

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	7,377	51,628	124,808	471,717	203,891
Total Daytime Population	6,731	46,577	104,529	471,301	194,477

TOTAL HOUSEHOLD INCOME

Total Households	3,154	19,665	46,792	183,583	78,290
Median Household Income	\$81,608	\$107,972	\$100,318	\$89,738	\$93,386
Average Household Income	\$124,606	\$129,052	\$119,736	\$114,205	\$114,485
Under \$15,000	2.80%	2.80%	4.00%	5.40%	4.50%
\$15,000 — \$34,999	6.30%	7.30%	10.00%	11.60%	10.70%
\$35,000 — \$49,999	10.70%	7.70%	8.00%	10.00%	9.00%
\$50,000 — \$74,999	24.50%	14.70%	15.20%	16.30%	15.90%
\$75,000 — \$99,999	17.00%	12.90%	12.40%	13.00%	13.00%
\$100,000 — \$124,999	8.30%	11.40%	11.30%	10.70%	11.70%
\$125,000 — \$149,999	5.70%	11.40%	10.40%	9.20%	9.80%
\$150,000+	24.60%	32.00%	28.70%	23.90%	25.50%

BUSINESSES

Total Businesses	229	987	2,266	11,472	4,598
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RACE/ETHNICITY

White/Caucasian	72.20%	77.10%	69.50%	60.40%	64.60%
Black/African American	11.60%	10.50%	14.30%	19.80%	16.10%
Asian/Pacific Islander	7.00%	4.40%	4.40%	5.40%	4.90%
Hispanic/Latino	7.20%	5.80%	8.60%	11.40%	10.70%
Other	2.00%	2.30%	3.20%	3.10%	3.70%