

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	10,098	85,941	190,677	544,200	140,427
Total Daytime Population	6,394	100,874	226,532	578,279	181,831

TOTAL HOUSEHOLD INCOME

Total Households	3,674	30,138	69,419	197,500	50,253
Median Household Income	\$81,867	\$83,656	\$85,202	\$97,276	\$82,404
Average Household Income	\$100,456	\$98,839	\$101,135	\$117,988	\$97,793
Under \$15,000	7.80%	6.70%	6.60%	5.70%	7.10%
\$15,000 — \$34,999	11.00%	11.30%	11.60%	10.40%	12.10%
\$35,000 — \$49,999	10.90%	9.80%	9.90%	8.80%	10.10%
\$50,000 — \$74,999	16.50%	17.60%	17.20%	14.70%	17.10%
\$75,000 — \$99,999	12.40%	15.40%	14.70%	13.70%	15.20%
\$100,000 — \$124,999	14.00%	12.30%	12.60%	11.30%	12.30%
\$125,000 — \$149,999	10.70%	9.20%	8.70%	9.00%	9.10%
\$150,000+	16.90%	17.70%	18.70%	26.30%	17.10%

BUSINESSES

Total Businesses	96	2,751	6,259	15,393	5,003
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RACE/ETHNICITY

White/Caucasian	64.30%	60.10%	62.50%	68.70%	62.50%
Black/African American	18.40%	19.70%	17.60%	13.50%	17.80%
Asian/Pacific Islander	5.30%	4.00%	4.50%	4.10%	3.70%
Hispanic/Latino	7.90%	12.40%	12.20%	10.50%	12.60%
Other	4.20%	3.70%	3.20%	3.30%	3.40%