

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	4,216	23,103	73,326	237,484	121,775
Total Daytime Population	1,681	33,841	83,854	255,547	133,764

TOTAL HOUSEHOLD INCOME

Total Households	1,276	7,891	24,447	78,047	39,563
Median Household Income	\$79,888	\$75,653	\$73,971	\$74,896	\$73,801
Average Household Income	\$84,753	\$94,690	\$91,405	\$95,956	\$93,750
Under \$15,000	4.10%	4.20%	4.40%	6.60%	5.20%
\$15,000 — \$34,999	15.60%	14.30%	13.10%	13.30%	14.40%
\$35,000 — \$49,999	10.90%	12.50%	11.20%	11.10%	11.40%
\$50,000 — \$74,999	23.10%	18.90%	19.40%	16.80%	18.90%
\$75,000 — \$99,999	15.20%	15.90%	15.70%	13.90%	14.40%
\$100,000 — \$124,999	8.60%	10.50%	11.50%	10.50%	10.40%
\$125,000 — \$149,999	7.20%	7.10%	7.70%	7.90%	7.60%
\$150,000+	15.50%	16.60%	17.10%	19.90%	17.80%

BUSINESSES

Total Businesses	101	377	1,468	5,379	2,769
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RACE/ETHNICITY

White/Caucasian	55.80%	62.70%	63.80%	60.20%	58.70%
Black/African American	9.80%	7.60%	5.60%	9.00%	5.70%
Asian/Pacific Islander	2.50%	2.70%	2.60%	3.10%	2.40%
Hispanic/Latino	30.80%	25.00%	25.90%	25.50%	31.00%
Other	1.00%	2.00%	2.10%	2.30%	2.20%