

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	1,539	14,933	38,812	150,033	88,487
Total Daytime Population	839	11,967	39,092	171,906	107,267

### TOTAL HOUSEHOLD INCOME

Total Households	526	5,728	14,811	52,263	30,633
Median Household Income	\$84,942	\$88,811	\$76,314	\$72,042	\$66,488
Average Household Income	\$86,917	\$125,875	\$108,629	\$97,237	\$91,448
Under \$15,000	9.30%	6.20%	7.50%	6.90%	8.00%
\$15,000 — \$34,999	11.40%	6.50%	10.40%	15.50%	16.50%
\$35,000 — \$49,999	5.50%	13.20%	13.00%	13.20%	13.60%
\$50,000 — \$74,999	19.20%	17.10%	18.90%	17.80%	18.20%
\$75,000 — \$99,999	15.60%	14.30%	14.30%	13.50%	13.70%
\$100,000 — \$124,999	9.90%	12.30%	9.90%	9.40%	8.80%
\$125,000 — \$149,999	14.10%	7.90%	6.90%	6.70%	5.90%
\$150,000+	15.00%	22.60%	19.20%	17.00%	15.40%

### BUSINESSES

Total Businesses	10	261	822	3,762	2,592
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### RACE/ETHNICITY

White/Caucasian	77.20%	82.80%	75.60%	64.10%	59.00%
Black/African American	0.80%	5.20%	6.40%	6.80%	8.60%
Asian/Pacific Islander	0.90%	0.90%	1.30%	1.50%	1.30%
Hispanic/Latino	20.60%	9.10%	14.60%	25.70%	29.10%
Other	0.50%	2.00%	2.10%	2.00%	2.00%