.3%	5.3%	4.8%	6.8%	6.8%
\$35,000 — \$49,999	5.4%	4.6%	4.1%	6.7%	6.7%
\$50,000 — \$74,999	8.3%	11.0%	10.4%	13.1%	12.9%
\$75,000 — \$99,999	11.6%	10.0%	10.5%	12.9%	12.9%
\$100,000 — \$124,999	12.8%	11.4%	12.2%	12.1%	12.2%
\$125,000 — \$149,999	15.0%	12.9%	11.7%	10.1%	10.2%
\$150,000+	36.7%	42.5%	43.2%	33.4%	33.4%

### BUSINESSES

Total Businesses	149	1,267	2,430	11,762	10,941
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### RACE/ETHNICITY

White/Caucasian	43.4%	36.2%	36.0%	25.8%	25.5%
Black/African American	34.0%	45.3%	44.7%	49.9%	50.4%
Asian/Pacific Islander	4.3%	4.2%	5.4%	4.7%	4.6%
Hispanic/Latino	11.3%	8.3%	8.1%	14.7%	14.6%
Other	7.0%	6.0%	5.8%	5.0%	4.9%

Source: Advan, 2024.