

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	11,478	42,029	88,214	241,468	162,974
Total Daytime Population	8,808	38,252	100,820	256,756	181,399

TOTAL HOUSEHOLD INCOME

Total Households	4,665	17,461	35,119	94,007	65,576
Median Household Income	\$69,926	\$66,690	\$65,400	\$51,265	\$55,806
Average Household Income	\$84,349	\$79,909	\$79,365	\$66,337	\$71,792
Under \$15,000	3.00%	7.20%	7.80%	12.90%	11.40%
\$15,000 — \$34,999	13.10%	15.60%	15.80%	20.30%	19.00%
\$35,000 — \$49,999	16.80%	14.30%	13.00%	13.10%	13.20%
\$50,000 — \$74,999	16.90%	18.70%	19.30%	17.40%	17.80%
\$75,000 — \$99,999	13.40%	14.30%	14.50%	12.60%	13.30%
\$100,000 — \$124,999	14.50%	11.70%	10.80%	8.30%	8.90%
\$125,000 — \$149,999	8.00%	6.70%	6.50%	4.80%	5.00%
\$150,000+	14.30%	11.50%	12.40%	10.60%	11.30%

BUSINESSES

Total Businesses	84	867	2,352	5,935	4,072
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RACE/ETHNICITY

White/Caucasian	63.30%	58.50%	57.10%	47.60%	50.20%
Black/African American	19.80%	24.50%	27.30%	40.10%	36.60%
Asian/Pacific Islander	6.10%	5.00%	4.20%	2.30%	2.90%
Hispanic/Latino	6.40%	7.60%	7.40%	6.30%	6.40%
Other	4.50%	4.40%	3.90%	3.80%	3.90%