

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	6,700	51,340	125,223	487,915	354,842
Total Daytime Population	7,331	50,124	109,953	484,971	382,206

### TOTAL HOUSEHOLD INCOME

Total Households	2,775	19,150	47,654	190,177	138,913
Median Household Income	\$91,696	\$108,157	\$106,943	\$95,516	\$93,627
Average Household Income	\$135,523	\$133,509	\$129,096	\$120,067	\$114,226
Under \$15,000	2.2%	3.5%	3.6%	5.1%	4.7%
\$15,000 — \$34,999	5.3%	7.0%	8.5%	10.6%	10.6%
\$35,000 — \$49,999	8.6%	6.4%	7.0%	9.1%	9.0%
\$50,000 — \$74,999	22.8%	13.9%	15.4%	15.6%	16.3%
\$75,000 — \$99,999	15.4%	12.5%	12.2%	12.7%	12.8%
\$100,000 — \$124,999	13.2%	12.8%	11.6%	11.2%	11.6%
\$125,000 — \$149,999	5.8%	12.4%	10.2%	8.8%	9.1%
\$150,000+	26.6%	31.6%	31.4%	27.0%	26.1%

### BUSINESSES

Total Businesses	274	1,447	2,901	14,844	11,670
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### RACE/ETHNICITY

White/Caucasian	66.4%	71.2%	62.7%	56.1%	57.2%
Black/African American	9.1%	10.3%	16.0%	19.8%	19.4%
Asian/Pacific Islander	13.0%	7.3%	6.8%	6.7%	6.5%
Hispanic/Latino	7.9%	7.5%	9.9%	12.9%	12.2%
Other	3.5%	3.8%	4.6%	4.5%	4.7%

Source: Advan, 2024.