

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	6,284	45,797	184,917	837,919	145,414
Total Daytime Population	4,975	36,205	168,315	821,312	131,673

**TOTAL HOUSEHOLD INCOME**

Total Households	2,316	16,654	65,172	297,907	51,946
Median Household Income	\$116,336	\$95,542	\$77,049	\$72,098	\$76,300
Average Household Income	\$127,347	\$111,599	\$91,070	\$88,020	\$90,512
Under \$15,000	7.60%	8.30%	7.20%	7.50%	7.20%
\$15,000 — \$34,999	8.10%	12.30%	14.80%	16.10%	15.10%
\$35,000 — \$49,999	6.50%	8.10%	13.00%	13.40%	13.10%
\$50,000 — \$74,999	11.90%	15.60%	18.40%	19.30%	18.30%
\$75,000 — \$99,999	10.30%	12.20%	12.90%	13.10%	13.10%
\$100,000 — \$124,999	17.00%	12.40%	11.20%	9.70%	11.00%
\$125,000 — \$149,999	7.10%	8.90%	7.30%	6.70%	7.10%
\$150,000+	31.40%	22.20%	15.30%	14.20%	15.10%

**BUSINESSES**

Total Businesses	221	981	4,274	22,412	3,511
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**RACE/ETHNICITY**

White/Caucasian	57.90%	46.10%	29.30%	25.60%	31.30%
Black/African American	18.90%	27.00%	40.70%	42.20%	40.50%
Asian/Pacific Islander	14.20%	14.40%	9.80%	9.20%	10.20%
Hispanic/Latino	4.80%	9.50%	17.20%	20.10%	15.00%
Other	4.30%	3.00%	3.00%	3.00%	3.00%