

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	9,176	82,392	137,693	396,458	266,259
Total Daytime Population	9,613	58,177	110,525	322,937	208,239

TOTAL HOUSEHOLD INCOME

Total Households	3,209	27,799	46,615	133,356	91,099
Median Household Income	\$104,816	\$102,762	\$111,680	\$90,484	\$99,077
Average Household Income	\$120,175	\$118,231	\$134,396	\$109,102	\$120,031
Under \$15,000	1.90%	2.80%	3.30%	6.10%	4.90%
\$15,000 — \$34,999	7.60%	7.90%	8.30%	11.20%	9.10%
\$35,000 — \$49,999	4.30%	6.30%	6.90%	9.30%	8.50%
\$50,000 — \$74,999	18.40%	15.40%	14.80%	16.50%	15.90%
\$75,000 — \$99,999	15.10%	13.60%	13.40%	13.00%	12.90%
\$100,000 — \$124,999	17.70%	13.90%	12.30%	11.30%	11.20%
\$125,000 — \$149,999	11.00%	11.70%	10.80%	9.50%	10.20%
\$150,000+	23.90%	28.50%	30.20%	23.20%	27.20%

BUSINESSES

Total Businesses	243	1,119	2,082	5,995	3,975
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RACE/ETHNICITY

White/Caucasian	60.20%	54.10%	58.90%	47.10%	54.10%
Black/African American	17.50%	17.10%	14.50%	17.60%	15.50%
Asian/Pacific Islander	2.70%	3.30%	2.50%	2.50%	2.80%
Hispanic/Latino	16.20%	22.70%	21.40%	30.40%	25.10%
Other	3.40%	2.90%	2.70%	2.50%	2.60%