

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	6,463	12,748	36,937	139,109	156,107
Total Daytime Population	5,871	12,517	43,798	199,231	216,486

TOTAL HOUSEHOLD INCOME

Total Households	2,397	4,844	14,913	54,711	61,252
Median Household Income	\$109,309	\$111,772	\$96,527	\$87,833	\$88,727
Average Household Income	\$122,404	\$124,775	\$117,843	\$116,135	\$117,322
Under \$15,000	6.80%	4.80%	4.70%	7.90%	7.50%
\$15,000 — \$34,999	3.10%	5.60%	12.10%	12.10%	11.90%
\$35,000 — \$49,999	4.70%	6.90%	9.20%	10.00%	10.10%
\$50,000 — \$74,999	17.20%	15.00%	16.80%	15.90%	15.80%
\$75,000 — \$99,999	11.00%	12.10%	11.70%	12.10%	12.10%
\$100,000 — \$124,999	11.80%	9.80%	11.60%	10.30%	10.30%
\$125,000 — \$149,999	13.60%	11.60%	8.80%	7.80%	7.80%
\$150,000+	31.90%	34.20%	25.20%	24.00%	24.70%

BUSINESSES

Total Businesses	223	349	1,593	4,776	5,077
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RACE/ETHNICITY

White/Caucasian	80.30%	81.10%	75.60%	71.90%	73.30%
Black/African American	5.00%	4.30%	10.40%	12.30%	11.50%
Asian/Pacific Islander	7.20%	6.30%	4.90%	6.00%	5.70%
Hispanic/Latino	4.70%	4.70%	5.70%	6.40%	6.10%
Other	2.70%	3.60%	3.40%	3.40%	3.40%