

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	6,726	55,322	114,311	346,375	308,353
Total Daytime Population	12,063	60,873	105,181	254,739	234,292

### TOTAL HOUSEHOLD INCOME

Total Households	2,395	19,804	40,274	121,649	109,007
Median Household Income	\$108,930	\$77,975	\$78,892	\$82,719	\$81,979
Average Household Income	\$111,206	\$89,058	\$89,505	\$97,264	\$96,467
Under \$15,000	5.1%	6.7%	5.9%	5.2%	4.9%
\$15,000 — \$34,999	6.3%	13.5%	12.3%	10.9%	11.0%
\$35,000 — \$49,999	7.7%	12.3%	12.3%	11.2%	11.6%
\$50,000 — \$74,999	6.8%	17.5%	17.2%	18.0%	18.4%
\$75,000 — \$99,999	16.5%	17.1%	17.9%	16.3%	16.5%
\$100,000 — \$124,999	21.7%	11.1%	13.1%	12.1%	12.2%
\$125,000 — \$149,999	23.0%	8.7%	8.6%	8.1%	8.1%
\$150,000+	12.9%	13.1%	12.7%	18.3%	17.3%

### BUSINESSES

Total Businesses	451	1,295	2,098	4,574	4,101
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### RACE/ETHNICITY

White/Caucasian	62.8%	57.7%	54.5%	55.2%	54.6%
Black/African American	15.4%	17.2%	19.1%	20.7%	21.6%
Asian/Pacific Islander	4.3%	4.3%	4.7%	4.7%	4.6%
Hispanic/Latino	11.8%	15.5%	17.2%	14.7%	14.4%
Other	5.7%	5.2%	4.5%	4.7%	4.8%

Source: Advan, 2024.