

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	6,077	47,013	105,806	274,304	181,724
Total Daytime Population	2,389	35,751	91,190	253,577	184,154

TOTAL HOUSEHOLD INCOME

Total Households	2,168	17,889	39,657	101,016	68,053
Median Household Income	\$81,674	\$81,342	\$74,859	\$75,817	\$73,200
Average Household Income	\$87,631	\$91,687	\$86,762	\$91,355	\$88,334
Under \$15,000	2.70%	3.50%	4.30%	5.70%	5.90%
\$15,000 — \$34,999	10.20%	11.70%	11.90%	12.10%	12.60%
\$35,000 — \$49,999	4.80%	11.60%	11.90%	12.40%	12.40%
\$50,000 — \$74,999	26.50%	20.90%	20.50%	19.50%	19.80%
\$75,000 — \$99,999	20.60%	18.30%	15.90%	14.50%	14.80%
\$100,000 — \$124,999	21.10%	13.00%	12.80%	12.40%	12.20%
\$125,000 — \$149,999	5.30%	9.30%	8.20%	8.30%	7.90%
\$150,000+	9.00%	11.60%	14.70%	15.10%	14.30%

BUSINESSES

Total Businesses	49	893	2,620	4,480	3,631
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RACE/ETHNICITY

White/Caucasian	77.80%	72.80%	74.70%	73.80%	72.90%
Black/African American	9.40%	13.10%	12.50%	12.80%	13.60%
Asian/Pacific Islander	5.10%	5.50%	4.10%	3.80%	3.80%
Hispanic/Latino	2.40%	4.50%	4.90%	6.40%	6.00%
Other	5.40%	4.20%	3.80%	3.30%	3.70%