

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	17,643	141,739	376,977	1,452,490	549,406
Total Daytime Population	20,249	158,976	434,354	1,523,304	591,728

### TOTAL HOUSEHOLD INCOME

Total Households	7,058	55,163	137,763	502,432	194,826
Median Household Income	\$94,698	\$83,425	\$78,297	\$61,563	\$71,694
Average Household Income	\$108,390	\$95,285	\$93,413	\$76,022	\$86,177
Under \$15,000	5.40%	8.20%	8.90%	12.40%	10.10%
\$15,000 — \$34,999	12.20%	13.60%	14.50%	18.90%	16.00%
\$35,000 — \$49,999	11.10%	11.80%	11.70%	12.50%	12.00%
\$50,000 — \$74,999	16.50%	16.30%	16.60%	16.40%	16.90%
\$75,000 — \$99,999	10.50%	13.30%	13.90%	12.40%	13.50%
\$100,000 — \$124,999	10.50%	12.00%	11.50%	9.40%	10.80%
\$125,000 — \$149,999	10.60%	8.30%	7.40%	6.20%	7.00%
\$150,000+	23.10%	16.60%	15.50%	11.80%	13.80%

### BUSINESSES

Total Businesses	586	3,812	9,321	27,008	12,117
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### RACE/ETHNICITY

White/Caucasian	72.60%	71.90%	52.90%	30.30%	43.60%
Black/African American	6.20%	8.50%	23.90%	40.20%	32.50%
Asian/Pacific Islander	3.20%	2.00%	1.70%	1.70%	1.40%
Hispanic/Latino	15.50%	15.50%	19.50%	26.40%	20.60%
Other	2.50%	2.30%	2.10%	1.50%	1.90%