

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	6,715	42,883	158,849	642,095	290,701
Total Daytime Population	4,486	33,702	155,975	698,041	345,369

TOTAL HOUSEHOLD INCOME

Total Households	2,323	15,924	56,442	238,146	102,479
Median Household Income	\$128,153	\$119,088	\$94,591	\$87,132	\$86,426
Average Household Income	\$141,509	\$137,340	\$114,964	\$105,795	\$105,123
Under \$15,000	6.10%	3.90%	5.80%	5.90%	5.90%
\$15,000 — \$34,999	6.20%	7.80%	11.10%	11.10%	12.00%
\$35,000 — \$49,999	6.30%	7.60%	9.50%	10.30%	10.50%
\$50,000 — \$74,999	10.40%	9.90%	14.50%	17.40%	16.70%
\$75,000 — \$99,999	8.20%	14.00%	12.90%	14.00%	13.40%
\$100,000 — \$124,999	10.70%	12.30%	10.60%	11.20%	10.80%
\$125,000 — \$149,999	10.10%	8.80%	8.40%	8.40%	8.00%
\$150,000+	42.00%	35.90%	27.10%	21.80%	22.80%

BUSINESSES

Total Businesses	182	803	3,484	18,478	8,364
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RACE/ETHNICITY

White/Caucasian	74.60%	70.70%	52.90%	53.30%	50.50%
Black/African American	13.80%	18.00%	25.40%	25.70%	26.10%
Asian/Pacific Islander	3.30%	2.50%	4.00%	4.10%	3.50%
Hispanic/Latino	3.70%	5.50%	14.40%	13.40%	16.90%
Other	4.70%	3.30%	3.30%	3.50%	3.00%