

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	70,982	359,666	752,292	3,206,836	353,945
Total Daytime Population	54,737	398,118	764,394	4,941,653	391,286

### TOTAL HOUSEHOLD INCOME

Total Households	23,883	129,081	272,550	1,309,292	126,615
Median Household Income	\$65,332	\$62,146	\$71,504	\$97,132	\$62,478
Average Household Income	\$79,434	\$77,063	\$90,433	\$134,271	\$77,429
Under \$15,000	12.50%	14.20%	12.90%	9.10%	14.20%
\$15,000 — \$34,999	16.30%	18.20%	16.30%	11.90%	18.20%
\$35,000 — \$49,999	13.90%	12.10%	11.20%	8.30%	12.20%
\$50,000 — \$74,999	17.40%	17.60%	17.00%	12.70%	17.60%
\$75,000 — \$99,999	13.60%	12.10%	12.40%	10.70%	12.00%
\$100,000 — \$124,999	8.00%	8.60%	8.70%	9.10%	8.70%
\$125,000 — \$149,999	6.60%	5.70%	6.10%	7.00%	5.70%
\$150,000+	11.70%	11.40%	15.30%	31.10%	11.40%

### BUSINESSES

Total Businesses	1,159	7,521	15,530	135,897	7,393
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### RACE/ETHNICITY

White/Caucasian	20.90%	20.60%	22.10%	40.10%	20.60%
Black/African American	11.50%	28.80%	39.70%	17.40%	28.40%
Asian/Pacific Islander	4.50%	4.10%	5.60%	11.00%	4.10%
Hispanic/Latino	60.30%	42.60%	29.10%	28.40%	43.00%
Other	2.90%	4.00%	3.60%	3.10%	4.00%