

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	6,409	52,992	115,379	411,357	720,542
Total Daytime Population	7,692	51,737	112,208	425,635	849,065

TOTAL HOUSEHOLD INCOME

Total Households	2,591	20,519	46,062	157,519	281,012
Median Household Income	\$88,751	\$109,961	\$102,137	\$93,999	\$84,840
Average Household Income	\$113,691	\$137,048	\$129,142	\$119,143	\$107,664
Under \$15,000	7.5%	2.9%	3.9%	5.3%	6.7%
\$15,000 — \$34,999	11.9%	7.4%	8.0%	9.9%	11.7%
\$35,000 — \$49,999	5.3%	7.9%	9.5%	10.3%	11.0%
\$50,000 — \$74,999	16.5%	13.8%	15.1%	16.8%	17.4%
\$75,000 — \$99,999	17.7%	13.8%	13.3%	13.6%	13.2%
\$100,000 — \$124,999	12.0%	12.7%	11.5%	10.7%	10.3%
\$125,000 — \$149,999	7.8%	8.3%	8.4%	8.0%	7.4%
\$150,000+	21.3%	33.3%	30.3%	25.4%	22.3%

BUSINESSES

Total Businesses	333	1,932	4,058	11,640	21,265
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RACE/ETHNICITY

White/Caucasian	59.9%	72.1%	62.7%	49.8%	47.9%
Black/African American	16.2%	11.1%	19.7%	30.3%	31.5%
Asian/Pacific Islander	5.5%	4.2%	4.2%	6.3%	5.4%
Hispanic/Latino	13.7%	8.4%	9.2%	9.5%	11.0%
Other	4.7%	4.2%	4.2%	4.1%	4.1%

Source: Advan, 2024.