

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	12,088	68,129	154,032	332,915	187,199
Total Daytime Population	11,175	161,472	262,672	475,080	311,411

TOTAL HOUSEHOLD INCOME

Total Households	6,131	28,614	60,896	130,716	75,062
Median Household Income	\$67,218	\$64,086	\$58,504	\$54,844	\$56,850
Average Household Income	\$107,090	\$91,723	\$80,136	\$71,529	\$76,647
Under \$15,000	13.90%	17.00%	16.60%	14.30%	16.20%
\$15,000 — \$34,999	16.50%	19.10%	19.20%	20.40%	20.20%
\$35,000 — \$49,999	10.40%	10.80%	12.30%	14.30%	13.20%
\$50,000 — \$74,999	17.50%	14.30%	15.70%	18.20%	16.20%
\$75,000 — \$99,999	10.10%	9.80%	10.90%	11.70%	11.10%
\$100,000 — \$124,999	8.00%	6.80%	7.10%	7.20%	6.90%
\$125,000 — \$149,999	6.50%	5.60%	5.40%	4.60%	5.00%
\$150,000+	17.10%	16.60%	12.80%	9.40%	11.30%

BUSINESSES

Total Businesses	396	3,819	6,223	11,043	7,579
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RACE/ETHNICITY

White/Caucasian	81.40%	68.00%	55.70%	46.70%	51.40%
Black/African American	10.40%	22.90%	34.00%	42.40%	38.50%
Asian/Pacific Islander	2.90%	2.80%	2.20%	2.10%	2.10%
Hispanic/Latino	3.40%	4.00%	5.30%	5.90%	5.20%
Other	1.90%	2.30%	2.80%	2.90%	2.70%